

KEAN UNIVERSITY – COLLEGE OF VISUAL & PERFORMING ARTS

(45203) B.F.A IN VISUAL COMMUNICATIONS: Emphasis ADVERTISING DESIGN: 131 S.H.

EFFECTIVE DATE: Fall 2009

START TERM:

NAME		TRANSFER INSTITUTIONS (X)	Credits:	
STUDENT ID#		In Progress		
GENERAL EDUCATION: 35 Semester Hours (S.H.)				
Foundation Requirements 13 S.H.		ACADEMIC MAJOR ***	75 S.H.Total Credits	
G.E. 1000 Transition to Kean (Required of all freshmen or transfer students with fewer than 10 credits)	1	Required Foundation Core	18 S.H.	
ENG 1030 Composition (Requires a C or better)	3	FA 1230 Drawing I (formerly FA 2404)		3
MATH 1000;1010; 1016; 1030; 1054	3	DSN 1001 Drawing for Designers		3
COMM 1402 Speech Communication	3	FA 1100 2-D Design (formerly FA 2402)		3
GE 2025 Research & Technology	3	FA 1101 3-D Design (formerly FA 2403)		3
		FA 2100 Color Theory		3
Disciplinary & Interdisciplinary Distribution Requirements:		FA 2270 Photo (formerly FA 3270) or GCOM 3603 Black & White Photo I		3
Humanities: 6 S.H.		Area of Emphasis: Advertising Design	57 S.H.	
*ENG 2403 World Literature	3	VC 2202 Studio Skills		3
Select one course from below:		VC 2210 Typography I		3
Fine Arts/Art History	3	VC 3204 Graphic Design Fundamentals		3
Philosophy or Religion	3	VC 2201 Introduction to Visual Communications (WE)		3
Foreign Languages (Must take I and II for credit)	3	VC 3210 Typography II		3
Music or Theatre	3	VC 3220 Advertising I (WE)		3
Interdisciplinary	3	VC 3231 Cartooning		3
		VC 2240 Computers in Graphic Design I		3
Social Sciences: 6 S.H.		VC 3240 Digital Pre-Press		3
*HIST 1000 Civil Society in America	3	VC 3290 History of Visual Communications		3
Select one course from below:		VC 4212 Promotional Design		3
Psychology	3	VC 4220 Advertising II (WE)		3
Economics or Geography	3	VC 4221 Design for Advertising		3
Political Science	3	VC 4201 Portfolio: Visual Communications		3
Sociology or Anthropology	3			
Interdisciplinary	3			
Science and Mathematics: 7 S.H.		(Five Vis Comm courses, selected with advisement) >		
MATH 1010;1016;1030;1054; or CPS 1031;1032;1231	3			3
Lab Science	4			3
Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy				3
				3
				3
		FREE ELECTIVES: 6 S.H>		
		At least 50% must be 3000/4000 level		
G.E. and Major Capstone: 3 S.H.				3
DSN 4000 Critical Perspectives in Design ** ***	3			3
		Other Transfer:		
ADDITIONAL REQUIRED COURSES: 15 S.H.		Special Notes:		
AH 1700 Art, Prehistoric – Medieval	3	*G.E. required course		
AH 1701 Art, renaissance – Modern	3	**Course required by Major		
AH 3740 Modern Art	3	***All Major courses require a grade of C or better and 3.0 GPA Minimum		
FA 2200 Introduction to Painting / FA Majors	3	>Require advisor permission		
ID 3230 Understanding Images	3	Note: See foreign language requirements		
		TOTAL CREDITS:		
		Advisor:		
		Advisor Signature:		