

B. Provide proposed revisions in catalog copy – use **bold** for new information, ~~strike through~~ for deletions, and *italicize* changes

~~ART AND GRAPHIC DESIGN PROGRAMS~~

Faculty

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John S. J. Burke, EdD, *Professor of Art*
Kerri Cushman, MFA, *Associate Professor of Art*
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Randall W. Edmonson, MFA, *Professor of Art*
~~Wade Lough, MFA, *Associate Professor of Art*~~
Michael Mergen, MFA, *Assistant Professor of Art*
Kelly Nelson, MFA, MAE, *Associate Professor of Art*
Adam Paulek, *Assistant Professor of Art*
~~Christopher M. Register, MFA, *Professor of Art*~~

The primary educational objective of the Art ~~and Graphic Design p~~Programs is to provide quality baccalaureate degree programs in art education, ~~graphic design~~, and the fine arts, with concentrations in art history or studio; to offer a variety of courses that fulfill general education requirements.

While a foundation in art techniques, theory and art history is essential, creative expression and development of concepts, values and critical judgment are expected and encouraged. Students choose a field of specialization or concentration, form their own concepts and develop individual methods and directions. The Art ~~and Graphic Design p~~Programs emphasizes the humanities and aesthetic judgment, the development of personal expression and the relationship of art in the nature of learning and human development essential for a liberal arts education.

These ~~p~~Art Programs encourages students to be creative with ideas, techniques and materials in every aspect of their daily lives. We want our students to be knowledgeable about art history, current art activities, techniques, media, design, the value of art and its role in society and their own personal artistic direction. We expect our students to be productive, self-motivated and to develop discipline and responsibility concerning professional obligations and expectations in the workplace. Finally, we expect our students to be enlightened people, to be appreciative of life, to contribute to the well-being of others and society in general.

STUDENT ASSESSMENTS

As a graduation requirement, all students must participate in, and pass each of the five levels of the Art portfolio assessments. At each of the five assessment levels, students must present work that is predetermined by the faculty. The assessment evaluations are scored as either pass, no pass, or conditional no pass. See “Evaluation scores explained” for definitions of each evaluation score.

Each student must register for the appropriate zero-credit class for each level of assessment. The zero-credit classes are used to prevent students who have received a no-pass for an assessment from advancing to the next level in the Art program. Since the class is zero credit, it does not affect the student’s GPA. Each student will register for the appropriate zero-credit class when they register for classes in each of their Assessment semesters. Beginning with the Second-year Assessment, students will register for the appropriate section of the zero-credit class in their area of study.

Zero-credit Class Schedule

Art 183 - First-year Assessment

Art 283 - Second-year Assessment - choose the section specific to the student’s area of study.

Art 383 - Third-year Assessment - choose the section specific to the student’s area of study.

Art 423 - Fourth-year Assessment - choose the section specific to the student’s area of study.

Art 483 - Senior Project Final Assessment - choose the section specific to the student’s area of study.

Transfer students must contact the Theatre, Art, and Design Department Chair, who will route them to the appropriate faculty, who will determine what Assessments the students must complete for graduation. This contact is the responsibility of the student and should occur shortly after the student is admitted into the Longwood ~~GVCD~~DSAM

program. A review of the transfer student's portfolio may be required to determine what Assessments are required. The First-year Portfolio Assessment is waived for those transfer students who have received Longwood credit for Art 120, Art 223, and either Art 130 or 131.

The five levels of assessment progress as follows:

- First-year Portfolio Assessment – Five art works from the student's first year are assessed; one work, each, from Art 120, Art 130, Art 131, and Art 223 are required. The First-year faculty will determine which works are assessed.
- Second-year Portfolio Assessment – Five to seven works from the student's concentration are assessed.
- Third-year Portfolio Assessment – The focus of this assessment is the evaluation of the student's Senior Project Proposal, although additional work from the student's third-year courses is assessed.
- Senior Project Mid-Assessment – The focus of this assessment is the evaluation of the student's Senior Project at its mid-point
- Senior Project Final Assessment – The focus of this assessment is the evaluation of the student's completed Senior Project.

Evaluation scores explained

- A pass permits the student to progress to the next level and continue to take Art classes.
- A conditional no-pass is granted only if the assessing faculty members believe the problems with the work can be improved in the remaining weeks before the end of the semester. If a conditional no-pass is granted, the student will be reassessed. The student will be informed as to what must be improved, and a date and time for the reassessment will be set. The reassessment will take place within the remaining weeks before the end of the semester and by the original assessors.
- A no-pass stops the students from advancing to the next level in the Art programs. Only one no-pass assessment is permitted. A second no-pass results in the student losing the opportunity to major in Art. Any student receiving a no-pass in an assessment must wait one year before that student is eligible to be reassessed.

STUDENT ASSESSMENTS

~~As a graduation requirement, all students must participate in, and pass, five portfolio assessments.~~

~~**First Portfolio Assessment:** This assessment will determine the student's eligibility to continue in the Art Department.~~

~~**Second Portfolio Assessment:** Students must also pass this assessment to continue in their area of concentration and/or the Art Department~~

~~**Third Portfolio Review:** Students must pass this assessment to participate in the fourth portfolio review.~~

~~**Mid-Fourth Portfolio Review:** Students must pass this assessment to participate in the final portfolio review.~~

~~**Fourth Portfolio Review:** Students must pass this assessment to graduate.~~

~~These assessments will be conducted annually. Any student failing an assessment will be eligible to retake it the following year. Students may only participate in one assessment per year. Students are permitted only one failed assessment.~~

TRANSFER STUDENTS

In order to graduate in a minimum of two years, students must have completed the following foundations studio courses prior to admission to the university.

Art 120 Foundations of Contemporary Design

Art 130 Drawing I

Art 131 Life Drawing

Art 223 Three Dimensional Design

All other transfer students should expect to graduate in a minimum of three years.

Field trips in some lecture and studio classes may involve a nominal cost for the students. Students are required to furnish all necessary supplies and some tools, however, many items are purchased with a studio

fee, which allows students to benefit from bulk purchases and also have the convenience of the materials being readily available. Fees range from \$10 to \$70, depending on the class and the materials supplied. A list of these fees is available from the Dean's Office and the Department of Theatre, Art and Graphic Design office. Any student enrolled in an art class after the end of the "add period" must pay this fee. To avoid the fee, it is imperative that the student be officially withdrawn from the class prior to this deadline. This rule will be strictly enforced and no exceptions made since these funds must be spent early in the semester to insure the availability of student supplies for the classes. Students who withdraw after the deadline will have the option of obtaining their share of the purchased materials.

COURSE REQUIREMENTS

All art majors will receive a Bachelor of Fine Arts Degree. The General Education Requirements ~~will be vary slightly identical~~ for each concentration. Department of Theatre, Art and ~~Graphic and Visual Communication Design~~ Graphic Design requirements ~~will also vary slightly~~.

The Department also offers tailored programs of study for students who wish to minor in studio art or art history. Students interested in a minor in general art or art history should contact the Department Chair for advising.

To satisfy major requirements for graduation, students majoring or minoring in art must earn a grade no less than C in all art courses. Any exception to these graduation requirements must be referred to the Department Chair. The student bears full responsibility for meeting all graduation requirements.

Additionally, as a graduation requirement, all students must participate in, and pass, four annual portfolio assessments.

Every attempt has been made to state the major and minor requirements as clearly as possible. However, it is strongly recommended that every student majoring or minoring maintain close communication with the academic advisor assigned in order to plan their program in a fashion best suited to the student's individual goals and needs. The faculty stands ready to assist any student in this regard.

ADDITIONAL REQUIREMENTS

Field trips in some lecture and studio classes may involve a nominal cost for the students. Students are required to furnish all necessary supplies and some tools. However, many items are purchased with a studio fee, which allows students to benefit from bulk purchases and also have the convenience of the materials being readily available.

Fees range from \$10 to \$70, depending on the class and the materials supplied. A list of these fees is available from the Dean's Office and the Department of Theatre, Art and Graphic Design office. Any student enrolled in an art class after the end of the "add period" must pay this fee. To avoid the fee, it is imperative that the student be officially withdrawn from the class prior to this deadline. This rule will be strictly enforced and no exceptions made since these funds must be spent early in the semester to insure the availability of student supplies for the classes. Students who withdraw after the deadline will have the option of obtaining their share of the purchased materials.

BACHELOR OF FINE ARTS DEGREE

Visual and Performing Arts

Concentrations: Art History, Art Education

(Leading to Teacher Endorsement), ~~and Art Studio~~ ~~and Graphic Design~~

A. General Education Core Requirement/38credits

Art Majors must take Art 462 to satisfy Goal 14

(NOTE: Art Majors cannot use ART 125, or ART 160 for General Education.)

B. Additional Degree Requirements/6 credits

Bachelor of Fine Arts Degrees require the following requirements along with General Education HUMANITIES (3 credits) not in the discipline of the major.

SOCIAL SCIENCES (3 credits) Students must take one of the following courses:

History 200, 354 or 360;

Geography 241;

or 3 credits at the 202 or above level foreign language.

C. Major Requirements

Art History/50 credits

Art Education/62 credits

Art Studio/65 credits

Major Requirements for All Concentrations:

[ART 183 First-year Assessment Zero-credit Course/0 credits](#)

[ART 283 First-year Assessment Zero-credit Course/0 credits](#)

[ART 383 First-year Assessment Zero-credit Course/0 credits](#)

[ART 423 Senior Project Mid-Assessment Zero-credit Course/0 credits](#)

[ART 423 Senior Project Final Assessment Zero-credit Course/0 credits](#)

ART 120 Foundations of Contemporary Design/3 credits

ART 130 Drawing I/3 credits

ART 131 Life Drawing/3 credits

ART 223 Three-Dimensional Design/3 credits

ART 261 History of Western Art: Prehistoric to Medieval /3 credits

ART 262 History of Western Art: Renaissance to Modern/3 credits

ART 362 Modern Art/3credits

ART 462 Professional Practices in Art/3 credits (1 credit satisfies Goal 14)

TOTAL 23 credits

1. *Additional Major Requirements – Art History Concentration*

ART 155 Basic Processes and Principles of Photography/3 credits

ART 270 Painting: Acrylic and Water-Based Media/3 credits

Plus seven art history courses at the 300 or 400 level/21 credits

TOTAL 27 credits

2. *Additional Major Requirements – Art Studio Concentration*

ART HISTORY at the 300 or 400 level – 3 credits

Choose any ONE field of concentration:

Crafts, Painting & Drawing, Photography/24 credits

Artist's Books & Printmaking/27 credits

[Graphic Design/30 credits](#)

Crafts:

Required

ART 155 Basic Processes and Principles of Photography/3 credits

ART 213 Ceramics I/3 credits

ART 217 Fabrics: Surface Design/3 credits

ART 218 Design in Stained Glass/3 credits

ART 224 Design in Wood/3 credits

ART 313 Jewelry and Metal Work/3 credits

ART 324 Papermaking/3 credits

Choice of 3 credits from this list:

ART 214 Ceramics II/3 credits

ART 309 Enamels/3 credits

ART 318 Advanced Stained Glass I/3 credits

ART 325 Advanced Design in Wood/3 credits

ART 353 Artists Books

ART 411 Enamels II/3 credits

ART 412 Ceramics Studio II/3 credits

ART 413 Jewelry II/3 credits

ART 414 Metalsmithing/3 credits

ART 416 Advanced Casting/3 credits

ART 417 Gem Stone Cutting and Setting/3 credits

ART 418 Metal Electroforming/3 credits

ART 419 Advanced Jewelry III/3 credits

TOTAL 24 credits

Art Electives/15 credits

Artist's Books and Printmaking:

ART 252 Instaprint/3 credits
ART 324 Papermaking/3 credits
ART 350 Bookbinding/3 credits
Choice of 15 credits from this list
ART 250 Printmaking: Relief/3 credits
ART 351 Printmaking: Serigraphy & Digital/3 credits
ART 352 Printmaking: Intaglio & Lithography/3 credits
ART 353 Artists' Books/3 credits
ART 450 Printmaking Studio/3 credits
ART 457 Editions/3 credits
Choice of 3 credits from this list
ART 217 Surface Design /3 credits
ART 230 Experimental Media in Drawing/3 credits
ART 326 Typography
ART 354 Alternative Photographic Processes/ 3 credits
TOTAL 27 credits
Art Electives/12 credits

Graphic Design

~~ART 155 Basic Processes and Principles of Photography/3 credits~~
ART 221 Graphic Design I/3 credits
ART 225 Graphic Art Production I/3 credits
~~ART 256 Digital Photography/3 credits~~
ART 322 Graphic Design and Production II/3 credits
~~ART 326 Typography/3 credits~~
~~ART 421 Graphic Design III/3 credits~~
ART 425 Graphic Design for the Web and Multimedia/3 credits
Choice of 6 credits from this list
~~ART 250 Printmaking: Relief/3 credits~~
~~ART 252 Instaprint/3 credits~~
~~ART 254 Color Photography/3 credits~~
~~ART 270 Painting: Acrylic & Water-Based Media/3 credits~~
ART 330 Illustration/3 credits
~~ART 370 Watercolor/3 credits~~
~~ART 426 Time Based Media/ 3 credits~~
TOTAL 30 credits
Art Electives/9 credits

Painting and Drawing

ART 155 Basic Processes and Principles of Photography/3 credits
ART 230 Experimental Media in Drawing/3 credits
ART 270 Painting: Acrylic and Water-Based Media/3 credits
ART 271 Painting: Oil Media/3 credits
ART 370 Watercolor/3 credits
Choice of 9 credits from this list
ART 330 Illustration/3 credits
ART 371 Advanced Painting/3 credits
ART 430, 432, 433 Drawing studio
ART 471, 472, 473 Painting Studio
TOTAL 24 credits
Art Electives/15 credits

Photography

ART 155 Basic Processes and Principles of Photography/3 credits
ART 254 Color Photography/3 credits
ART 255 Digital Photography/3 credits

ART 256 Intermediate Photography/3 credits
ART 355 Advanced Photography/3 credits
ART 456 Photography Studio/3 credits
Choice of 6 credits from this list:
ART 221 Graphic Design I/3 credits
ART 250 Printmaking: Relief/3 credits
ART 351 Printmaking: Serigraphy & Digital/3 credits
ART 352 Printmaking: Intaglio & Lithography/3 credits
ART 354 Alternative Photographic Processes/3 credits
TOTAL 24 credits
Art Electives/15 credits

3. Additional Major Requirements -- Art Education Concentration:

ART 155 Basic Processes and Principles of Photography/3 credits
ART 213 Ceramics I/3 credits
ART 217 Fabrics: Surface Design/3 credits
ART 252 Instaprint/3 credits
ART 270 Painting: Acrylic and Water-Based Media/3 credits
ART 313 Jewelry and Metal Work/3 credits
ART 366 Survey of Non-Western Art/3 credits
ART 381 Sculpture I/3 credits
ART 441 The Teaching of Art in the Secondary Schools/3 credits
ART 442 The Teaching of Art in the Elementary Schools/3 credits
TOTAL 30 Credits

Plus Mini-concentration/9 credits from any ONE category.

ART HISTORY: 301, 302, 316, 360, 365, 366, 369, 400, 401, 402, 403
CRAFTS: 110, 214, 218, 224, 309, 318, 324, 325, 406, 411, 412, 413, 414, 416, 419, 420, 422
ARTIST'S BOOKS AND PRINTMAKING: 250, 324, 350, 351, 352, 353, 450, 453
GRAPHIC DESIGN: 221, 225, 332, 326, 421, 425, 426
PAINTING AND DRAWING: 230, 271, 330, 370, 371, 430, 471
PHOTOGRAPHY: 254, 255, 256, 354, 355, 456

D. Additional Requirements

Art Education

Teacher Endorsement Requirements/15 credits

EDUC 245 Human Growth and Development/3 credits
EDUC 260 Introduction to the Teaching Profession/2 credits
EDUC 432 Content Area Literacy/3 credits
EDUC 455 Principles of Secondary Education/1 credit
EDUC 473 Inquiry into the Classroom Community/3 credits
EDUC 487 Classroom Management/3 credits

Art Education

Practicum Requirements/13 credits

EDUC 270 Practicum I/1 credit
EDUC 410 Directed Elementary/Secondary Teaching for Art & Music/12 credits

**Students must be admitted to the Teacher Preparation Program before they will be permitted to enroll in any subsequent 300-400 level EDUC courses.

*** Admission to Student Teaching

In addition to the general requirements: All Art Education Candidates must pass the VCLA and Praxis II - Art: Content Knowledge before placement.

E. General Electives

Art History/26 credits
Art Studio/11 credits

F. Total Credits

BFA with a concentration in Art History – 120

BFA with a concentration in Art Studio - 120
BFA with a concentration in Art Education
(Leading to Teacher Endorsement) = 134

MINORS

Minor in Art History

ART 261 History of Western Art: Prehistoric to Medieval/3 credits
ART 262 History of Western Art: Renaissance to Modern/3 credits
Four (4) ART HISTORY courses at 300 or 400 level/12 credits
TOTAL 18 credits

Minor in General Art

ART 120 Foundations of Contemporary Design/3 credits
ART 130 Drawing I/3 credits
Choose one of the following:
ART 223 Three-Dimensional Design/3 credits
ART 224 Design in Wood/3 credits
Choose one of the following:
ART 250 Printmaking I/3 credits
ART 251 Printmaking II/3 credits
ART 270 Painting: Acrylic and Water-Based Media/3 credits
ART 271 Painting: Oil Media/3 credits

Choose one of the following:

ART 155 Basic processes and Principles of Photography/3 credits
Art 254 Color Photography/3credits

Choose one of the following:

ART 110 Crafts/3 credits
ART 213 Ceramics I/3 credits
ART 216 Fibers: Weaving/3 credits
ART 217 Fabrics: Surface Design/3 credits
ART 218 Design in Stained Glass/3 credits
ART 309 Enamels/3 credits
ART 313 Jewelry and Metal Work/3 credits
ART 324 Papermaking/3 credits

Choose one of the following:

ART 160 Introduction to the Visual Arts/3 credits
ART 261 History of Western Art: Prehistoric to Medieval /3 credits
ART 262 History of Western Art: Renaissance to Modern/3 credits
or any 300-400 level ART HISTORY course/3 credits
TOTAL 21 credits

Minor in Graphic Design

ART 125 Introduction to Studio Art/3 credits
ART 155 Basic processes and Principles of Photography/3 credits
ART 221 Graphic Design I/3 credits
ART 225 Graphic Art Production I/3 credits
ART 322 Graphic Design and Production II/3 credits
ART 425 Graphic Design for the Web and Multimedia/3 credits
~~TOTAL 18 credits~~

Minor in Photography

ART 120 Foundations of Contemporary Design/3 credits
ART 155 Basic Processes and Principles of Photography/3 credits
ART 254 Color Photography/3 credits
ART 256 Digital Photography/3 credits
ART 354 Alternative Photographic Processes/3 credits

ART 255 Intermediate Photography/3 credits
TOTAL 18 credits

Minor in Painting and Drawing

ART 130 Drawing /3 credits
ART 131 Life drawing/3 credits
ART 270 Painting: Water-based media I/3 credits
ART 271 Painting: Oil I/3 credits
Choose 6 credits from the following:
ART 120 Found. Of Cont. Design/3 credits
ART 230 Experimental Media in Drawing/3 credits
ART 330 Illustration/3 credits
ART 370 Watercolor/3 credits
ART 371 Advanced Painting/3 credits
TOTAL 18 credits

Minor in Artist's Books and Printmaking

ART 120 Found. Of Cont. Design/3 credits
ART 252 Instaprint/3 credits
ART 324 Papermaking/3 credits
ART 350 Bookbinding/3 credits

Choose 6 credits from the following:
ART 252 Instaprint/3 credits
ART 324 Papermaking/3 credits
ART 351 Printmaking: Serigraphy & Digital/3 credits
ART 352 Printmaking: Intaglio & Lithography/3 credits
ART 353 Artists' Books/3 credits
ART 450 Printmaking Studio/3 credits
TOTAL 18 credits

NOTE: ALL THE FOLLOWING COPY IS NEW.

GRAPHIC DESIGN PROGRAM

Faculty

Wade Lough, MFA, Associate Professor of Art

Christopher M. Register, MFA, Professor of Art

Program Mission

Longwood University's Graphic and Animation Design (DSAM) program provides students with a rigorous and comprehensive four-year education in all facets of Graphic Design, Animation/Simulation and Time-based Media Design.

Our primary mission is to prepare students to be able to think critically, communicate both visually and in writing, and to be able to engage in—and execute—a systematic approach to visual problem solving. This includes effective research and cross disciplinary problem solving methodologies, concept generation, concept development and critical analysis.

Students are provided with a solid foundation in traditional and digital craft and tools skills. We promote exploration, the use of narrative and storytelling, organization, and visual information systems to be able to craft an appropriate message for a specific audience.

The DSAM program has been developed around contemporary methods and practices, and encourages students to compete nationally in refereed competitions, and through real client interaction with the student-run agency Design Lab.

The DSAM program, in conjunction with an excellent liberal arts foundation and the program's emphasis on interdisciplinary electives, aims to graduate students with the skills and nimble thinking to excel in the market place of today and tomorrow.

STUDENT ASSESSMENTS

As a graduation requirement, all students must participate in, and pass each of the five levels of the Graphic and Animation Design's (DSAM) portfolio assessments. At each of the five assessment levels, students must present work that is predetermined by the faculty. The assessment evaluations are scored as either pass, no pass, or conditional no pass. See "Evaluation scores explained" for definitions of each evaluation score.

Each student must register for the appropriate zero-credit class for each level of assessment. The zero-credit classes are used to prevent students who have received a no-pass for an assessment from advancing to the next level in the DSAM program. Since the class is zero credit, it does not affect the student's GPA. Each student will register for the appropriate zero-credit class when they register for classes in each of their Assessment semesters. Beginning with the Third-year Assessment, students will register for the appropriate section of the zero-credit class in their area of study; either Brand, Identity, Media Design or Animation, Simulation and Time-Based Media.

Zero-credit Class Schedule

DSAM 100 - First-year Assessment

DSAM 200 - Second-year Assessment

DSAM 300 - Third-year Assessment - choose the section specific to the student's area of study.

DSAM 350 - Fourth-year Assessment - choose the section specific to the student's area of study.

DSAM 400 - Senior Project Final Assessment - choose the section specific to the student's area of study.

Transfer students must contact the Theatre, Art, and Design Department Chair, who will route them to the appropriate faculty, who will determine what Assessments the students must complete for graduation. This contact is the responsibility of the student and should occur shortly after the student is admitted into the Longwood DSAM program. A review of the transfer student's portfolio may be required to determine what Assessments are required.

The five levels of assessment are usually offered twice a year: in the fall, usually just after Fall Break (for student whose first semester at Longwood was in the previous spring), and in the spring, usually the week prior to Spring Break (for student whose first semester at Longwood was the previous fall).

The five levels of assessment progress as follows:

- First-year Portfolio Assessment – Six to eight works from the student's first year DSAM courses— DSAM 101, 102, 103, 104, 105, and 204—are assessed.
- Second-year Portfolio Assessment – Five to seven works from the student's second-year DSAM courses are assessed.
- Third-year Portfolio Assessment – The focus of this assessment is the evaluation of the student's Senior Project Proposal, although additional work from the student's third-year DSAM courses is assessed.

- Senior Project Mid-Assessment – The focus of this assessment is the evaluation of the student’s Senior Project at its mid-point
- Senior Project Final Assessment – The focus of this assessment is the evaluation of the student’s completed Senior Project.

Evaluation scores explained

- A pass permits the student to progress to the next level and continue to take DSAM classes.
- A conditional no-pass is granted only if the assessing faculty members believe the problems with the work can be improved in the remaining weeks before the end of the semester. If a conditional no-pass is granted, the student will be reassessed. The student will be informed as to what must be improved, and a date and time for the reassessment will be set. The reassessment will take place within the remaining weeks before the end of the semester and by the original assessors.
- A no-pass stops the students from advancing to the next level in the DSAM programs. Only one no-pass assessment is permitted. A second no-pass results in the student losing the opportunity to major in DSAM. Any student receiving a no-pass in an assessment must wait one year before that student is eligible to be reassessed.

TRANSFER STUDENTS

The Graphic and Animation Design BFA degree program is a true four-year study in graphic design. Therefore, a transfer student can expect to spend a minimum of three year within the DSAM program. A student planning to transfer to the Longwood’s DSAM program is encouraged to contact the Chair of the Department of Theatre, Art, and Design, who will route them to the appropriate DSAM faculty for questions about the student’s transfer plans.

Field trips in some DSAM classes may involve a nominal cost for the students. Students are required to furnish all necessary supplies and some tools, however, many items are purchased with a studio fee, which allows students to benefit from bulk purchases and also have the convenience of the materials being readily available. Fees range from \$10 to \$60, depending on the class and the materials supplied. A list of these fees is available from the Dean’s Office and the Department of Theatre, Art and Graphic Design office. Any student enrolled in a DSAM class after the end of the “add period” must pay this fee. To avoid the fee, it is imperative that the student be officially withdrawn from the class prior to this deadline. This rule will be strictly enforced and no exceptions made since these funds must be spent early in the semester to ensure the availability of student supplies for the classes. Students who withdraw after the deadline will have the option of obtaining their share of the purchased materials.

COURSE REQUIREMENTS

All Graphic and Animation Design majors will receive a Bachelor of Fine Arts Degree. The General Education Requirements will be identical both for the Brand, Identity, Media Design Track and the Animation, Simulation and Time-based Media Track.

To satisfy major requirements for graduation, students majoring Graphic and Animation Design must earn a grade no less than C in all DSAM courses. Any exception to these graduation requirements must be referred to the Department Chair. The student bears full responsibility for meeting all graduation requirements.

Additionally, as a graduation requirement, all students must participate in, and pass, four annual portfolio assessments.

Every attempt has been made to state the major requirements as clearly as possible. However, it is strongly recommended that every student majoring Graphic and Animation Design maintain close communication with the academic advisor assigned in order to plan their program in a fashion best suited to the student’s individual goals and needs. The faculty stands ready to assist any student in this regard.

ADDITIONAL REQUIREMENTS

Field trips in some lecture and studio classes may involve a nominal cost for the students. Students are required to furnish all necessary supplies and some tools. However, many items are purchased with a studio fee, which allows students to benefit from bulk purchases and also have the convenience of the materials being readily available.

Fees range from \$10 to \$70, depending on the class and the materials supplied. A list of these fees is available from the Dean’s Office and the Department of Theatre, Art and Graphic Design office. Any student enrolled in an art class after

the end of the “add period” must pay this fee. To avoid the fee, it is imperative that the student be officially withdrawn from the class prior to this deadline. This rule will be strictly enforced and no exceptions made since these funds must be spent early in the semester to insure the availability of student supplies for the classes. Students who withdraw after the deadline will have the option of obtaining their share of the purchased materials.

BACHELOR OF FINE ARTS DEGREE

Visual and Performing Arts

Graphic and Animation Design Concentration

A. General Education Core Requirement/38credits

Goal 5: CMSC 121 recommended

Goal 8: PSYC 101 or SOCL 101 recommended

Goal 14: One credit of DSAM 462 meets this requirement

B. Additional Degree Requirements/6 credits

Bachelor of Fine Arts Degrees require the following requirements along with General Education:

HUMANITIES/3 credits; not in the discipline of the major.

SOCIAL SCIENCES/3 credits; Students must take one of the following courses:

History 200, 354 or 360; Geography 241;or 3 credits at the 202 or above level foreign language.

C. Major requirements

Graphic and Animation Design

Brand, Identity, Media Design Track/61 credits

Animation, Simulation, and Time-Based Media Track/67

1. Major Requirements for All Graphic and Animation Design Tracks/24 credits

A. All students must pass DSAM 100; 200; 300; 340; and 400. These are 0 credit classes attached to the five portfolio assessments.

B. Foundation Core Competencies

DSAM 101: Visual Problem Solving for Design/1.5 credits

DSAM 102: Drawing for Design/1.5credits

DSAM 103: Handcraft and Color/3 credits

DSAM 104: Digital Craft and Color/3 credits

DSAM 105: Research Critique and Presentation for Design/3 credits

DSAM 301: History of Graphic Design/3 credits

DSAM 204: Surface, Space and Time I/3 credits

DSAM 205: Surface, Space and Time II/3 credits

ART 262: History of Western Art: Renaissance to Modern/3 credits

2. Additional Major Requirements for Specific Graphic and Animation Design Tracks/22-25 credits

A. Brand, Identity and Media Design Track/22 credits

DSAM 221: Graphic Design and Production I/3 credits

DSAM 226: Typography I/3 credits

DSAM 322: Graphic Design and Production II/3 credits

DSAM 326: Typography II/3 credits

DSAM 330: Illustration and Digital Imaging/3 credits

DSAM 421: Graphic Design Portfolio/3 credits

DSAM 425: Interactive Design/3 credits

DSAM 462: Senior Professional Project/2 credits (1 credit for Goal 14)

B. Simulation, Animation, and Time-Based Media Design Track/25 credits

DSAM 210: Animation/Simulation I/3 credits

DSAM 221: Graphic Design and Production I/3 credits

DSAM 226: Typography I/3 credits

DSAM 310: Animation/Simulation II/3 credits

DSAM 325: Introduction to 3-D Modelling/3 credits

DSAM 330: Illustration and Digital Imaging/3 credits

DSAM 410: Intermediate 3-D Modelling/3 credits

DSAM 421: Graphic Design Portfolio/3 credits

DSAM 462: Senior Professional Project/2 credits (1 credit for Goal 14)

3. Major electives for Specific Graphic and Animation Design Tracks/15 credits

A. Brand, Identity and Media Design Design Track/15 credits

DSAM 246; 345; 346; 445: Design Lab/1–3 credits per lab, total 3 credits
(used as theory, critical or practical)

THEORY (choose 6 credits from the following list)

ENGL 302: History of Rhetoric/3 credits

ENGL 303: Visual Rhetoric and Document Design/3 credits

ENGL 350: Linguistics/3 credits

PHIL 300: Logic/3 credits

GEOG 358: Map design and Analysis/3 credits

MANG 360: Principles of Management/3 credits

MANG 463: Project of Management/3 credits

MANG 469: Entrepreneurship/3 credits

MARK 280: Fundamentals of Marketing/3 credits

MARK 380: Principles of Marketing/3 credits

MARK 381: Marketing Research/3 credits

MARK 383: Consumer Behavior/3 credits

MARK 484: New Product Design/3 credits

PSYC 360: Consumer Psychology/3 credits

PSYC 384: Cross Cultural Psychology/3 credits

PSYC 400: Human Factors in Psychology/3 credits

THEA 340: Scene Design/3 credits

CRITICAL (choose 3 credits from the following list)

ENGL 301: Rhetorical Criticism/3 credits

THEA 339: Fashion History and Décor/3 credits

SOCL 302: Sociology of Popular Culture/3 credits

PRACTICAL (choose 6 credits from the following list)

ART 250: Relief/3 credits

ART 252: Instaprint/3 credits

ART 370: Watercolor/3 credits

ART 457: Editions/3 credits

CMSC 210: Web Page and Scripting/3 credits

ENGL 301: Rhetorical Criticism/3 credits

ENGL 319: Technical Writing/3 credits

GEOG 358: Map design and Analysis/3 credits

THEA 225: Elements of Theatrical Design/3 credits

THEA 240: Technical Theatre/3 credits

THEA 241: Drafting for Theatre/3 credits

THEA 339: Fashion History and Décor/3 credits

[THEA 340: Scene Design/3 credits](#)
[THEA 345: Costume Design/3 credits](#)

[B. Animation, Simulation, and Time-Based Media Design Track/15 credits](#)

[DSAM 246; 345; 346; 445: Design Lab/1–3 credits per lab, total 3 credits](#)
(used as theory, critical or practical)

[THEORY \(choose 6 credits from the following list\)](#)

[PHIL 300: Logic/3 credits](#)
[MANG 469: Entrepreneurship/3 credits](#)
[MARK 484: New Product Design/3 credits](#)
[THEA 225: Elements of Theatrical Design/3 credits](#)
[THEA 340: Scene Design/3 credits](#)
[ENGL 356: Film I/3 credits](#)
[ENGL 357: Film II/3 credits](#)
[ENGL 360: Genre Studies/3 credits](#)

[CRITICAL \(choose 6 credits from the following list\)](#)

[ENGL 356: Film I/3 credits](#)
[ENGL 357: Film II/3 credits](#)
[ENGL 358: Women in Film/3 credits](#)
[THEA 339: Fashion History and Décor/3 credits](#)

[PRACTICAL \(choose 3 credits from the following list\)](#)

[CMSC 210: Web Page and Scripting/3 credits](#)
[CMSC 325: Mathematical Modeling & Simulation/3 credits](#)
[CMSC 381: Introduction to Graphic Programming/3 credits](#)
[GEOG 358: Map design and Analysis/3 credits](#)
[THEA 240: Technical Theatre/3 credits](#)
[THEA 241: Drafting for Theatre/3 credits](#)
[THEA 345: Costume Design/3 credits](#)
[THEA 339: Fashion History and Décor/3 credits](#)

[D. General electives](#)

[Brand, Identity and Media Design Design Track/15 credits](#)
[Animation, Simulation and Time-Based Media Design Track/12 credits](#)

[E. Total Credits](#)

[B.F.A. Visual and Performing Arts](#)

[Graphic and Animation Design Concentration](#)

[Brand, Identity and Media Design Design Track - 120](#)

[Animation, Simulation and Time-Based Media Design Track- 120](#)

COURSE DESCRIPTIONS

DSAM 100. First-Year Portfolio Assessment. Assessment of a portfolio of the first-year student's work created in the student's first-year [Graphic and Animation Design](#) (DSAM) courses, and the student's presentation of said portfolio. Grading is pass/no pass. Zero credit.

DSAM 101. Visual Problem Solving For Design. Explores the foundations and principles of problem solving for visual communication designers. Various approaches are presented including techniques of problem definition, idea generation, visual research, brainstorming, mind mapping and interviewing strategies. 1.5 credits. Co-requisite DSAM 102: Drawing for Design.

DSAM 102. Drawing for Design. This course gives students concrete drawing skills that assist in idea development and communicating and informing viewers of form, shape, and scale. Sketching methods, drawing in perspective, establishing point of view, establishing light source, and conveying proper proportion will also be explored. 1.5 credits. Co-requisite: DSAM 101: Visual Problem Solving for Design.

DSAM 103. Handcraft and Color for Design. Focuses on the development of the necessary non-computer skills used in making graphic design. Topics covered include making comprehensives, prototypes, paper engineering and material selection. Additionally, the class covers traditional methods of working with color, such as gouache and color-aid paper, and examines different color models in order to teach the principles of color theory. 3 credits.

DSAM 104. Digital Craft and Color. This course focuses on the development of the necessary computer skills used in making graphic design. Topics covered include introduction to the basic design software, proper document setup for print production, and file formats. Additionally, the class covers digital methodologies such as color, color spaces, how to vector, and creation of press-ready Portable Document Files (PDFs) 3 credits.

DSAM 105. Research, Critique, and Presentation for Design. This class will apply the critical skills learned in "Visual Problem Solving" and "Drawing for Design" to generate effective processes for research, critique, and presentation related to visual communication. Research topics covered include the gathering, analyzing, unpacking, and effective use of information. Critique topics covered include the mechanics of a successful critique, understanding the value of constructive criticism, and generation of alternative ideas. Presentation topics include how to successfully present and defend a design solution persuasively, ways to educate clients about graphic design, and the fundamentals of business etiquette. Existing case studies will be examined for the ways research and analysis were successfully applied. WR

DSAM 200. Second-Year Portfolio Assessment. Assessment of a portfolio of the second-year student's work created in the student's second-year [Graphic and Animation Design](#) (DSAM) courses, and the student's presentation of said portfolio. Final grading is pass/no pass. Zero credit. Prerequisite DSAM 100

DSAM 204. Surface, Space, and Time I. This class addresses the theoretical constructs of (surface) two-, (space) three-, and (time) four-dimensional design. Topics include basic Gestalt theory, as well as the language, grammar, and syntax of design. Graphic design works representing the three design spaces will be de-constructed and analyzed in preparation for their application in making graphic design projects in "Surface, Space, and Time II." WR.

DSAM 205. Surface, Space, and Time II. This class addresses the application of the theoretical constructs of (surface) two-, (space) three-, and (time) four-dimensional design. Class builds on and employs the theoretical learning from "Surface, Space, and Time I" as students create a single project and design it in each of the three design spaces. Concepts and skills gained in previous graphic design courses are utilized. 3 credits. Prerequisite DSAM 100.

[DSAM 210. Animation and Simulation I. Introduction to various forms of animation and simulation design theory and practice. Students will explore traditional and digital animation formats including flip books, claymation, stop-motion, rotoscoping, and Flash. In addition, students learn the fundamentals of animation and simulation design, narrative, sequencing, and storyboarding. Prerequisite DSAM 100. 3 credits.](#)

[DSAM 221. \(ART 221\). Graphic Design and Production I. Introduction to the elements and vocabulary of graphic design and the technical production of printed and electronic visual materials. Topics include identifying audience, appropriateness, purpose, context and graphic voice. Students address formal and conceptual issues related to graphic design through projects confronting format, image and text, story and sequence. Technical aspects of print and digital production will be introduced and explored. Prerequisite: DSAM 100. 3 credits.](#)

[DSAM 226. \(ART 326\). Typography I. Communication problem solving through the visual media of language. The fundamentals of typography and type design are explored in experimental and practical projects. Prerequisite: DSAM 100. 3 credits.](#)

[DSAM 246. Design Lab I. Practical experience for design students in an in-house design studio environment. Students work with a graphic design professor on both client-based assignments and undergraduate research projects. Permission of Instructor. 1–3 credits. SP.](#)

[DSAM 300. Third-Year Portfolio Assessment. Assessment of the third-year student's senior project proposal, a portfolio of the student's work created in the student's third-year courses, and the student's presentation of said portfolio. Final grading is pass/no pass. Zero credit. Prerequisite DSAM 200](#)

[DSAM 301. History of Graphic Design. \(ART 401\). Overview of the history of graphic design and relationship to American and world cultures. Key works of graphic design will be investigated and discussed, along with less Canonical, yet important works. 3 credits. WR](#)

[DSAM 310. Animation and Simulation II. Continued exploration of animation and simulation techniques that extend the student's understanding of movement, time, and kinetic states. Through more advanced projects, students will be able to execute longer animation sequences which include experimentation, sequence, narrative, storytelling and creative expression. Sound integration and editing will be introduced. Prerequisite DSAM 200. 3 credits.](#)

[DSAM 322. \(ART 332\). Graphic Design and Production II. A hands-on problem solving approach to the production of printed matter, from idea to finished product, designed to provide the serious student with practical experience in graphic art design and production. Emphasis is on the development of ideas, concepts, graphic impact and creativity and use of technology in the production of printed and digital media. Prerequisite: DSAM 200. 3 credits.](#)

[DSAM 325. Introduction to 3-D Modeling. Emphasis is on technical proficiency using industry standard software. Students will learn to create objects, surfaces, shading, textures, and cameras in the rendering of 3D and 4D formats. Prerequisite: DSAM 200. 3 credits.](#)

[DSAM 326. Typography II. A further exploration of the use of letterforms and type in graphic and animation design. Emphasis is on building knowledge and understanding of type as a way of communicating meaning through content and design. Exploration of experimental letterforms and type arrangements, three dimensional typography and type for environments and exhibitions. Creative and expressive use of type will be encouraged. Prerequisite: DSAM 200. 3 credits.](#)

[DSAM 330](#). (ART 330). [Illustration and Digital Imaging](#). An introduction to the history and techniques of conventional and digital illustration and digital imaging. This course focuses on the role of illustration and its value in the creation of editorial images in advertising and graphic design. In addition, students will utilize image editing software to create and enhance digital images for use as illustrations, and will gain a critical understanding of image preparation and editing possibilities for use in print and digital formats. Prerequisite: [DSAM 100](#). 3 credits.

[DSAM 345](#). [Design Lab 2](#). Practical experience for design students in an in-house design studio environment. Students work with a graphic design professor on both client-based assignments and undergraduate research projects. Students will build upon experience learned from [DSAM 246](#) through more client interaction, assignment to more complex design projects, and promotion to more responsible management of projects. Permission of Instructor. 1–3 credits. SP.

[DSAM 346](#). [Design Lab 3](#). Practical experience for design students in an in-house design studio environment. Students work with a graphic design professor on both client-based assignments and undergraduate research projects. Students will build upon experience learned from [DSAM 246](#); [345](#) through more client interaction, assignment to more complex design projects, and promotion to more responsible management of projects. Permission of Instructor. 1–3 credits. SP.

[DSAM 350](#). [Senior Project Mid-Assessment](#). Assessment of both the fourth-year student's senior project at the mid-way point and the student's presentation of said senior project. Final grading is pass/no pass. Zero credit. Prerequisite [DSAM 300](#)

[DSAM 400](#). [Senior Project Final Assessment](#). Assessment of both the fourth-year student's completed senior project and the student's presentation of said senior project. Final grading is pass/no pass. Zero credit. Prerequisite [DSAM 350](#)

[DSAM 410](#). [Intermediate 3-D Modeling](#). A continuing exploration of the technical and artistic principles relating to 3D modeling. Projects will cover such topics as character modeling, rigging and skinning, shading, and lighting. Prerequisite [DSAM 300](#). 3 credits.

[DSAM 421](#). [Graphic Design Portfolio](#). Continued concentrated study and exploration of graphic design, resulting in the development and execution of a professional level portfolio. Students will execute solutions to graphic design problems and themes developed in conjunction with the instructor, while covering topics related to job search and employment opportunities. Prerequisite [DSAM 300](#). 3 credits.

[DSAM 425](#). (ART 425). [Interaction and Web Design](#). Introduction to the elements of interactive and web design. Emphasis is on technical proficiency, creative communication, and creative self-expression. Students will learn to design, code, and implement interactive designs.. Prerequisite [DSAM 200](#). 3 credits.

[DSAM 445](#). [Design Lab 4](#). Practical experience for design students in an in-house design studio environment. Students work with a graphic design professor on both client-based assignments and undergraduate research projects. Students will build upon experience learned from [DSAM 246](#); [345](#) and [346](#) through more client interaction, assignment to more complex design projects, and promotion to more responsible management of projects. Permission of Instructor. 1–3 credits. SP.

[DSAM 462](#). [Senior Professional Seminar](#). Required of all graphic design graduating seniors, this course is taken after the completion of the graduating seniors' Senior Project and is an examination of the senior project. Each senior will write a case study of his/her project and present its analysis to the rising seniors.. Prerequisite [DSAM 400](#). 3 credits