



University of Washington Office of the President, Box 351230

January 26, 2004

Dean David C. Hodge  
College of Arts and Sciences  
Box 353765

Dear David:

Based upon the recommendation of its Subcommittee on Admissions and Programs, the Faculty Council on Academic Standards has recommended approval of the revised admission and program requirement for:

Bachelor of Fine Arts degree in Art (Ceramics) *A*  
Bachelor of Fine Arts degree in Art (Fibers) *B*  
Bachelor of Fine Arts degree in Art (Metals) *C*  
Bachelor of Fine Arts degree in Art (Painting & Drawing) *D*  
Bachelor of Fine Arts degree in Art (Photography) *E*  
Bachelor of Fine Arts degree in Art (Printmaking) *F*  
Bachelor of Fine Arts degree in Art (Sculpture) *G*  
Bachelor of Fine Arts degree in Art (Visual Communication Design) *H*  
and  
Bachelor of Arts degree in Interdisciplinary Visual Art *I*

A copy of the changes is attached.

I am writing to inform you that the School of Art is authorized to specify these changes beginning spring quarter 2004.

The new requirements should be incorporated in printed statements and in individual department websites as soon as possible. The *General Catalog* website will be updated accordingly by the Registrar's Office.

Sincerely yours,

Lee L. Huntsman  
President

Enclosure

cc: Professor Christopher Ozubko (with enclosure)  
~~Mr. W. W. Washburn~~ (with enclosure)  
Mr. Robert Corbett (with enclosure) *ART-20031007 A-I*

## **Curriculum Changes for the School of Art, October 2003**

1. Introduction
2. Chart: Current Admission/Graduation Requirements and New Admission/Graduation Requirements
3. Outline of Proposals
4. 1503 Forms: Creating & Changing Academic Programs (10 total)
5. Supplementary Materials

## **Introduction**

The School of Art proposes changes in its curricula in order to address issues that affect students interested in the visual arts at the University of Washington.

### **The proposed changes will**

- **Improve access to entry-level classes**
- **Allow students to progress efficiently through the entry-level requirements**
- **Encourage students to find their art focus earlier**
- **Reduce the number of credits required for degree**

### **Improve access to entry level classes**

In the past, the School of Art has experienced bottleneck issues in courses at the entry level. These issues have restricted access to a studio experience for non-art majors. The proposed curriculum changes will increase the number of spaces in entry-level courses from 300-600 to 1200-1500 per quarter.

This will be achieved by

- adding additional sections of studio classes at the entry-level,
- introducing new class formats which teach a large number of students in one class while including a studio component in the course, and
- allowing large-format art history classes to fulfill entry-level requirements.

All of the studio art and art history classes offered at the entry-level will fulfill VLPA requirements if a student is not accepted into the art major, elects not to continue in the arts, or is a major from another department.

### **Allow students to progress efficiently through the entry-level requirements**

The proposed curriculum changes allow students to select two out of five studio classes and one out of twenty-one art or art history lecture classes for their degree prerequisites. Instead of competing for space in the same prerequisite courses, students will be able to select their entry-level classes based on their preferred major.

These requirements will overlap between majors, so students who apply to one major will have an opportunity in the same or subsequent quarters to apply for other majors in the School of Art. This option will allow students greater flexibility in scheduling classes and make it easier for them to complete general education requirements during their first year.

### **Encourage students to find their art focus earlier**

ART 120, *Issues & Influences*, will be recommended to all incoming students who state an interest in one or more of the art majors. This program, offered to 300-400 students each year, explores all ten studio art majors in the School of Art. Recommending that students enroll prior to their application to a studio art major will help them explore their options and find their focus during their entry-level experience.

The proposed curriculum changes relieve the bottleneck issues that prevent new art majors from registering for 200-level classes. For many students, the first time they have hands-on studio experience in any one of the disciplines offered by the School of Art is when they are enrolled in a 200-level course. In the past, the congestion at this level meant that students were often finding their interest in their junior or senior year. The 200-level courses will be available for students in their sophomore year because they will not be filled by seniors completing their art electives.

### **Reduce the number of credits required for a degree**

By reducing the number of entry-level courses and the studio art electives required, students will be able to finish their degree in a more timely manner without compromising the quality of their education.

PROGRAM	Current Admissions Requirements	Current Graduation Requirements	New Admissions Requirements	New Graduation Requirements
<b>Ceramics</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>Art Foundation classes (18 c)</li> <li>Ceramics sequence (90 c)</li> <li>Art History courses (18 c)</li> </ul> <p>TOTAL: 126</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> <li>ART 201 or 202 (5 c)</li> </ul>	<ul style="list-style-type: none"> <li>Ceramics sequence (50 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 80</p>
<b>Fibers</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>Fibers sequence (64 c)</li> <li>Art History courses (15 c)</li> </ul> <p>TOTAL: 97</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> <li>ART 224, 226, or 227 (5c)</li> </ul>	<ul style="list-style-type: none"> <li>Fibers sequence (59 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 89</p>
<b>IVA</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>IVA coursework (53 c)</li> <li>Art History courses (15 c)</li> </ul> <p>TOTAL: 86</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> </ul>	<ul style="list-style-type: none"> <li>IVA coursework (38 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 63</p>
<b>Metals</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>Metals sequence (59 c)</li> <li>Art History courses (15 c)</li> </ul> <p>TOTAL: 92</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> <li>ART 258 (5 c)</li> </ul>	<ul style="list-style-type: none"> <li>Metals sequence (54 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 84</p>
<b>Painting</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>Painting &amp; Drawing sequence (90 c)</li> <li>Art History courses (18 c)</li> <li>Maintain 3.0 CUM GPA</li> </ul> <p>TOTAL: 126</p>	<ul style="list-style-type: none"> <li>Painting portfolio review of high-school or transfer work</li> <li>OR</li> <li>Completion of ART 190 and Painting portfolio review</li> </ul>	<ul style="list-style-type: none"> <li>Painting &amp; Drawing sequence (90 c)</li> <li>Art H classes (15 c)*</li> </ul> <p>TOTAL: 110</p>
<b>Photography</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> <li>Art Foundation classes (18 c)</li> <li>ART 240</li> <li>Portfolio Review</li> </ul>	<ul style="list-style-type: none"> <li>Photography sequence (60 c)</li> <li>Art History courses (15 c)</li> </ul> <p>TOTAL: 98</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART 140* (5 c)</li> <li>ART H 232* (5 c)*</li> <li>Photography Portfolio Review</li> </ul>	<ul style="list-style-type: none"> <li>Photography sequence (60 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 90</p>
<b>Printmaking</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>Printmaking sequence (64 c)</li> <li>Art History courses (185c)</li> </ul> <p>TOTAL: 97</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> <li>ART 245 or 246 (5 c)</li> </ul>	<ul style="list-style-type: none"> <li>Printmaking sequence (59 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 89</p>
<b>Sculpture</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> </ul>	<ul style="list-style-type: none"> <li>ART Foundation classes (18 c)</li> <li>Sculpture sequence (59 c)</li> <li>Art History courses (15 c)</li> </ul> <p>TOTAL: 92</p>	<ul style="list-style-type: none"> <li>ART entry-level classes* (10 c)</li> <li>ART H class* (5 c)*</li> <li>SOA Portfolio Review</li> <li>ART 272 or 273 (5 c)</li> </ul>	<ul style="list-style-type: none"> <li>Sculpture sequence (54 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 84</p>
<b>VCD</b>	<ul style="list-style-type: none"> <li>2.5 cumulative UW GPA</li> <li>Art Foundation classes (18 c)</li> <li>ART 205</li> <li>Portfolio review</li> <li>ART 206</li> <li>Portfolio review</li> </ul>	<ul style="list-style-type: none"> <li>VCD sequence (81 c)</li> <li>Art History courses (18 c)</li> </ul> <p>TOTAL: 127</p>	<ul style="list-style-type: none"> <li>ART 120 (3 c)</li> <li>ART 190* (5 c)</li> <li>ART 166 and ART 208 (10 c)</li> <li>VCD portfolio review</li> <li>ART 205 (5 c)</li> <li>VCD Portfolio Review</li> </ul>	<ul style="list-style-type: none"> <li>VCD sequence (80 c)</li> <li>Art H classes (10 c)*</li> </ul> <p>TOTAL: 113</p>

\* Also counts towards General Education Requirements  
 ° Or transfer equivalents

**Curriculum Changes for the School of Art**  
**Outline of Proposals**  
**August 2003**

This proposal package is the result of a year long intensive review of curriculum issues by members of the School of Art Curriculum Committee with feedback from faculty, students, and staff. It is supported by the SoA Council, members of the faculty, and the staff of academic advising. The following outlines a proposal to make significant changes based on the clearly defined educational goals of the faculty in the SoA. In addition it addresses many issues raised by the taskforce on The First Year Experience, the taskforce on Enhancing Student Learning, and discussions with members of the Arts and Sciences Undergraduate Curriculum Writing Committee.

The proposal encompasses numerous revisions and changes within four major areas of concern:

**1. Entry Level Classes in the School of Art**

- A revision and re-focusing of existing freshman and sophomore classes into a set of entry level requirements that expand student options and opportunity.
- The addition of three new studio classes and one new lecture class.

**2. The B.A. in Interdisciplinary Visual Art**

- A revision of entry level classes.
- Reduction in the total number of credits to degree from 85 to 63.
- Refocus of program to add rigor and focus.

**3. Revisions and changes in the curricula of several B.F. A. programs.**

- Ceramics
- Photography
- Painting
- Visual Communication Design

**4. Focus on certain areas of art history by dropping existing classes, adding new courses, and revising existing classes.**

**1. Entry Level Classes in the School of Art**

Course work and requirements have been redesigned, new courses have been added, and curriculum focus has been shifted to engage entering students in a complimentary three-pronged approach to learning opportunities and experiences in the School of Art: The goal of the plan is to offer a series of gateway classes that encourage undergrads to explore and focus on issues in the visual arts and to prepare prospective art/art history/design majors for the educational requirements and opportunities offered by all three divisions of the SoA.

**A. Introduction to Contemporary Art and Design**

**Art 120**

*Issues and Influences in Art and Design (3 Cr, C/NC)*

This class will introduce entry level students to the directions, concepts, aesthetics, and context of the practice and teaching of contemporary art and design in the School of Art. Faculty from all art and design programs participate, introducing students to the complexities of their specific disciplines via slide presentations, films, videos, reading assignments, and site visits. Visiting speakers, artists, art critics, art historians, designers, are invited to introduce students to concepts and ideas that reflect the nature of their work and its connection to the contemporary practice of art and design outside the UW.

- Offered every autumn quarter.
- Targeted to entering freshmen and transfer students but open to all undergraduates.
- Quarterly enrollment of 350. ( We presently use three TAs in this class. Additional TA support could open the class to a larger enrollment.)
- Recommended to apply to any of the programs offered in the School of Art.

**B. Studio Experience in Art and Design**

This series of classes, taught by studio faculty, are designed to offer students a unique hands-on experience with materials and processes in a variety of media. Students work closely with instructors to develop aesthetic sensibilities, concepts, and skills.

- 12-16 sections offered each quarter.
- Quarterly enrollment of 240-320 students..
- Open to all undergraduates and highly recommended to entering freshmen and transfer students interested in declaring a degree in art or design.
- The completion of 10 credits drawn from this selection of classes will qualify students to apply to art/design programs in the School of Art.

Art 190, Introduction to *Drawing* (5) ( New Course )

Art 126, *Topics in Studio Art* (5) ( New Course )

Art 140, Basic Photography (5) ( New Course )

Art 166, *Introduction to Visual Communication Design* (5) ( New Course )

Art 124, *Three-Dimensional Design Fundamentals* (5) ( Existing Course )

### C. Art /Art History Lecture Experience with Writing Component

This group of lecture/discussion section classes introduces entry level students to the creation of style and meaning of art/design in relation to the artists and societies that created them. A major goal of these classes is to help students conceptualize ideas about art and improve their writing abilities.

- 6-10 courses offered each quarter.
- Quarterly enrollment of 1200 -1500 students.
- Open to all undergraduates.
- Seven of these classes link with Engl. 197 offering 200+ students the opportunity to satisfy "W" requirements. Additionally, six of these classes will be designated "W" courses each year offering 330 students the opportunity to improve their writing skills.)

Art History 201,202,or 203 *Surveys of Western European Art* ( 5 ) ( enroll 350-450 students, Engl. 197 writing link)

Art History 204, *Survey of Asian Art* (5) ( enroll 140-240, Engl. 197 writing link )

Art History 205, *Survey of Tribal Art* (5) ( enroll 100-200, Engl. 197 writing link )

Art History 206, *Survey of Native American Art* (5) ( enroll 140-240, Engl. 197 writing link)

Art History 331, *Northwest Coast Indian Arts* (5) ( enroll 250, Engl. 197 writing link )

Art History 230, 232, 290, 309, 311, 330, 337,351,352, 361, 366, 380 and 384 (These classes enroll between 45 and 75 students and six per year will have Writing Component TAs working with faculty to create "W" classes.)

Art 208, *Design History* (5) ( Existing course that enrolls 240, presently working to establish an Engl. 197 writing link with this class)

Art 209, *Introduction to Visual Literacy* (5) (New course to be submitted in Autumn 03) ( enroll 70-100)

Art 234, *The History of Public Art* (5) (New course) (enroll 50-75)

Art 235, *Introduction to the Practice of Public Art* (5) (New Course to be submitted in Autumn 03) ( enroll 29 )

## 2. The B.A. in Interdisciplinary Visual Art (IVA)

IVA is currently a four year degree with approximately 400 majors studying for a B. A. in Art. The interdisciplinary nature of the degree has made it a very desirable program for students whose educational goals include the serious study of the visual arts and visual literacy within the context of, and advantages offered by, a liberal arts university. Presently, IVA is an open, non-competitive program requiring no prerequisites or previous experience of students wishing to declare the major. One strength of the degree is its accessibility and flexibility allowing students to study across disciplines both in the School of Art and within the university. However, as with many interdisciplinary programs, the accessibility and flexibility of the current IVA degree have resulted in certain weaknesses of focus and structure. The faculty in the School of Art wish to strengthen the academic profile of the IVA degree while maintaining the advantages of its interdisciplinary nature.

If approved the proposed plan will better insure that IVA students:

- Develop strong writing, analytical, critical thinking, problem solving, and visual literacy skills.
- Learn to conceive, develop and demonstrate new concepts and ideas.
- Master technical skills in many areas of art making and computer use.

- Learn to recognize the importance of understanding art within its cultural context and to value the contribution that the visual arts have made and continue to make to the quality of the human experience.
  - Learn to recognize the power of the visual image and understand its importance in a world increasingly dependent on the aesthetic and technical skills of trained artists and designers to create images that communicate information and ideas across cultures, languages, and generations.
  - Complete degree requirements with more focus and efficiency.
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### **3. The Requirements of Several B.F. A. Programs**

Faculty in Ceramics, Painting, Photography, and Visual Communication Design are proposing changes to their specific curricula to accommodate the changes in Entry Level Classes and the IVA major and to clarify the profile and further strengthen the quality of their programs. Briefly these programs are making the following changes:

- All majors      Adjusting their curriculum to reflect changes in entry level classes.
  - Ceramics        Clarify the application process. Reduce the number of credits to degree. Adjust the sequencing of their classes.
  - Painting         Clarify the application process. Reduce the number of credits to degree. Re-sequence their class numbers to provide clarity.
  - Photography    Clarify the application process. Reduce the number of credits to degree.
  - VCD              Clarify the application process. Reduce the number of credits to degree. Re-sequence their class numbers to provide clarity.
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### **4. Focus on Art History**

- Drop several classes that are not being taught due to faculty retirements and departures.
- Add classes at the 300 and 400 levels in Japanese art and Northern European art.
- Make minor title, credit, and description changes to some existing classes.
- Add "W" courses at the sophomore and junior level.



# Creating & Changing Undergraduate Academic Programs\*

After college/school review, send signed original and 8 copies to: FCAS, Box 351271

College: Arts and Sciences Department or Unit: School of Art Date: 7-20-03

### New Programs

- Leading to a Bachelor of \_\_\_\_\_ in \_\_\_\_\_ degree
- Leading to a Bachelor of \_\_\_\_\_ degree with a major in \_\_\_\_\_
- Leading to a \_\_\_\_\_ Option within the existing major in \_\_\_\_\_
- Leading to a Minor in \_\_\_\_\_

### Changes to existing programs

X New Admission Requirements for the Major in Visual Communication Design the Bachelor of Fine Art

X Revised Admission Requirements for the Major in same within the Bachelor of same

X Revised Program Requirements for the Major in same within the Bachelor of same

- Revised Requirements for the Option in \_\_\_\_\_ within the major in \_\_\_\_\_
- Revised Requirements for the Minor in \_\_\_\_\_

### Other Changes

- Change name of program from \_\_\_\_\_ to \_\_\_\_\_
- New or Revised Continuation Policy for \_\_\_\_\_
- Eliminate program in \_\_\_\_\_

Proposed Effective Date: (quarter/year) Winter 2004

Contact Person	Phone Number	Email
Judith Clark	685-3220	jclark@u.washington.edu

1. **Explanation of and Rationale for Proposed Change:** (Please use additional pages if necessary. For new programs, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support, and departmental handouts.)

See Attached.

\* For information about when and how to use this form please go to <http://www.washington.edu/faculty/facsenate/councils/fcas/1503/>.



## Creating & Changing Undergraduate Academic Programs

### 2. Catalog Copy

A. Catalog Copy as Currently Written *(Include only sections/paragraphs that would be changed if your request is approved. Please cross out or otherwise highlight any deletions.)*

Visual Communication Design: ART 120, 121, 123,124, 205, 206, 207, 208, 366, 367, 377, 378, 466, 467, 468, 478, 479, 480; 18 studio-art or related elective credits; Art H 203; 10 credits from Art H 201, 202, 204, 205, 206, 330, 331 with a minimum 5 credits in non-Western art; 3 elective art history credits.

B. Proposed Catalog Copy, Reflecting Requested Changes *(Include exact wording as you wish it to be shown in the printed catalog. Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications.)*

#### Visual Communication Design Admission Requirements



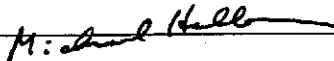
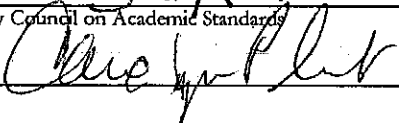
1. Complete Art 120 and 190 or transfer equivalents.
2. Complete Art 166 and 208 in autumn quarter. Present portfolio/transcripts.
3. With faculty permission enter and complete Art 205 in winter quarter. Present portfolio.
4. With faculty permission enter the VCD program.

#### Visual Communication Design Major Requirements

1. Art 206, 207, 366, 367, 368, 376, 377, 378, 466, 467, 468, 478, 479, 480
2. Art H 203
3. 5 credits of non-Western art history
4. 10 credits studio-art or related electives.

## Creating & Changing Undergraduate Academic Programs

### 3. Signatures (required)

Chair/Program Director 	Date 01 Aug 03	Dean 	Date NOV 19 2003
College Committee 	Date NOV 19 2003	Faculty Council on Academic Standards 	Date 1/9/04

# VISUAL COMMUNICATION DESIGN/B.F.A. PROGRAM

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## ART REQUIREMENTS

### Foundation Courses:

	(Replace w/ 166: Design Foundations)		
ART 120 <u>Winter</u> Issues and Influences (3 cr)	121 In 1 <sup>st</sup> Year Drawing (5 cr)	123 <del>No longer required</del> 2-D Design (5-cr)	124 <u>Optional</u> 3-D Design (5-cr) REMOVE
			<del>8 Cr</del> 13 CR

### Visual Communication Design:

	<u>Autumn</u>	<u>Winter</u>	<u>Spring</u>	
<b>Second Year:</b>	ART 166 _____ Design Foundations(5 cr) (see above)	ART 205 _____ Visual Communications Design-I(5 cr) Introduction to Visual Communication Design	ART 206 _____ Visual Communications Design-II(5 cr) Photographic Visualizations	
	ART 208 _____ Survey of Design History (5 cr) (see below)		207 _____ Introduction to Electronic Design (5 cr) Type Design	
<b>Third Year:</b>	ART 366 _____ Visualizations (5 cr) Editorial Visualizations	367 _____ Basic 3-D (5 cr) Communication Programs	368 _____ Communications Programs (5 cr) Case Studies in Corporate Identity	
	376 _____ Typography (5 cr)	377 _____ Symbols, Marks, Meaning (5 cr) Semiotics	378 _____ Electronic Interactive Design (5 cr) Information Architecture and Web Design	
<b>Fourth Year:</b>	ART 466 _____ 466: Publications Design (5 cr) Publication Design	467 _____ Exhibition Design (5 cr) Environmental Design	468 _____ Portfolio/Exhibition Presentation (5 cr)	
	478 _____ Information Design (5 cr)	479 _____ Media Information Design (5 cr) Interaction Design	480 _____ Senior Project/Presentation (3 Cr) Senior Projects—change to 5 Credits	75 CR <b>83 Cr</b>

### Studio Art or Related Electives:

ART \_\_\_\_\_ eliminate 2 credits for a total of 10 CR ~~12 Cr~~

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## ART HISTORY REQUIREMENTS

ART H 203 _____ Modern (5 cr)	(5 Cr <u>non-Western</u> art) + 5 CR ART 208, Survey of Design History (see above) ART H 201, 202, <u>204, 205, 206, 330, 331</u>	15 Cr
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**TOTAL 118 Cr**

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new total: 113 CR

VCD Program Course Descriptions  
Working Document  
Updated July 31, 2003

Sophomore Selection Process

166 – NEW COURSE NUMBER AND NEW DESCRIPTION

Design Foundations

The rudiments of visual structure and organization in 2-dimensional design. Covers formal principles of composition with an emphasis on design processes and serves as a groundwork for subsequent design courses. Students interested in applying to the major in Visual Communication Design are required to take this class.

205

Introduction to Visual Communication Design – MINOR NAME CHANGE

This course is the continuation of the incoming student evaluation process. It presents a set of problems that further define the study and practice of visual communication design. Problems address organizational, conceptual, compositional and typographic issues. Prereqs: Art 166 and instructor permission.

208

Survey of Design History – NEW DESCRIPTION

A comprehensive survey of the ideas, events and individuals that determined the design of information, objects, culture and commerce across societies. The course examines the social, political and cultural contexts that shape graphic design and the ideologies and relationships of similar movements in art and architecture. Late 19<sup>th</sup> C – contemporary issues.

Sophomore Studio Requirements

206

Photographic Visualizations – NEW COURSE TITLE AND DESCRIPTION

An exploration of photography as a means of visualizing ideas in the context of visual communication design. Students complete a series of assignments that consider technical and formal issues, critical thinking, concept development and experimentation. Prereqs; Art 205 and instructor permission.

207

Type Design – NEW COURSE TITLE AND DESCRIPTION

Introduction to the history and process of calligraphic and typographic symbology. Students analyze existing typefaces, with special emphasis on understanding the alphabet as a design system. Original typefaces are developed using both manual and digital processes. Prereq: Art 206

Junior Studio Requirements

366

Editorial Visualizations – MINOR NAME CHANGE, MINOR DESCRIPTION CHANGE

This course builds on skills developed in ART 206 while expanding the focus on design process through a broad variety of image production techniques. Emphasis is placed on concept development through assignments that address the communication of editorial and/or persuasive content. Prereqs: Art 206 and 207.

376

Typography – MINOR DESCRIPTION CHANGE

Students explore how meaning, hierarchy and legibility are affected by typographic contrast, organization and composition.

367 – NUMBER RESQUENCED TO REFLECT WINTER OFFERING, MINOR DESCRIPTION CHANGE

Communications Programs

Investigation of organizational strategies and graphic interpretations using typography, images and diverse applications of design. The emphasis is on the development of conceptual themes that are graphically implemented across a complex array of communications media. Prereqs: Art 366 and 376.

377

Semiotics – TITLE CHANGE AND DESCRIPTION CHANGE

An investigation of semiotics in the context of visual communication design through the study of symbolic representation. Students complete a quarter-long project in symbol design that emphasizes research, analysis, design process, translation and abstraction. Prereqs: Art 366 and 376.

368

Case Studies in Corporate Identity — TITLE CHANGE AND DESCRIPTION CHANGE

Research and analysis of visual identity systems for complex institutional and corporate entities, focusing on issues that concern how design programs function across diverse applications and media and how they engage various audiences. Prereqs: Art 367 and 377

378

Information Architecture + Web Design – TITLE CHANGE AND DESCRIPTION CHANGE

Fundamental issues in web design, including site planning, information architecture, navigation, visual hierarchy and interactivity. Emphasis on understanding the unique functional limitations of designing for the web while building an awareness of contemporary design practice. Students design a simple site and produce a working prototype. Prereqs: Art 367 and 377.

Senior Studio Requirements

478

Information Design – MINOR GRAMMAR CHANGE IN DESCRIPTION

Exploration of strategies for enhancing and visually presenting complex statistics and data. Various information subjects are selected and formed into charts, diagrams, graphs, tables, directories and maps. Through personal investigations, students learn to identify the principles that provide the most successful means for presentation of information. Prereqs: Art 368 and 378.

479

Interaction Design – TITLE CHANGE AND DESCRIPTION CHANGE

Exploration of design issues unique to user-centered interaction in digital media. Students explore a range of formal and conceptual issues including user interface, organization, narrative, motion, time and sound. Prereqs: Art 466 and 478.

466

Publication Design – MINOR TITLE CHANGE

This course stresses the research, development, organization, design and presentation of a complex printed document, such as a journal, annual report or large publication. All aspects of design, content, image creation and production are addressed through a quarter long project. Prereqs: Art 368 and 378.

467

Environmental Design – MINOR TITLE AND DESCRIPTION CHANGE

Exploration of communication within spatial information environments. Projects stress issues of wayfinding and exhibition design. Emphasis is also placed on collaboration, project organization, planning and the development of personal communication skills, including research, writing and oral presentation. Prereqs: Art 466 and 478.

468

Portfolio / Exhibition Presentation – MINOR DESCRIPTION CHANGE

Examination of the relationship between problem solving in an educational versus professional context. Emphasis on effective evaluative skills in the development, presentation, discussion, revision and resolution of individual work. Public presentation of the course's outcome is required in the BFA Graduation Exhibition. Prereqs: Art 467 and 479.

480

Senior Projects – MINOR DESCRIPTION CHANGE

This course presents an opportunity for advanced, individualized design research and study. Students complete a unique capstone project based on individual design interests and prior experiences in the VCD program. Public exhibition of this project is required in the BFA Graduation Exhibition. Prereqs: Art 467 and 479.