

# Art and Graphic Design

Dean, School of Design and Fashion: Monica McMurry, M.S.

Coordinator, Graphic Design: Kate Gray, B.F.A.

## Art Faculty:

Sarah Fletcher, M.F.A.

Robert Friedman, M.F.A.

Kate Gray, B.F.A.

William Helvey, M.A.

Therese Pfeifer, M.F.A.

Daniel Scott, M.F.A., M.Ed., Davis Art Gallery Curator

Visiting instructors and artists

As part of the School of Design and Fashion, the Art curriculum introduces students to the practice of visual art. Students learn the language of the visual arts through projects and critiques. Art classes are generally small, allowing for individual attention in a hands-on working environment. Art students are treated as individuals and are encouraged to work independently, in order to find their own creative paths.

The Bachelor of Fine Arts in Graphic Design offers students intensive preparation for a professional career. Skilled graphic designers with dynamic portfolios are in demand worldwide, and opportunities exist in many industries including: advertising, consumer and trade publishing, corporate communications, entertainment, broadcast, cinema arts, internet publishing, and fashion, to name just a few.

Graphic Design students gain real-world experience through class projects, internships, exhibitions, design competitions, workshops and freelance assignments. The design curriculum culminates with GDE 494 Senior Portfolio, where graduating students prepare a comprehensive portfolio of professional-quality work, their professional résumé, and other materials they may use to market themselves.

Art and Graphic Design classes are supported by well-equipped facilities, including the Catherine Webb Art Studios, the Lewis James and Nellie Stratton Davis Art Gallery, Graphic Design Computer Lab and the Fleming Foundation Design Studio in the Hugh Stephens Library. Labs and studios offer a creative learning environment with purpose-designed classrooms and work spaces surrounding the Davis Art Gallery. The Davis Art Gallery enriches the Stephens campus and the Columbia community by exhibiting the work of artists of all genders, ages, cultures, and styles. The Graphic Design computer lab and studio feature state-of-the-art Apple workstations, scanners, printers, digital cameras and a high-resolution video projector. Software and hardware are updated on a continuing basis. Art and Graphic Design students may use these facilities outside of class time, including evenings and weekends.

## Requirements for the B.F.A. Degree in Graphic Design

This interdisciplinary degree is designed to prepare students for careers in the field of graphic design and digital media. The Bachelor of Fine Arts degree in Graphic Design requires completion of the liberal arts degree requirements and 61 semester hours in the major as specified below.

### Required Courses

#### Core courses (22 hrs.)

GDE 110: Principles of Design (3 hrs.)

GDE 120: Graphic Design I: Typography (3 hrs.)

GDE 210: Graphic Design II: Digital Imaging (3 hrs.)

GDE 310: Publication Design (3 hrs.)

GDE 320: Advertising Design (3 hrs.)

INT 210: Internship Development (1 hr.)

GDE 396: Internship (3 hrs.)

GDE 494: Senior Portfolio (3 hrs.)

### Visual Art (12 hrs.)

ART 105: Beginning Drawing (3 hrs.)  
ART 201: Life Drawing (3 hrs.)  
ART 203: Painting/Color (3 hrs.)  
ART 301: Advanced Drawing (3 hrs.) *or*  
ART 303: Advanced Painting (3 hrs.)

### Art History (9 hrs.)

Any three ARH courses.

### Business and Integrated Media (18 hrs.)

IME 101: Media and Culture (3 hrs.)  
IME 208: Digital Photography (3 hrs.)  
IME 290: Creating Online Media (3 hrs.)  
BUS 171: Foundations of Business (3 hrs.)  
BUS 250: Principles of Marketing (3 hrs.)  
BUS 331: Integrated Marketing Communications (3 hrs.) *or*  
BUS 345: e-Commerce (3 hrs.)

### Requirements for the Minor in Graphic Design or Visual Arts

This department offers a minor in Graphic Design and in Visual Arts. These minors may be particularly useful for students in Fashion Design, Marketing, Advertising and Public Relations, Integrated Media, and Education, as well as for students preparing for art-related careers. These minors may also be used as part of a student-initiated major or a Liberal Studies major.

A minor in Visual Arts or Graphic Design requires completion of at least 15 semester hours, including at least 6 hours at the 300 level.

### Suggested Models for Visual Arts Minors

#### Drawing and Painting:

ART 105: Beginning Drawing (3 hrs.)  
ART 201: Life Drawing (3 hrs.)  
ART 203: Painting/Color (3 hrs.)  
ART 301: Advanced Drawing (3 hrs.)  
ART 303: Advanced Painting (3 hrs.)

#### Printmaking:

GDE 110: Principles of Design (3 hrs.)  
ART 105: Beginning Drawing (3 hrs.)  
ART 203: Painting/Color (3 hrs.)  
ART 205: Printmaking (3 hrs.)  
ART 305: Advanced Printmaking (3 hrs.)(repeat twice)

### Requirements for the Minor in Graphic Design

GDE 110: Principles of Design (3 hrs.)  
GDE 120: Graphic Design I: Typography (3 hrs.)  
GDE 210: Graphic Design II: Digital Imaging (3 hrs.)  
GDE 310: Publication Design (3 hrs.)  
GDE 320: Advertising Design (3 hrs.)

### Other Ways to Include Art as Part of a Major

Create a student-initiated major during the sophomore year of study that combines Art or Graphic Design with at least one other discipline such as Fashion Design, Theatre Arts or Digital Filmmaking. The faculty of the combined disciplines work with students to create student-initiated majors that are presented to the full faculty of the chosen majors for approval.

Create a [Liberal Studies](#) major by combining study in two concentrations or two minors, or one concentration and one minor. A student must follow the prescribed departmental minor or concentration requirements.

Forms for declaring a Liberal Studies major or student-initiated major are available from the registrar or in department offices.

### Internships

Internships are encouraged after the junior year. Graphic Design majors are required to complete INT 210: Internship Development and at least one 3-hr. internship. Internships provide the student real world experience and a platform for future employment.

All internship and workshop participants must:

be in good standing with the College, having an overall GPA of C or better, and have a minimum B- average in their major or minor.

The course number of the internship is based on the student's class, academic standing and prerequisite courses completed. After completion of an internship the student will complete assessment documents together with her employer or instructor and a grade will be awarded.

### Capstone Course

Student-initiated and Liberal Studies majors complete a capstone course comprising a written statement and a senior project usually culminating in an exhibition in the Davis Art Gallery. *December graduates must have completed ART 494: Senior Portfolio during the previous spring semester.*

## Art Courses

### **ART 105: Beginning Drawing**

(3 hrs.)

(Open to all students; model and lab fee charged)

Introduction to basic methods and media of drawing through exercises in contour, gesture, value, volume and space, perspective and composition. Still-life, landscape and life-model subjects as well as experimental studies.

### **ART 201: Life Drawing**

(3 hrs.)

(Prerequisite: ART 105; model and lab fee charged)

Problems in drawing the figure: human anatomy and proportion, figure composition. Continuation of practice in drawing fundamentals such as contour, gesture, volume, and value.

### **ART 203: Painting/Color**

(3 hrs.)

(Prerequisite: ART 105 or permission of instructor; lab fee charged)

The study of color relationships and systems of color composition, using the basic methods, materials and media of painting. Problems using still life, landscape and the human figure as a point of departure for development of creative expression. Discussion of

contemporary directions in painting.

### **ART 205: Printmaking**

(3 hrs.)

(Prerequisites: ART 105 or permission of instructor; lab fee charged; may be repeated three times)

Introduction to processes such as printing on fabric, linocut, woodcut, etching, lithography, screen printing and photo printmaking. Process emphasized may change from semester to semester or year to year. Development will be encouraged in the areas of technical control, graphic quality and effective personal expression.

### **ART 280: Topics in Art**

(1-3 hrs.)

(Prerequisite: depends on topic offered; lab fee charged)

Introduction to various topics in fine and applied art.

### **ART 294: Workshop**

(1-3 hrs.)

(Prerequisites: ART 105 and approval of faculty)

A workshop experience completed off campus.

### **ART 301: Advanced Drawing**

(3 hrs.)  
(Prerequisite: ART 201; may be taken four times for credit; lab fee charged)  
Emphasis on individual development of drawing skills with a variety of subjects. Development of the drawing as a finished work.

**ART 303: Advanced Painting**

(3 hrs.)  
(Prerequisite: ART 203; ART 201 recommended; may be taken four times for credit; lab fee charged)  
Emphasis on individual development and personal style. Exploration of media, imagery and discussion of contemporary critical issues.

**ART 305: Advanced Printmaking**

(3 hrs.)  
(Prerequisite: ART 205; ART 203 recommended; may be taken four times for credit; lab fee charged)  
Continued development of technical skills and personal style in various printmaking media. Printmaking process emphasized may change

from semester or year to year. Development of a complete edition or series. Discussion of the aesthetics of the print.

**ART 380: Topics in Art and Design**

(1-3 hrs.)  
(Prerequisite: depends on topic offered; lab fee charged)  
Various topics in fine and applied art.

**ART 394: Art Workshop**

(1-3 hrs.)  
(Prerequisites: ART 105 and approval of faculty).  
A workshop experience completed off campus.

**ART 494: Senior Project**

(1-6 hrs.)  
(Prerequisite: approval of faculty; lab fee when appropriate.)  
A major body of independently conceived and produced work in the student's primary studio area. Evaluated by all art faculty. Offered spring semester only

## Graphic Design Courses

**GDE 110: Principles of Design**

(3 hrs.)  
(Open to all students; lab fee charged)  
Introduction to basic design theory, composition, symmetry and asymmetry, information and communication, type and image, two-dimensional and three-dimensional problem solving. Media used in assignments will include hand illustration and collage. Lectures will present an overview of the history of visual communication, graphic design, and advertising graphics.

**GDE 120: Graphic Design I: Typography**

(3 hrs.)  
(lab fee charged)  
Lectures cover the evolution of typography underlying today's digital standards. Introduction to contemporary typography and design. Survey of the MacIntosh computer platform, major design and type programs, printing basics, and use of software.

**GDE 210: Graphic Design II: Digital Imaging**

(3 hrs.)  
(Prerequisite: GDE 110, GDE 120 or permission of instructor; lab fee charged)

Introduction to acquiring and editing images in digital format. Course subjects will include: Photoshop program features, acquiring images with digital cameras, scanners, on-line sources or illustration software, image resolution and color depth, color correction, art direction, professional standards, copyright issues, and more. The course will emphasize developing a discerning eye and technical expertise in producing high-quality images for publication.

**GDE 280: Topics in Design**

(1-3 hrs.)  
(Prerequisite: depends on topic offered; lab fee charged)  
Introduction to various topics in fine and applied art.

**GDE 294: Design Workshop**

(1-3 hrs.)  
(Prerequisites: GDE 120 and approval of faculty)  
A workshop experience completed off campus.

**GDE 296: Internship**

(1-3 hrs.)  
(Prerequisite: approval of faculty)

An internship experience completed off campus.

**GDE 310: Publication Design**

(3 hrs.)

(Prerequisites: GDE 120, GDE 210, lab fee charged)

Design and production for integrated marketing campaigns. Students will concept, design and produce a variety of print publications such as brochures, magazines, posters, and others. Students will develop an understanding of design, layout and pre-press standard practices and the organization of information from initial concepts to final production. Lectures will cover history of marketing publications, information systems, modern publication design and integrated marketing strategies and executions, production standards and designer/art director role in publication concept, design and production.

**GDE 320: Advertising Design**

(3 hrs.)

(Prerequisite: GDE 310; lab fee charged)

Students develop and produce print and electronic advertising campaigns based on real-world strategies and standards. Lectures will cover history of advertising and marketing, modern ad design, strategies and executions, production standards and the designer/art director role in publication concept, design and production. Guests from the advertising industry.

**GDE 394: Design Workshop**

(1-3 hrs.)

(Prerequisites: GDE 120 and approval of faculty)

A workshop experience completed off campus.

**GDE 396: Internship**

(1-3 hrs.)

(Prerequisites: GDE 310 and 320 and approval of faculty)

An internship experience completed off campus.

**GDE 494: Senior Portfolio**

(3-6 hrs.)

(Prerequisites: GDE 310 and 320 and approval of faculty; lab fee when appropriate)

Graduating students will develop and refine a comprehensive portfolio of original and independently produced design projects, as well as a professional résumé and other materials they may use to market themselves. Offered spring semester only.

**GDE 496: Internship**

(1-3 hrs.)

(Prerequisites: GDE 396 and approval of faculty)

An internship experience completed off campus.

## Independent Study

Independent studies (special studies, tutorials, readings, projects) may be proposed by students who wish to investigate a subject not otherwise available. Information about independent study may be obtained in department offices or in the Office of the Registrar. All independent studies are subject to the approval of design faculty. All proposals for independent studies will be approved by a consensus of the entire school of Design and Fashion faculty prior to student registration in any such course.