

THE DEPARTMENT OF

# ART + DESIGN

## BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

### PROGRAM LEARNING GOALS

1. To provide a broad-range of artistic processes used for the creation of original works of art
2. To establish a strong background in the cultural, historical, or social contexts that influence the creation of visual art
3. To learn to effectively evaluate their own works of art and the creative works of others; both written and verbal form
4. To effectively utilize the elements of art and principles of design with proficiency to apply them aesthetically in two- and three-dimensions
5. To establish the understanding and application of color theory
6. To provide educational experiences where the technologies and equipment relevant to art and design are introduced and utilized
7. To provide awareness with art historical issues, current concepts and directions
8. To perceptively analyze works of art/design and to evaluate them critically
9. To introduce, practice and reinforce design methodologies and techniques for visual problem-solving
10. To develop comprehensive visual solutions that demonstrate proof-of-concept
11. To establish and encourage a collaborative structure of teams and groups
12. To incorporate industry-related professional practices within the learning environment
13. To identify, prepare and refine student portfolios for entry into a professional career

### PROGRAM COMPETENCIES

1. Students will gain competency to aesthetically employ the elements of art and the principles of design with in both two and three dimensions
2. Students will gain competency in the color theory and its applications
3. Students will demonstrate competency in drawing to work in specific fine arts areas
4. Students will be able to articulate the similarities, differences and relationships among the various fine arts areas
5. Students will demonstrate competency in the use of basic tools, techniques and processes sufficient to works of art from concept through execution
6. Students will be able to articulate, in both verbal and written form, the formal, technical and conceptual foundations of works of art and design, including identifying appropriate cultural and historical references
7. Students will be able to synthesize the expressive possibilities of various media, both digital and traditional, and the diverse conceptual modes available
8. Students will be able to demonstrate knowledge of the historical, social and political issues of art and design critically and comparatively; and relate these discoveries to their personal work

9. Students will demonstrate the ability to generate multiple solutions and different ideas relating to singular concepts
10. Students will demonstrate the ability to conduct and apply research and analysis skills to identify an effective visual communication strategy
11. Students will demonstrate the ability to select and arrange typography, images, content, sequencing, color and other design principles effectively in the contexts of specific visual communication projects
12. Students will demonstrate the ability to clearly and effectively design a comprehensive solution appropriate to its intended user and environment
13. Students will demonstrate professional communication skills, including writing and presenting, as well as evidence of effective team collaboration