

# ART & DESIGN (B.A.)

This major offers a comprehensive approach to studio art, photography and graphic design. Students may immerse themselves in a variety of traditional and contemporary media, taught by practicing artists with local, national and international professional experience. Learning takes place in a state-of-the-art facility that's unmatched in the region, offering dedicated spaces for a variety of media such as ceramics, digital arts, graphic design, photography, printmaking, studio arts, video editing and woodshop.

Classes are small (usually ranging from 8–15 students), giving each student the opportunity to develop enriching educational relationships with classmates and professors. The Art & Design department emphasizes the importance of blending the faculty's professional experience with the students' understanding of contemporary aesthetics and their development of ambitious studio practice.

## Area of Studies

The Art & Design program provides a variety of courses to enhance and offer balance to the liberal arts at USF.

The **Art & Design major** offers concentrations in the following areas:

- **Graphic Design**
- **Photography**
- **Studio Art**

**Visual Arts Education major**

**Minors** are offered in the following areas:

- **Art & Design**
- **Fine Arts History**
- **Photography**

Students majoring in Art & Design develop fundamental skills in design, drawing, contemporary art practices and three-dimensional design during their first year in the program. This foundation is enhanced through intermediate art courses and an introduction to art criticism, history, applied design, and computer art. In upper level courses, students integrate skills and technology to prepare a thesis exhibition or performance supported by an articulate written element. Each student's capstone course is developed with continual encouraging input from faculty and peers during their tenure at USF.

The major in Art & Design prepares students for various professions in the arts. The **Graphic Design** concentration addresses a traditional design core coupled with digital, portfolio, and seminar courses for preparation to work as a design professional. The **Photography** concentration is designed to secure students introductory to upper level knowledge in photography application, practices, history, and theory. The primary goal of this concentration is to prepare the student for a career in a photography related position. The **Studio Art** concentration equips students with a sound foundation for entry into a graduate program or a career as an artist. The **Visual Arts Education** major prepares students to be licensed to teach art. For additional information about the program see the Teacher Education section of this catalog.

Art & Design minors are compatible with related majors in the humanities, which may broaden and enliven the students' learning experiences. The minor may also be combined with other majors, including Business,

Education, Communication and Media Arts, Recreation Administration, Social Work, and Theology. These combinations enrich the individual and enhance career opportunities.

### Program Goals:

- To gain an understanding of the visual arts in relation to culture and history
- To introduce the student to historical and contemporary artistic and design practices
- To provide an environment that fosters critical thinking in traditional to new art and design
- To provide facilities that are current with industry standards in graphic design, photography and studio art
- To assist students in the preparation of a senior portfolio and thesis exhibition
- To prepare Visual Arts Education students for a Professional Educator License in Visual Arts

## Art & Design Major (55-61 credit hours)

Code	Title	Hours
<b>Required Core Courses</b>		
ARTD 101 or ARTD 103	2-D Design Principles Art & Design Foundations	3
ARTD 201	3-D Design Principles	3
ARTD 209	Typography I	3
ARTD 321	Contemporary Art Practices I	3
ARTD 450	Portfolio Development	3
ARTD 451	Art & Design Seminar	3
ARTD 452	Art & Design Thesis	1
<b>Art History Required Courses</b>		
ARTD 257	Ancient, Medieval & Non-European Art History	3
ARTD 258	Renaissance to Modern Art History	3
Select one course of the following:		3
ARTD 202	Art & Culture Travel Studies (1-3)	
ARTD 205	Exploring the Fine Arts (3)	
ARTD 259	Art Now (3)	
ARTD 359	Twentieth Century Art (3)	
ARTD 360	Film & Photo Visual Culture (3)	
ARTD 361	Comics & Graphic Novels: A Seminar (3)	
ARTD 362	Video Game Seminar (3)	
ARTD 363	Women in Art (3)	
ARTD 364	Graphic Design History (3)	
<b>Required Concentration</b>		
Select one of the following concentrations:		24-30
Graphic Design (p. 1)		
Photography (p. 2)		
Studio Art (p. 2)		
<b>Total Hours</b>		<b>52-58</b>

## Graphic Design Concentration

Code	Title	Hours
<b>Required courses for concentration</b>		
ARTD 209	Typography I	3
ARTD 215	Photo 1	3

ARTD 297	Introduction to Individual Studio Practice	3
ARTD 309	Typography II	3
ARTD 312	Packaging Design	3
ARTD 414	Publication Design	3
Select 9 credit hours of the following:		9
ARTD 194	Topics in Art & Design (1-4)	
ARTD 202	Art & Culture Travel Studies (1-3)	
ARTD 250	Screen Printing (3)	
ARTD 311	Digital Art (3)	
ARTD 319	Color Photography (3)	
ARTD 361	Comics & Graphic Novels: A Seminar (3)	
ARTD 411	Digital Studio (3)	
ARTD 413	The Photobook (3)	
ARTD 492	Topic in Photography (1-3)	
ARTD 494	Topic in Art (1-4)	
ARTD 497	Individual Studio Projects (1-6)	
CMMA 222	Digital Photography Editing (3)	
CMMA 251	Multimedia Arts I (3)	
CMMA 318	Web Page Design (3)	
CMMA 325	2D Animation (3)	
CMMA 330	Special Effects and Animation (3)	
CMMA 335	Web Publishing and Platforms (3)	
CMMA 351	Multimedia Arts II (3)	
CMMA 445	Digital Illustration (3)	

**Total Hours** 27

## Photography Concentration

Code	Title	Hours
<b>Required courses for concentration</b>		
ARTD 215	Photo 1	3
ARTD 317	Documentary Photography	3
ARTD 318	Portrait Photography	3
ARTD 319	Color Photography	3
ARTD 360	Film & Photo Visual Culture	3
Select 9 credit hours of the following:		9
ARTD 202	Art & Culture Travel Studies (1-3)	
ARTD 250	Screen Printing (3)	
ARTD 297	Introduction to Individual Studio Practice (3)	
ARTD 311	Digital Art (3)	
ARTD 315	Photo 2 (3)	
ARTD 316	Studio Lighting (3)	
ARTD 320	Alternative Photo Practices (3)	
ARTD 411	Digital Studio (3)	
ARTD 413	The Photobook (3)	
ARTD 492	Topic in Photography (1-3)	
ARTD 495	Directed Study (1-3)	
ARTD 496	Independent Study (1-3)	
ARTD 497	Individual Studio Projects (1-6)	
ARTD 498	Art & Design Internship (1-16)	
CMMA 222	Digital Photography Editing (3)	
CMMA 237	Video I (3)	

**Total Hours** 24

## Studio Art Concentration

Code	Title	Hours
<b>Required courses for concentration</b>		
ARTD 151	Introduction to Drawing	3
ARTD 152	Introduction to Painting	3
ARTD 250	Screen Printing	3
ARTD 297	Introduction to Individual Studio Practice	3
ARTD 497	Individual Studio Projects	3
Select 12 credit hours of the following:		12
ARTD 153	Introduction to Cartooning (3)	
ARTD 194	Topics in Art & Design (1-4)	
ARTD 202	Art & Culture Travel Studies (1-3)	
ARTD 250	Screen Printing (3)	
ARTD 251	Intermediate Drawing (3)	
ARTD 252	Intermediate Painting (3)	
ARTD 253	Ceramics (3)	
ARTD 254	Figure Drawing (3)	
ARTD 301	Advanced Drawing (1-3)	
ARTD 302	Advanced Painting (1-3)	
ARTD 311	Digital Art (3)	
ARTD 319	Color Photography (3)	
ARTD 322	Sculpture (3)	
ARTD 323	Installation Art (3)	
ARTD 324	Performance Art (3)	
ARTD 354	Ceramics II (3)	
ARTD 360	Film & Photo Visual Culture (3)	
ARTD 412	Contemporary Art Practices II (3)	
ARTD 413	The Photobook (3)	
ARTD 414	Publication Design (3)	
ARTD 492	Topic in Photography (1-3)	
ARTD 494	Topic in Art (1-4)	
ARTD 495	Directed Study (1-3)	
ARTD 496	Independent Study (1-3)	
ARTD 498	Art & Design Internship (1-16)	

**Total Hours** 27

*Students work with their advisors in selecting additional elective credits to fulfill the 120 credit hours required for graduation.*