

ART AND DESIGN (BFA)

Arts and Technologies

BFA in Art and Design

The BFA in Art and Design offers two options that students can choose from within the major: a Graphic Design Option or an Art Option.

The BFA in Art and Design: **Graphic Design Option** includes a core of Art and Art History Foundation courses, core graphic design courses and a cumulative Art and Design Capstone course. This degree helps students develop visual understanding, critical thinking and problem solving that will help them for a career in Graphic Design.

Learning Outcomes:

- Learn foundational art and design skills.
- Students are able to demonstrate expertise as visual communicators.
- Students are able to approach design problems through the integration of conceptual and practical aspects of the design process with critical acumen and creative innovation.
- Students develop projects through a combination and balance of both: a) skills developed toward conceptual analyzation, and b) skills in technical proficiency with digital software media.
- Students are able to engage in sustained research necessary to develop comprehensive corporate identity projects involving logo applications, packaging design, promotional and sales displays, publications, market analysis, client need analysis, comparison of competitors in the market, and target audience analysis.

The BFA in Art and Design: **Art Option** includes a core of Foundation courses, Art History courses, Upper-Level Focus Area Art courses and a cumulative Art and Design Capstone course. Within this degree option students can select from a variety of Art courses in Studio Art, Graphic Design, Art History and Art Education to build their own degree based on student interest in order to prepare them for a career within the Arts.

Learning Outcomes:

- Prepare students for professional careers relating to Art and Design and beyond incorporating problem solving, creative thinking, and peer discussion and review
- Learn foundational art skills
- Develop an historical framework of fields in Art through contemporary Art History knowledge
- Learn to work in multiple medias with potential to choose focus area
- Cumulative Capstone that brings together students to discuss contemporary issues, ideas, in a peer review environment
- Develop Professional Development Skills (Integrate social media, web design, and marketing to promote a vision)

Degree Requirements

Course	Title	Credits
Major Requirements		
AR 1045	Art Foundations 2D: Composition and Content	4
AR 1065	Art Foundations 3D: Materials and Meaning	4
AR 1075	Art Foundations Drawing: Line and Language	4

AH 1150	Art History Foundations: Prehistory to 1400 (GACO)	4
AH 1160	Art History Foundations: 1400-1940	4
AG 2100	Design Software Basics (TECO)	4
AR 4900	Art and Design Capstone	4
General Education (https://coursecatalog.plymouth.edu/general-education/)		
EN 1400	Composition	4
MA (https://coursecatalog.plymouth.edu/general-education/#MATH)	Mathematics Foundations	3-4
IS 1115	Tackling a Wicked Problem	4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
Directions (choose from PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		4-8
DICO (https://coursecatalog.plymouth.edu/general-education/#DICO)	Diversity Connection	3-4
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
Option Requirements		
Complete one from the following required options:		62-65
Graphic Design		
Art		
Total Credits		120

¹ Directions should total 16 credits because CTDI is waived for BFA.

The BFA in Art and Design offers two options that students can choose from within the major: a Graphic Design Option or an Art Option.

Graphic Design Option of BFA

The Graphic Design Option includes a core of Foundation courses, Art History courses, Upper-Level Graphic Design Courses (Focus Area), an Integrated Projects course, and a cumulative Art and Design capstone course. The intent and focus of the Graphic Design option is to graduate students who demonstrate expertise as visual communicators. This option prepares students with a solid visual/educational experience by

developing their capacity for critical thinking toward problem-solving, stimulating their creativity and imagination, and preparing them for a wide variety of jobs in graphic design.

Course	Title	Credits
Option Requirements		
AG 2300	Typography	4
AG 3200	Imagery	4
AG 3400	History of Graphic Design (INCO,INCP,WRCO)	4
AG 3700	PSU Student Design Company	4
AG 4200	UX/UI: Digital Identity	4
AG 4400	Brand Design	4
AG 3800	Publication Design (QRCO)	4
AG 3750	Advanced Design Software	4
AR 3000	Integrated Project	2
Photography or 3000/4000 level Art course		3-4
Free Elective Credits		21-23
Total Credits		58-61

Art Option of BFA

The Art Option includes a core of Foundation courses, Art History courses, Upper-Level Art Courses (Focus Area), and a cumulative Art and Design capstone course. Within this degree option students can select from a variety of Art courses in Studio Art, Graphic Design, Art History, and Art Education to build their own degree based on student interest in order to prepare them for a career within the Arts.

Course	Title	Credits
Option Requirements		
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)	4
Focus Area - Create your own by focus selecting from any of the courses listed below:		29-34
AR 3060	Multi-Media: Design for the Body (QRCO)	4
AR 3015	Painting I: Fundamentals	4
AR 3125	Painting II: Thematic Exploration	4
AR 3160	Foundations of Sculpture: Objects and Ideas (QRCO)	4
AR 4085	Painting III: Advanced Concepts	4
AR 3220	Multi-Media: Ceramic Concepts	4
AR 3230	Multi-Media: Ceramic Design	4
AR 3295	Printmaking: Cut, Carve, Etch	4
AR 3325	Printmaking: Silkscreen and Alternative Processes	4
AR 4325	Printmaking III: Advanced Concepts	4
AR 2520	Drawing I: Figure	4
AR 3525	Drawing II: Thematic Exploration	4
AR 4075	Drawing III: Advanced Concepts	4
AR 3940	Advanced Multi-Disciplinary Studio	4
AR 3905	Practicum	1-4
AR 3575	Art and Sustainability	4
AR 4700	Special Topics in Studio Art:	3
AR 4910	Independent Study in Studio Art	1-4
AR 3000	Integrated Project	2
AG 2300	Typography	4
AG 3200	Imagery	4

AG 3800	Publication Design (QRCO)	4
PT 2600	Photography I	3
AE 2000	Foundations of Art Education	3
AE 3050	Methods and Materials for Art Education	3
AE 3060	Instructional Planning and Pedagogy for Art Education (DICO)	3
AE 3100	Curriculum and Assessment for Art Education	3
AH 3730	Renaissance Art in Southern Europe (GACO,INCO,INCP)	3
AH 3750	Women, Art, and Society (DICO)	3
Free Elective Credits		15-24
Option Total Credits		62-65

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

Required Option in this Major: Graphic Design

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https://coursecatalog.plymouth.edu/general-education/#MATH)	Mathematics Foundations	3-4
AR 1045	Art Foundations 2D: Composition and Content	4
AR 1065	Art Foundations 3D: Materials and Meaning	4
AR 1075	Art Foundations Drawing: Line and Language	4
AG 2100	Design Software Basics (TECO)	4
AH 1150	Art History Foundations: Prehistory to 1400 (GACO)	4
Credits		31-32
Year Two		
AH 1160	Art History Foundations: 1400-1940	4
AG 2300	Typography	4
AG 3200	Imagery	4
AG 3400	History of Graphic Design (INCO,INCP,WRCO)	4
AG 3700	PSU Student Design Company	4
AR 3000	Integrated Project	2

WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
DICO (https://coursecatalog.plymouth.edu/general-education/#DICO)	Diversity Connection	3-4
Credits		28-30
Year Three		
AG 3800	Publication Design (QRCO)	4
AG 4200	UX/UI: Digital Identity	4
AG 3700	PSU Student Design Company	4
Directions (choose from PPD, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		16
Credits		28
Year Four		
AG 4400	Brand Design	4
AR 4900	Art and Design Capstone	4
AR/PT Upper Level Art or Photography I		3-4
INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	3-4
Electives		14
Credits		28-30
Total Credits		120

¹ Directions should total 16 credits because CTDI is waived for BFA Art & Design.

Art

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https://coursecatalog.plymouth.edu/general-education/#MATH)	Mathematics Foundations	3-4
AR 1045	Art Foundations 2D: Composition and Content	4
AR 1065	Art Foundations 3D: Materials and Meaning	4
AR 1075	Art Foundations Drawing: Line and Language	4
AH 1160	Art History Foundations: 1400-1940	4
AH 1150	Art History Foundations: Prehistory to 1400 (GACO)	4
Credits		31-32
Year Two		
Focus Area Course Selection		16
AG 2100	Design Software Basics (TECO)	4
Complete one QRCO:		4

AR 3060	Multi-Media: Design for the Body (QRCO)	
AR 3160	Foundations of Sculpture: Objects and Ideas (QRCO)	
AG 3800	Publication Design (QRCO)	
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
DICO (https://coursecatalog.plymouth.edu/general-education/#DICO)	Diversity Connection	3-4
Credits		30-32
Year Three		
Focus Area Course Selection		9-12
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)	4
Directions (choose from PPD, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		16
Credits		29-32
Year Four		
Focus Area Course Selection		4-6
AR 4900	Art and Design Capstone	4
INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	3-4
Electives		15
Credits		26-29
Total Credits		120

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