

ART AND DESIGN (BFA)

Arts and Technologies

BFA in Art and Design

The BFA in Art and Design offers three options that students can choose from within the major: a Graphic Design Option, an Art Option, or an Art Education 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)

The BFA in Art and Design: **Art Education** option includes a core of Foundation courses, Art History courses, Art Education courses, and Studio courses designed to help the Art Education candidate to develop a broad range of skills for their future classrooms. Additionally, multiple classroom observation opportunities will occur formally throughout each

year and will culminate in a full semester teaching internship in a K-12 school (split into two opportunities, K8 and then 9-12.)

Degree Requirements

Course	Title	Credits
Major Requirements		
AR 1045	Art Foundations 2D: Composition and Content	4
AR 1065	Art Foundations 3D: Design 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
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:		61-65
Graphic Design		
Art		
Art Education		
Total Credits		120

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

The BFA in Art and Design offers three options that students can choose from within the major: Graphic Design Option, Art Education 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	Digital Animation and Video	4
AR 4900	Art and Design Capstone	4
PT 3200	Photography: Darkroom	4
3000/4000 level Art course		4
Free Elective Credits		21-23
Total Credits		65-67

Art Education Option of BFA

The BFA in Art and Design: Art Education option includes a core of Foundation courses, Art History courses, Art Education courses, and Studio courses designed to help the Art Education candidate to develop a broad range of skills for their future classrooms. Additionally, multiple classroom observation opportunities will occur formally throughout each year and will culminate in a full semester teaching internship in a K-12 school (split into two opportunities, K-8 and then 9-12.)

Course	Title	Credits
AE 2550	Foundations of Art Education	4
AE 2660	Planning and Pedagogy for a Diverse World (DICO)	4
AE 3550	Methods and Materials	4
AE 3770	Curriculum and Assessment	4
AE 4880	Seminar in Art Education	1
AE 4990	Art Education Internship in Teaching: K-12	12
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)	4
AR 3015	Painting	4
AR 3295	Printmaking: Cut, Carve, Etch	4
AR 3060	Multi-Media: Design for the Body (QRCO)	4
or AR 3160	Multi-Media: Objects and Design (QRCO)	
AR 3220	Multi-Media: Ceramic Concepts	4

or AR 3230	Multi-Media: Ceramic Design	
AR 3940	Advanced Studio	4
ED 2400	Child and Youth Development in Context (WECO)	4
ED 2800	Inclusive Education and Technology (TECO)	4
or SE 3090	Introduction to Special Education: Middle and Secondary	
Free Elective Credits		3-5
Total Credits		64-66

Art Option of BFA

The Art Option has two tracks: Art Focus and Pre-Art Therapy Focus. Both focus areas include a core of Foundation courses, Art History courses, Upper-Level Art Courses, and a cumulative Art and Design capstone course. Within the Art Focus 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 to prepare them for a variety of careers within the Arts, such as education, design, professional artist, and museum work. Within the Pre-Art Therapy Focus students take courses from the Art Focus plus Psychology courses to prepare students for entrance requirements in a master's degree art therapy graduate school program; certification at the Master's level is required to practice Art Therapy.

Course	Title	Credits
Option Requirements		
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)	4
AR 3940	Advanced Studio	4
AR 4900	Art and Design Capstone	4
Focus Area - Create your own focus by selecting from any of the courses listed below or follow the Pre-Art Therapy Focus; one QRCO course required:		25-30

Art Focus		
AR 3015	Painting	
AR 3125	Painting: Process Exploration	
AR 3060	Multi-Media: Design for the Body (QRCO)	
AR 3160	Multi-Media: Objects and Design (QRCO)	
AR 3220	Multi-Media: Ceramic Concepts	
AR 3230	Multi-Media: Ceramic Design	
AR 3295	Printmaking: Cut, Carve, Etch	
AR 3325	Printmaking: Silkscreen and Alternative Processes	
AR 3905	Practicum	
AR 3575	Art and Sustainability	
AR 4700	Special Topics in Studio Art:	
AR 4910	Independent Study in Studio Art	
AG 2300	Typography	
AG 3200	Imagery	
AG 3400	History of Graphic Design (INCO,INCP,WRCO)	
AG 3700	PSU Student Design Company	
AG 3750	Digital Animation and Video	
AG 3800	Publication Design (QRCO)	
AG 4200	UX/UI: Digital Identity	
AE 2550	Foundations of Art Education	
PT 3200	Photography: Darkroom	
PT 3400	Photography: Digital	
AE 2660	Planning and Pedagogy for a Diverse World (DICO)	

AE 3550	Methods and Materials
AE 3770	Curriculum and Assessment
AH 3735	Gender, Representation, and the Visual Arts (DICO)
AH 3880	Renaissance Art in Southern Europe (GACO,INCO,INCP)

Pre-Art Therapy Focus

Select 4 course from the following: Ceramics, Printmaking, Painting, Multi-Media, AE Methods and Materials (courses listed above). In addition, take the following Psychology courses:

PS 2015	Introduction to General Psychology
PS 2055	Life-Span Developmental Psychology
PS 3325	Abnormal Psychology
PS 3115	Research Methods and Statistics I (QRCO,TECO)

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: Design 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

WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
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DICO (https://coursecatalog.plymouth.edu/general-education/#DICO)	Diversity Connection	3-4
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Credits 26-28

Year Three

AG 3800	Publication Design (QRCO)	4
AG 4200	UX/UI: Digital Identity	4
AG 3750	Digital Animation and Video	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		16-18

Credits 30-34

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: Design 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 Multi-Media: Objects and Design (QRCO)	
AG 3800 Publication Design (QRCO)	
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	3-4
DICO (https://coursecatalog.plymouth.edu/general-education/#DICO)	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)	3-4
Electives	15

Credits 26-29

Total Credits 120

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Art Education

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: Design and Meaning	4
AR 1075	Art Foundations Drawing: Line and Language	4
AH 1150	Art History Foundations: Prehistory to 1400 (GACO)	4
AE 2550	Foundations of Art Education	4
Credits		31-32

Year Two

AE 2660	Planning and Pedagogy for a Diverse World (DICO)	4
AG 2100	Design Software Basics (TECO)	4
Choose at least two: Ceramics/Sculpture/Print/Paint/QRCO		8-16
ED 2400	Child and Youth Development in Context (WECO)	4
AH 1160	Art History Foundations: 1400-1940	4

Credits 24-32

Year Three

AE 3550	Methods and Materials	4
AE 3770	Curriculum and Assessment	4
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)	4
Directions (choose from PPD, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		16
ED 2800 or SE 3090	Inclusive Education and Technology (TECO) or Introduction to Special Education: Middle and Secondary	4

Credits 32

Year Four

INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	3-4
AE 4990	Art Education Internship in Teaching: K-12	12
AE 4880	Seminar in Art Education	1
AR 3940	Advanced Studio	4
Electives		3-5

Credits 23-26

Total Credits 120

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

Learning Outcomes

Learning Outcomes for the BFA in Art and Design, Graphic Design Option:

- 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 analysis, 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.

Learning Outcomes for the BFA in Art and Design, Art Option:

- 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)

Art Education (K-12) Certification:

1. Provide arts, pedagogical, curriculum, and assessment leadership and implement best practices in teaching, planning, and pedagogy in contemporary art education settings in a comprehensive art curriculum.
2. Analyze the developmental learning needs of students and class communities and address these needs in planning and pedagogical practice.
3. Participate in the school community, build on constructive criticism and self-reflection, advocate for arts education, develop team and community relationships, and work with curriculum and assessment at the program, school, district, and national levels.
4. Develop confidence, a distinct teaching voice, professional identity as an artist-educator and the active engagement in lifelong learning and ongoing professional development in the arts and education.
5. Demonstrate knowledge and ability in foundational to advanced studio processes, new media, tools, materials and safety, western and non-western art history, aesthetic theory, art criticism, the role of the arts in society and the development of a portfolio of personal artwork and recognition of exhibition/presentation opportunities.