

propose, and craft a book-length work of fiction, poetry, creative non-fiction, or cross/hybrid-genre work. Early in the semester, we'll look at a variety of experimental texts as we consider the possibilities of what a book is in both formal and conceptual terms. The emphasis in this course will be largely on generation, experimentation, and formal innovation as students work through a series of student and faculty created prompts and procedures designed to push their projects forward and take new risks. We will also share our work in small groups and workshop student works-in-progress to help one another better conceptualize, craft, and deepen our work. (Prerequisites: AH105, AH110, HU101, HU102, HU213 or with Course Faculty permission.)

HU315 Dueling Literary Avant-Gardes (3)

Dueling Literary Avant-Gardes traces the roots and reverberations of two avant-garde movements in terms of their literary output. Emphasis is placed on comparing the two movements against the backdrop of their historical and cultural moment(s). The avant-garde movements to be covered will vary with the expertise of the faculty. (Prerequisites: HU101, HU102)

HU316 African American Studies in Music, Literature & Art 1965 to the Present (3)

African American Studies in Music, Literature, & Art focuses on African American avant-garde jazz and literature as well as art from the Black Arts Movement (1965-1974) to the present. (Prerequisites: HU101, HU102)

HU317 GIANT Books (3)

GIANT Books is a literature course in which students read and discuss, as well as write and make art about, GIANT BOOKS. Emphasis is placed on exploring the Western tradition of the epic as an artistic form of genesis, inclusion, and accumulation – one that makes and remakes the world, not only in our own image, but also in terms of transformation, exploration, and adventure. The course also seeks to compare and contrast the GIANT works discussed, while distilling common themes and modalities, images, strategies and parameters, pointing the way toward further creative and speculative writing/art-making. (Prerequisites: HU101, HU102)

Creative Writing: Sample Schedule

First Year			
Fall Semester		Spring Semester	
Communication	3	Ideation	3
Discovery	3	Voice	3
Digital Literacy	3	Artist as Reader Workshop	3
Artist as Writer Workshop	3	Art History	3
Art History	3	Studio Elective or Creative Writing: Multi-Genre 3	3
Total	15	Total	15
Second Year			
Fall Semester		Spring Semester	
GIANT BOOKS	3	Creative Writing: Poetry	3
Studio Elective	3	Studio Elective	3
Studio Elective	3	Introduction to Professional Practice	3
Liberal Arts or Critical Thinking Elective	3	Liberal Arts or Critical Thinking Elective	3
Art History Elective	3	Liberal Arts Elective	3
Total	15	Total	15
Third Year			
Fall Semester		Spring Semester	
Creative Writing: Short Stories	3	Advanced Creative Writing Seminar	3
Studio Elective	3	Studio Elective	3
Studio Elective	3	Studio Elective	3
Liberal Arts Elective	3	Art History Elective	3
Liberal Arts Elective	3	Professional Pathways Preparation	3
Total	15	Total	15
Fourth Year			
Fall Semester		Spring Semester	
Senior Pathway Studio 1	6	Senior Pathway Studio 2	6
Senior Thesis	3	Senior Seminar	3
Studio Elective	3	Studio Elective	3
Liberal Arts Elective	3	Liberal Arts Elective	3
Total	15	Total	15

TOTAL CREDIT HOURS

120 HRS



BACHELOR OF FINE ARTS IN DESIGN

The Design major at the Art Academy integrates contemporary design practices and fine art studio processes enhanced by a liberal arts component that provides a rich trans-disciplinary experience. Design is a process of inquiry that leads to creative solutions for a variety of visual communication challenges. The AAC provides each student the intellectual and technical preparation needed to achieve success as a professional in the field. Our unique individualized approach emphasizes the development of strong research skills and broad industry knowledge side-by-side with fluid use of image-making tools for ideation, design thinking as a tool for problem-solving, proficient verbal and writing skills, and the development of an individual voice. This approach – in combination with extensive professional development – prepares students with the 21st century competencies and literacies needed to pursue creative industry careers as visual artists.

Students majoring in Design learn to manage ideas, artistic processes, audience expectations, composition, typography, and imagery to create sophisticated and transformative design solutions. Through professional and personal experiences, students encounter a range of challenges in areas that include brand identity and design solutions for environmental, garment, interactive, product, promotional, publication, and Web expressions. Many AAC graduates work at local, regional, national, and international design firms and studios, as well as corporate in-house design divisions. Many Design graduates also thrive in entrepreneurial and freelance enterprises and in related creative industries such as architecture, exhibitry and display, multi-media marketing, film, and the publications and entertainment industries.

Educational Objectives | Design Major

Creativity

Design majors engage in a diverse range of processes that produce creative and relevant results. Creative design solutions are the results of a shared understanding of the design challenge presented,

a passion for change-making to actualize desired outcomes; engagement with artistic process, and dynamic problem-solving among collaborating voices and visions.

Curiosity

Through their commitment to inquiry, research, and experimentation, Design majors explore, test, reinvent, and execute their visual ideas. Ultimately, they discover the rationales that substantiate their aesthetic inquiry and provide innovative solutions to visual communication design challenges.

Individuality

Empowered with strategies and methods used in the industry to solve visual communication dilemmas, Design majors devise solutions from concept, to prototype, to functioning 2D, 3D, and 4D innovations. They foster a self-disciplined work commitment that invigorates their vision and voice as they develop self-determination, resilience, and personal confidence through thoughtful, engaged practice.

Education

Design majors learn the value of collaboration in the pursuit of original ideas. Each new challenge offers an opportunity to learn new ways to understand and reinvent how they work. Students learn ways to adapt to the ever-changing world of technology, language, and economies that drive the creative industry.

History

Design majors learn to develop relevant contexts for their work and professional interests. They also develop connections within their profession and within the larger community.

Community

Community is about making professional and personal connections that validate students' interests and encourages emerging professionals to help build collaborative pools of diverse talents, capabilities, cultural perspectives, and possibilities. Design majors engage in local, regional, and national alliances that provide opportunities to solve visual communication challenges in partnership with key players motivated by a common vision.

Educational Outcomes | Design Major

Introductory to Intermediate

- Develop skills used in the design process that include concept development, ideation, analysis, and execution
- Understand how choices of form, media, and imagery facilitate or impede communication of a specific message
- Develop skills used in the design process from concept and thumbnail sketches through ideation and, finally, through completed projects and presentations
- Explore a variety of possible solutions to a visual communications problem through inspiration research, reference research, and audience profile research
- Apply the principles and elements of design to composition
- Design a logotype or logo
- Set type and operate a letterpress
- Discuss the modern history of design
- Identify design concepts and theories that form a basis of their work
- Explain the results of a design process in an oral presentation and a written statement
- Demonstrate proficiency in use of appropriate software such as Adobe Creative Cloud
- Explore a variety of possible typographic concepts through study sketches and online research
- Apply basic typography skills to design compositions
- Identify and apply at least 20 typefaces
- Develop a design rationale
- Write a project development plan
- Create a portfolio

Intermediate to Advanced

- Create self-driven work in a multi-disciplinary and conceptually diverse atmosphere
- Discuss design work in the context of the world of art and design
- Critically assess the development of one's own work and that of others
- Develop methods for organizing and utilizing design processes
- Apply project development strategies to personal design initiatives
- Apply semiotics (semantic, syntactic, and pragmatic processes) to design projects
- Investigate professional opportunities in the visual communication design profession
- Design multi-faceted solutions to complex visual communication challenges
- Explore the benefits of collaboration to produce creative solutions to design challenges
- Explain the purpose and key elements of a design rationale
- Write personal goals
- Utilize design thinking as a tool for visual problem-solving
- Demonstrate willingness to take risks
- Cite and discuss relevant influences and sources from design history
- Discuss and distinguish multiple viewpoints
- Demonstrate a proficiency in evaluating works of design
- Create motion graphics
- Design a branding system
- Compose a professional resume
- Present a strategic rationale to support design decisions
- Interact with a professional client
- Give a public talk
- Learn relevant information concerning taxes, finance, insurance, grant writing, art handling, graduate school, creating a start-up company, navigating the commercial aspects of art and design professions, and setting up a studio
- Write an exhibition proposal application or grant application (mock or actual)
- Create and publish a portfolio website
- Demonstrate learning at the AAC by completing a thesis paper and producing work that is the basis for a Formal Creative Presentation, which provides a capstone experience

Mark Thomas, Cert. '74, MFA
Associate Dean, Professor,
Head of Design Major

Design Curriculum

FYE: STUDIO ARTS	FY101	Communication	3	
	FY102	Ideation	3	
	FY103	Discovery	3	
	FY104	Voice	3	
	FY105	Digital Literacy	3	
FYE: LIBERAL ARTS	AH105	20th and 21st Century Art and Design: Issues and Ideas	3	
	AH110	20th and 21st Century Art and Design History: Media	3	
	HU101	Artist as Writer Workshop	3	
	HU102	Artist as Reader Workshop	3	
DESIGN MAJOR	Recommended Courses for Major	DS201	Typographic Design	3
		DS202	Communication Design	3
		DS301	Design Methods	3
		DS302	Systems Design	3
		DS303	Experience Design	3
	Approved Course Substitutions	CA211	Letterpress Design	3
		CR203	Social Practice in the Arts	3
		DS310	Web Design	3
		DS311	Academy Design Service	3
		FA212	Garment Design and Fabrication	3
		FA312	Artists' Books	3
		FA313	Experimental Publications	3
		PROFESSIONAL PRACTICE	PC201	Introduction to Professional Practice
PC301	Professional Pathways Preparation		3	
STUDIO ELECTIVES			27	
ART HISTORY	AH2xx	Any 200-level Art History Elective	3	
	AH3xx	Any 300-level Art History Elective	3	

LIBERAL ARTS	HU101	Artist as Writer Workshop	3	
	HU102	Artist as Reader Workshop	3	
	LA481	Senior Seminar 1	3	
	Critical Thinking: Choose One	AH211	Introduction to Visual Culture	3
		HU201	Aesthetics	
HU210		Introduction to Philosophy		
Additional Liberal Arts Coursework	Natural Science Elective	3		
	Social Science Elective	3		
	Humanities Elective	3		
	Liberal Arts Electives	9		
SENIOR YEAR EXPERIENCE	LA481	Senior Thesis	3	
	SA482	Senior Seminar	3	
	SA491	Senior Pathway Studio 1	6	
	SA492	Senior Pathway Studio 2	6	

TOTAL CREDIT HOURS

120 HRS

COURSE DESCRIPTIONS | DESIGN MAJOR

Course descriptions for SA482 Senior Seminar, SA492 Senior Pathway Studio 1, and SA492 Senior Pathway Studio 2 are located in the Studio Arts Course Descriptions portion of the Catalog. Students may enroll in any Studio Arts course per the prerequisites specified for the course.

CA211 Letterpress Design (3)

Letterpress Design explores technical processes, visual aesthetics and design strategies in letterpress printing through individual printing/publishing projects, as well as a final collaborative project. Students acquire a working knowledge of letterpress operation and design as a historic perspective on printing and as a supplement to their knowledge of offset and digital printing technology.

CR203 Social Practice in the Arts (3)

What role should artists and designers play in effecting change in society? How can artists and designers impact their communities and neighborhoods? This course introduces students to socially engaged art, and its many forms, where spectacle, collaboration, community, social justice, artists, and audience intersect. Students will learn the historical and





theoretical influences of social practice in addition to the new “toolkit” necessary for artists to work in and engage communities and neighborhoods in a meaningful way. Through experiential learning, collaborative activities, readings, guest artists, students will expand their dialogue and understanding of interaction and engagement in the public space and the role of the artist in the social process and ultimately, social change. (Prerequisite: Permission of Course Faculty & Registrar)

DS201 Typographic Design (3)

Typographic Design examines type terminology, anatomy, hierarchy, composition, and typographic history in terms of the relationship between visual and verbal language. In the process, the communicative, expressive, and informative qualities of typography are explored in both personal and applied design contexts, while also addressing typography’s social and historical significance. Students will work with Adobe Creative Cloud software and will learn applications of InDesign. (Prerequisite: Permission of Course Faculty & Registrar)

DS202 Communication Design (3)

Communication Design explores basic communication theory; visual syntax, semantics, and semiotics with an eye towards the development and understanding of a range of design experiences from strategic to poetic.

While students explore the relationships between communication, form, and content, they develop a visual vocabulary through both photographic and pictographic imagery. Students gain experience with image research, graphic reduction, and principles of composition in the generation of visual symbols and metaphors. Client-based work will be incorporated into class work. (Prerequisite: Permission of Course Faculty & Registrar)

DS301 Design Methods (3)

In Design Methods, students explore a variety of visual communication design contexts. Students will delve deeper into ideation and visualization to produce and execute refined and sophisticated solutions to complex problems while exploring, investigating, and analyzing greater conceptual considerations in both assigned and self-defined projects. The course includes 2D, 3D, and 4D design components. (Prerequisite: DS202)

DS302 Systems Design (3)

In Systems Design, students explore and create design systems within and across various platforms. Design expressions may include posters, promotional communication, and corporate and brand identity. (Prerequisite: DS202)

DS303 Experience Design (3)

Experience Design serves as a bridge between intermediate design coursework and Senior Pathway Studio

and Senior Seminar coursework. Students will participate in a range of design experiences with a focus on user brand experience, empathic practices for understanding audience expectations, divergent thinking, and collaborative practice. In addition, students will research and investigate best industry and ethical practices and applications. As students move from external parameters to defining their own personal vision and voice, they begin the process of developing their own unique design philosophy. Course content includes client-based work. (Prerequisite: DS202)

DS310 Web Design (3)

Web Design explores various interactive digital media venues including interactive art, computer-based training, instructional design methodologies and, Internet and intranet. Students will be taught the art of utilizing a multimedia and mixed-media approach to creating dynamic interactive digital art and design. Students will be encouraged to incorporate ideas and media from photography, printmaking, 3D, and drawing. Assignments may include imagery that is projected, viewed on a monitor, comprised of cell phone graphics, or completed using output media such as CD, DVD, and television. Software may include Adobe Photoshop + Illustrator, Flash, Strata CX, and other previously presented software. (Prerequisite: FY105)

DS311 Academy Design Service (3)

Academy Design Service (ADS) engages students in a practice-based experience that replicates a professional agency environment. Students work with both in-house and community-based projects with actual clients. An industry professional, who serves as both course faculty and creative director, manages the ADS workflow, projects, and client relations. In order to successfully fulfill the creative needs of the student team, ADS students must demonstrate proficiency with appropriate digital media, self-initiative, time management, and collaboration. Students majoring in Creative Writing, Design, Illustration, or Photography are the target enrollees for this team-driven course. (Prerequisites: Junior or Senior Status and Permission of Course Faculty & Registrar)

FA212 Garment Design and Fabrication (3)

Students in this course will develop garment creation skills including sewing, pattern making, draping, textile manipulation, and DIY dress forms as applicable to contemporary art and design practice. Students will explore and discuss theories of fashion vs. art, the body and movement, and the role of the garment in installation and performance art. (Prerequisite: Permission of Course Faculty & Registrar)

FA312 Artists’ Books (3)

This course will include a study of book forms and basic bookbinding approaches through demonstration, research, and investigation of contemporary artists’ books; exploration of the relationship between text and image, and the design of the book using letterpress, digital output, xerography, photo, and additional print and drawing media; experimentation with altered and deconstructed books. Students will work from a technical base to create books, one-of-a kind works and limited editions, which reflect personal subject matter and exploration of contemporary and historical directions in artist’s books. Classes will consist of demonstrations, discussions, book projects, studio time, in-progress and group critiques, field trips, and/or visiting artists. (Prerequisite: Permission of Course Faculty & Registrar)

FA313 Experimental Publications (3)

Experimental Publications utilizes the process of “publishing” as a catalyst for discovering alternative ways of being public with our work that exist outside of the art institution (galleries/museums). Students will be asked to explore the limitless possibilities of dissemination through creative exercises involving photo/photocopy, writing, video, performance, and lecture. We will read and discuss essays regarding theory and practice, meet with visiting artists and examine how our work relates to the world, untethered to the art institution, and the community it takes to sustain it. (Prerequisite: Permission of Course Faculty & Registrar)

Design: Sample Schedule

First Year			
Fall Semester		Spring Semester	
Communication	3	Ideation	3
Discovery	3	Voice	3
Digital Literacy	3	Artist as Reader Workshop	3
Artist as Writer Workshop	3	Art History	3
Art History	3	Studio Elective or Creative Writing: Multi-Genre 3	3
Total	15	Total	15
Second Year			
Fall Semester		Spring Semester	
Typography	3	Design Systems	3
Studio Elective	3	Studio Elective	3
Studio Elective	3	Introduction to Professional Practice	3
Liberal Arts OR Critical Thinking Elective	3	Liberal Arts OR Critical Thinking Elective	3
Art History Elective	3	Liberal Arts Elective	3
Total	15	Total	15
Third Year			
Fall Semester		Spring Semester	
Design Methods	3	Experience Design	3
Studio Elective	3	Studio Elective	3
Studio Elective	3	Studio Elective	3
Liberal Arts Elective	3	Art History Elective	3
Liberal Arts Elective	3	Professional Pathways Preparation	3
Total	15	Total	15
Fourth Year			
Fall Semester		Spring Semester	
Senior Pathway Studio 1	6	Senior Pathway Studio 2	6
Senior Thesis	3	Senior Seminar	3
Studio Elective	3	Studio Elective	3
Liberal Arts Elective	3	Liberal Arts Elective	3
Total	15	Total	15

TOTAL CREDIT HOURS

