

Design

The Design program at the Art Academy integrates fine art studio practices and liberal arts experience with contemporary design education. In this program design is regarded as a process of inquiry that leads to creative solutions for a variety of visual communication problems. We provide each student the intellectual and technical skills needed to achieve success as professionals in the field. Our unique cross-disciplinary approach emphasizes the development of strong research skills, a broad knowledge of image-making tools, proficient verbal and writing skills, and individual voice and vision, which in combination, prepare students to make a difference and make a livelihood as visual artists.

Students in the Design major 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 such as brand identity, publication, environmental product, promotional, interactive and Web design. Many of our graduates go on to work at local, regional, national, and international design studios or in related fields such as architecture, fine arts, exhibit and display, marketing, film, and the entertainment industry.

BFA with a Major in Design

Studio Arts		CR.
FO101	Studio Art 1	6.00
FO102	Studio Art 2: Proc/Media	3.00
FO103	Studio Art 3: Color	3.00
FO113	Digital Workshop 1	1.50
FO11x	Digital Workshop 2	1.50
FO121	Drawing 1	3.00
FO122	Drawing 2	3.00
Design Major		
SA482	Senior Seminar 2	3.00
SA491	Advanced Tutorial 1	6.00
SA492	Advanced Tutorial 2	6.00
PC400	Professional Component	3.00
VC201	Design 1: Typography	3.00
VC202	Design 2: Communication	3.00
VC301	Design 3: Integration	3.00
VC302	Design 4: Systems	3.00
VC303	Design 5: Special Topics	3.00
Studio Electives		21.00
Art History		
AH101	Intro to Art History 1	3.00
AH102	Intro to Art History 2	3.00
AH200	Art History Elective	3.00

<u>One of the Following</u>	3.00
AH201	Art of the 20th Century
AH202	20th and 21st Cent. Design History (strongly recommended)
AH214	History of Photography
AH215	History of Illustration
AH301	Contemporary Art: Issues and Ideas

Liberal Arts

HU101	Artist as Writer	3.00
HU102	Artist as Reader	3.00
HU201	Aesthetics	3.00
NS100	Natural Science Elective	3.00
SS100	Social Science Elective	3.00
HU100	Humanities/CD Elective	3.00
LA100	Liberal Arts Elective	3.00
LA101	Liberal Arts Elective	3.00
LA102	Liberal Arts Elective	3.00
LA103	Liberal Arts Elective	3.00
LA481	Senior Seminar 1	3.00

Catalog Credits **120**

COURSE DESCRIPTIONS

Course descriptions for Professional Component, Advanced Tutorial 1 and 2, and Senior Seminar 1 and 2 are located in the Studio Course Descriptions portion of the catalog.

VC201 Design 1 | Typography

This course 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.

(Prerequisite: 1st-Year Studio Art)

VC202 Design 2 | Communication

This course explores basic communication theory; visual syntax, semantics, and semiotics through a range of media with an eye towards the development and understanding of a range of design experiences from scientific to poetic. While students explore the relationships between communication, form, and content, they develop a visual vocabulary through both photographic and pictographic imagery. Finally, students gain experience with image research, graphic reduction, and principles of composition in the generation of visual symbols and metaphors. (Prerequisite: 1st-Year Studio Art)

VC301 Design 3 | Integration

As a continuation of the concepts and content covered in Design 1 and Design 2, this course applies the elements and principles of design and typography to a variety of visual communication design contexts. While exploring, investigating, and analyzing greater conceptual considerations in both assigned and self-defined projects, students will delve deeper into ideation and visualization to produce and execute more refined and sophisticated solutions to complex problems. The course will include 2D, 3D, and 4D design experiences. (Prerequisites: VC201 and VC202)

VC302 Design 4 | Systems

In this course, students explore and implement design systems through the development and production of a related series of design projects, such as posters, brochures, stationery, and brand identity. Through these and other directional devices, students will work in 2D, 3D, and 4D design contexts for a self-defined campaign, conference, or event that serves to educate and promote viewer participation. (Prerequisite: VC301; Co-requisite: VC303)

VC303 Design 5 | Special Topics in Design

Liberal Arts Elective	3		
Total	15	Total	12

TOTAL CREDIT HOURS 120