

# Art

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Laurel Carpenter (Department Head)

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Art Web Site (<http://sites.tamuc.edu/art/>)

Mission Statement: The Department of Art inspires and prepares students to excel in a variety of art professions and engage in a life-long appreciation of the visual arts.

The Department of Art offers a broad undergraduate curriculum leading to the Bachelor of Arts and Bachelor of Fine Arts. The Bachelor of Arts is a generalist's approach to art or art history in the spirit of a broad-based liberal arts education. The Bachelor of Fine Arts emphasizes specialized pathways in various media, starting with a sequence of foundational courses and proceeding through an increasingly concentrated path of study at the advanced levels. All bachelor's degrees in the practice of art emphasize the integration of conceptual innovation and technical refinement.

The Department of Art offers these degrees and concentrations:

- Bachelor of Arts in Art with concentrations in Art History or Studio Art
- Bachelor of Fine Arts in Photography with concentrations in Commercial Photography or Fine Art Photography
- Bachelor of Fine Arts in Studio Art with concentrations in All-Level Teaching Certification, Ceramics, Experimental Studies, Painting, and Sculpture
- Bachelor of Fine Arts in Visual Communication with concentration areas in Art Direction, Design, and New Media.

The facilities of the Department of Art meet federal, state and local safety guidelines and support all areas of the art curriculum. Studios on the Commerce campus provide instructional and working areas for photography, studio art, art history and teacher education. Advanced courses in Visual Communication are taught in downtown Dallas, where students benefit from the city's dynamic advertising and design communities.

The Department of Art is accredited by the National Association of Schools of Art and Design (NASAD) and, by virtue of its standing as an academic division at Texas A&M University-Commerce, the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

## Transfer of Art Credits from Other Institutions

Students wishing to transfer visual art credits to A&M-Commerce must have their official transcripts evaluated by the Office of Admissions and the Department of Art. Courses taken at other institutions that have no exact equivalents at A&M-Commerce may still be transferable by a portfolio review in the Department of Art or consent of an art advisor. Transfer courses counted towards a major at A&M-Commerce must have a grade of "C" or higher. Students intending to transfer credits from an institution with an articulation agreement with A&M-Commerce will follow the prescribed courses in that agreement.

1. Degree requirements for a Bachelor of Arts or Bachelor of Fine Arts, and
2. Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) (refer to those sections of this catalog).

In addition, majors must earn a grade of "C" or better in all Art and Photography courses counted towards graduation requirements.

## Academic Requirements and Standards

Students seeking a bachelor's degree in the Department of Art must complete:

1. Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) (refer to those sections of this catalog).
2. Degree requirements for a Bachelor of Arts or Bachelor of Fine Arts, and
3. Grades of C or better in each art and photography course counted towards graduation.

The Department of Art reserves the right to discontinue or deny enrollment of art majors at any time when satisfactory academic progress is not achieved. Students who have accumulated three unsatisfactory grades (U, D or F) in studio art or visual communication courses at A&M-Commerce or other institutions may not be permitted to continue, be readmitted, or graduate with a degree in art. Courses with grades of D or F may be repeated for a grade of C or higher only once.

## Teacher Certification Programs

*Students seeking a bachelor's degree in a teacher education program must complete:*

1. degree requirements for a Bachelor of Fine Arts in Studio Art degree with a Concentration in All-Level Teaching Certification (refer to the bachelor's degree requirements section of this catalog),
2. Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) (refer to that section of this catalog),
3. requirements for admission to and retention in the Teacher Education Program (refer to the information on Educator Certification and Academic Services in this catalog), and
4. professional development courses (refer to the appropriate departmental section in this catalog, i.e. Department of Curriculum & Instruction).

In addition, courses in the major must be completed.

BA in Art - Concentration in Art History (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/ba-art-emphasis-art-history/>)

BA in Art - Concentration in Studio Art (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/art-ba/>)

Art Minor (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/art-minor/>)

BFA in Photography - Concentration in Commercial Photography ([http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa\\_photo\\_commerical/](http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa_photo_commerical/))

BFA in Photography - Concentration in Fine Art Photography ([http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa\\_photo\\_studio\\_art/](http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa_photo_studio_art/))

Photography Minor (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/photography-minor/>)

BFA in Studio Art - Concentration in All-Level Certification (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-studio-art-with-all-level-certification/>)

BFA in Studio Art - Concentration in Ceramics (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-studio-art-emphasis-ceramics/>)

BFA in Studio Art - Concentration in Experimental Studies (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-studio-art-emphasis-experimental-studies/>)

BFA in Studio Art - Concentration in Painting (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-studio-art-emphasis-painting/>)

BFA in Studio Art - Concentration in Sculpture (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-studio-art-emphasis-sculpture/>)

BFA in Visual Communication - Concentration in Art Direction (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-visual-communication-emphasis-art-direction/>)

BFA in Visual Communication - Concentration in Design (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-visual-communication-emphasis-design/>)

BFA in Visual Communication - Concentration in New Media (<http://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/art/bfa-visual-communication-emphasis-new-media/>)

### **ART 1301 - Art Appreciation**

Hours: 3

This course examines the relationships between the visual arts and other expressions of human imagination and invention. Special attention is given to parallel developments in the histories of ideas, technology and art.

### **ART 1303 - History of Art I**

Hours: 3

A survey of the visual arts throughout the Western and Non-western world from prehistory to the Renaissance. Both the form and content of major works of art will be examined in relation to their social and cultural contexts.

### **ART 1304 - History of Art II**

Hours: 3

A survey of the visual arts from Early Renaissance to 1960 throughout the Western and Nonwestern world. Major examples of architecture, sculpture and painting will be examined in relation to their social and cultural context.

### **ART 1311 - Two-Dimensional Design and Color Theory**

Hours: 3

An exploration of the fundamental elements and organizing principles of two-dimensional design and its integration of color and color theory.

**ART 1312 - Three-Dimensional Design & Color Theory**

Hours: 3

An exploration of the fundamental elements and organizing principles of three-dimensional design and its integration of color and color theory.

**ART 1316 - Drawing I**

Hours: 3

The development of perceptual and descriptive skills through an introduction to a variety of drawing media, techniques and subject matter.

**ART 1317 - Drawing II**

Hours: 3

A continuation of Drawing I, this course reinforces basic rendering skills and introduces additional drawing media and techniques. Emphasis is placed on the development of expressive and conceptual capabilities.

**ART 2313 - Visual Communication I**

Hours: 3

An introduction to visual communication in computer based electronic media. Emphasis on typography, design, and visual concept development through software application methods and techniques.

**ART 2316 - Painting I**

Hours: 3

Introduction to the fundamentals of painting with an expanded practical investigation of color interactions beyond the basics introduced in Two-Dimensional Design. Exploration of traditional and contemporary techniques and methodologies through a variety of subjects including still life, figure, self-portrait and landscape from direct observation or imagination.

**ART 2323 - Figure Drawing**

Hours: 3

This course emphasizes the solution of design problems through drawing media. The human figure is the focus of the course, but exercises and assignments will include other subject matter and nonobjective image-making as well. Prerequisites: ART 1316 or permission of the instructor.

**ART 2326 - Sculpture I**

Hours: 3

This course introduces students to various sculptural methods and techniques, including woodworking, construction, mold making and casting. Students also study three-dimensional media within the context of historical and contemporary art. Visits to museums, galleries, and art collections will be an important component of this class.

**ART 2346 - Ceramics I**

Hours: 3

This course provides an introductory exposure to the history of ceramics and a beginning level experience in the use of clay as a fine art medium. Forming techniques, surface development and glazing, and kiln firing practices will be introduced. Students will explore both the functional and aesthetic traditions of the medium.

**ART 300 - Typography**

Hours: 3

This course emphasizes the utilization of type design in the broader arenas of printed and electronic media. Initial emphasis is placed on hand-eye skills and accurate visual judgments, while later topics include letter-spacing, overall visual order, positive/negative space, and historical and original usage of type design and design concepts. Students will sometimes work in groups to simulate the team efforts found among professionals in Visual Communication. Prerequisites: Permission of instructor.

**ART 305 - Integrated Arts for Elem Teach**

Hours: 3

Integrated Arts for Elementary Teachers. Three semester hours. (Same as MUS 305 and THE 305) This course is designed to introduce students to various creative theatre, visual, and musical arts content and experiences in the elementary school classroom.

**ART 306 - History of Ancient Art**

Hours: 3

This course surveys the visual arts of the ancient Western world, including the civilizations of The Near East, Egypt, Greece, and Rome. Emphasis is placed on the architecture, sculpture and painting of Greece and Rome within an historical context. Prerequisites: ART 1303 with a minimum grade of C and ART 1304 with a minimum grade of C.

**ART 310 - Electronic Media and Methods**

Hours: 3

The study of electronic media combined with a variety of methods for visual communication comprehensive solutions. Students will learn skills for artifact building from computer application to advanced fabrication processes as applied to packaging, multi-page and promotional visual communication projects with intent of developing industry knowledge for design execution. Prerequisites: Permission of instructor.

**ART 311 - Introduction to User Experience**

Hours: 3

Students explore how design is used to guide user experience. Exercises develop an understanding of design interfaces through the exploration of user personas and ethnography methods. Prerequisites: ART 300, 310, and 360 with a minimum grade of C.

**ART 316 - Advanced Drawing**

Hours: 3

Emphasis on experimental and individually based, expressive statements using drawing media. A variety of subjects, including the figure, will be used. Repeatable to 6 semester hours. Prerequisites: ART 1316, ART 1317, or permission of the instructor.

**ART 317 - Three-Dimensional Imaging**

Hours: 4

This course focuses on 3D modeling. Students will develop the skill sets involved in creating 3D artifacts for use in various media. Prerequisites: ART 311 and 365 with a minimum grade of C.

**ART 318 - History of Medieval Art**

Hours: 3

History of the visual arts in Europe and Byzantium in the Middle Ages. The course begins with the origins of Christian art in the Roman Empire and concludes with the art of the Gothic Age. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 320 - Airbrush Painting**

Hours: 3

Introduction to fundamentals of painting with an airbrush and operation and maintenance of the basic airbrush with an emphasis on fine arts applications. Stencils, frisket, and freehand techniques are explored. Repeatable to 6 semester hours. Prerequisites: ART 1316 or permission of the instructor.

**ART 326 - Painting II**

Hours: 3

Exploration of traditional and contemporary painting techniques and methods through a variety of subjects and approaches, including still life, landscape, the figure, imagination, and abstraction. Repeatable to 9 semester hours. Prerequisites: ART 2316 or permission of instructor.

**ART 333 - History of Photography**

Hours: 3

An examination of the scientific and aesthetic history of photography from its origins to the present. Emphasis is placed on early processes, the pioneers of photography, photography as a visual art and developments in modern photography. Media, trends, and the work of photographers are analyzed. Prerequisites: ART 1303 with a minimum grade of C and ART 1304 with a minimum.

**ART 334 - Topics in Renaissance Art**

Hours: 3

Examines specific topics in painting, sculpture, and architecture in Western Europe from the end of the 13th to the late 16th Century. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 336 - Topics in Baroque Art**

Hours: 3

Explores topics in art from 1600 to 1750 across Western Europe, which will be examined in terms of historical context, formal content, and cultural developments. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 338 - Topics in Non-Western Art**

Hours: 3

3 Semester Hours. Art will be presented as an integral aspect of culture, focusing on areas such as China, Japan, Africa, Oceania, Native America, and pre-Columbian Mexico and Central and South America. Aesthetic appreciation will be enhanced through a presentation of various philosophies, customs and values. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 340 - Sculpture II**

Hours: 3

Students will be introduced to advanced art-making strategies and specialized uses of three-dimensional, kinetic, and performance media. Topics and media may include fabric, imaging, installations, and public art. Students will research contemporary art and methods of communicating ideas through three-dimensional and real-time art forms. Visits to museums, galleries, and art collections will be an important component of this class. Repeatable to 9 hours. Prerequisites: ART 2326.

**ART 350 - Ceramics II**

Hours: 3

An exploration of ceramic techniques, processes, and concepts in the use of clay as a fine art medium. Emphasis is placed on the ceramic vessel both as a functional form and as a vehicle for creative expression. The course will cover hand-building, wheel throwing, surface options including slip and glaze, and kiln firing. Clay body and glaze formulation will also be introduced. Repeatable to 9 hours. Prerequisites: ART 2346 or permission of instructor.

**ART 354 - Teaching Art in the Elementary Classroom**

Hours: 3

A survey of current and historical trends and methods of teaching Visual Art to students in EC-6 settings. Course will include discussion and practical application of a variety of media into the elementary curriculum. The class is focused on the implementation of studio art processes in the classroom, rather than the refinement of any particular skills. Prerequisites: Successful completion of ART 1303, 1304, 1312, 1317; Junior standing.

**ART 355 - Teaching Art in the Secondary Classroom**

Hours: 3

A survey of current and historical trends and methods of teaching Visual Art to students in Middle School and High School settings. Course will include discussion and practical application of a variety of media into the secondary curriculum. The class is focused on the implementation of studio art processes in the classroom, rather than the refinement of any particular skills. Prerequisites: ART 1303, 1304, 1312, 1317; Junior Standing.

**ART 360 - Creative Thinking**

Hours: 3

Students will explore a variety of approaches to conceptual solutions based in visual communication. Approaches will include fast paced creative problem solving techniques and on the spot brainstorming. Prerequisites: Permission of instructor.

**ART 365 - Design Communications I**

Hours: 3

Introduction to, and resolution of, design problems, including logos, letterheads, billboards, and ad campaigns. Emphasis upon creative solutions and conceptual thinking. Prerequisite: ART 300, 310 and 360 with a minimum grade of C.

**ART 380 - Experimental Concepts**

Hours: 3

In-depth experimentation with concepts that address the creative process. Media selection is up to the individual students with the intent of arriving at innovative and effective individual expressions that explore the relevant concepts. Repeatable to 6 semester hours.

**ART 389 - Independent Study**

Hours: 1-4

**ART 397 - Special Topics**

Hours: 1-4

Organized class dedicated to special topics that are not part of the normal art curriculum. Students are expected to work on special art topics representative of junior-level competency. Topics will vary each semester. Repeatable to 12 semester hours. Prerequisites: ART 1303 and ART 1304 with a minimum of C.

**ART 402 - Storyboarding**

Hours: 3

Students will gain an understanding of the storyboard process and creation as applied to video and motion graphics. This course serves as an introduction to camera angles, setting up scenes, and understanding transitions for client-driven projects. Projects will focus on translating concept to useful storyboards through the understanding of sequential shot construction and the incorporation of emotion and movement. Prerequisites: ART 365 with a minimum grade of C.

**ART 403 - Practicum in Art**

Hours: 3

Practicum in Art. Three semester hours This course prepares students for the job market in the visual arts through exercises in resumé writing, artist's statements, and grant writing. It also provides information to help students in compiling and organizing portfolios, presenting slide lectures, entering into gallery and sales contracts, and understanding copyright and IRS laws. Generally to be offered every third semester.

**ART 404 - History of Contemporary Art**

Hours: 3

This course considers criticism, theory, styles, processes and other issues relevant to an understanding of art since 1960. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 405 - History Of Modern Art**

Hours: 3

This course surveys the major developments in the visual arts of Europe and North America from the latter half of the nineteenth century to the 1960s. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 406 - Illustration**

Hours: 3

This course is an introduction to illustration as a means of client-driven communication. There will be a focus on visual problem solving, the processes of illustration, and an introduction to a variety of appropriate styles for solutions. Students will explore technical skills in professional mediums, incorporating hand-drawn and digital outcomes. Prerequisites: ART 365 with a minimum grade of C.

**ART 407 - History of 20th Century Graphic Design**

Hours: 3

A survey of the evolution of graphic arts. Topics include formal, stylistic, social, political, economic, and historical aspects. Emphasis on design movements, schools of thought, individuals, and technology as they interrelate with graphic arts. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 408 - History of Advertising and Consumerism**

Hours: 3

This course is designed to give a broad overview of the nature of a consumerist society. Lectures will explore the history, causes, and types of consumerism, the significance of some purchase categories, America's evolving definition of "the good life," the impact of advertising, and the role of the individual in this complex socio-economic dynamic.

**ART 409 - History of Motion Graphics in Visual Communication**

Hours: 3

A survey of the technology, ideas, and movements of new media in visual communication. Course focuses on new media technologies in historical and social contexts. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 410 - Advanced Video Application**

Hours: 3

Students apply video to different applications platforms such as web, mobile app and social media. Students explore industry concepts in a variety of environments. Repeatable up to 6 hours. Prerequisites: ART 412 with a minimum grade of C.

**ART 411 - Advanced User Experience in Multimedia**

Hours: 3

An advanced study of multimedia projects and mobile apps with the incorporation and understanding of positive user experience. Students apply authoring techniques to incorporate digital imagery, audio and video into a interactive solutions. Prerequisites: ART 311 and 365 with a minimum grade of C.

**ART 412 - Video in Visual Communication**

Hours: 3

An introduction to video for the use of story telling to create conceptual solutions for various environments. This course explores video in the context of visual communication with attention paid to understanding scripts, storyboarding, casting, and location scouting. Students learn basic videography skills and editing techniques reflective of the industry to produce short videos. The goal is to incorporate video components into advanced course projects. Repeatable up to 8 hours. Prerequisites: ART 472 with a minimum grade of C.

**ART 413 - Copywriting**

Hours: 3

Students will learn writing techniques to produce effective storytelling for advertising and social media. The course will focus on the fundamentals of writing for a variety of platforms including print, web, and social media. Develop skills to write action-driven content and create impactful copy that evokes response. Prerequisites: ART 365 with a minimum grade of C.

**ART 414 - Motion Graphics**

Hours: 3

Exploration of linear animation. Students will learn the basics of how to composite multiple assets and apply special effects over a time sequence. Students learn authoring techniques to incorporate digital imagery, audio and video into their conceptual solutions. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C.

**ART 416 - Advanced Motion Graphics**

Hours: 3

Advanced creation of projects involving motion graphics. Students learn advanced techniques for the integration of 2-D, 3-D and special effects into motion graphics. Concepts and solutions focus on gaming, web and mobile devices. Repeatable up to 8 hours. Prerequisites: ART 414 with a minimum grade of C.

**ART 417 - Applied Motion Graphics**

Hours: 3

Students author and apply complex solutions to motion graphics problems using a cross section of software to produce conceptual assets. Prerequisites: ART 416 with a minimum grade of C or permission of instructor.

**ART 418 - Cross Cultural Design**

Hours: 4

Students will explore a variety of societal differences as well as the differences in their own creative approach when working with various cultures. Students will be required to look beyond their traditional approaches in creative development and explore other means of developing ideas, visual language, color theories and messaging for the Chinese and American markets. Prerequisites: ART 466 and 472 with a minimum grade of C or permission of instructor.

**ART 420 - Painting III**

Hours: 3

Building on previous courses in painting and other media, students investigate personal direction and sensibility utilizing various painting materials and techniques. Emphasis is placed on the relationship of intent, form and content. Repeatable to 9 semester hours. Prerequisites: ART 2316 or permission of the instructor.

**ART 429 - Packaging**

Hours: 3

Application of graphic design elements to various types of products. Brand design, visual graphics and color schemes are developed for individual products and related product lines. Students will learn how to explore and express design solutions using an array of techniques to accurately represent in form and finish a final design outcome. Topical issues within the packaging process are explored. Prerequisites: ART 365 with a minimum grade of C.

**ART 436 - Women and Art**

Hours: 3

This course is a survey of women's involvement in the art world from the Middle Ages to the contemporary world. Focusing primarily on the work of artists who are women, this course explores inequities in the field, the development of feminism, and the various and distinct artistic practices of women that are often overlooked in the historical canon. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 438 - History of Architecture**

Hours: 3

This is an historical analysis of the built environment. Various styles and types of buildings are related to time and place, defining and identifying central characteristics, social function, cultural expression, technology, and changes in architectural practice. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**ART 440 - Sculpture III**

Hours: 3

Students will continue to employ advanced art-making strategies, with emphasis on developing informed, personal methods of communication in various three-dimensional and real-time media. Assigned projects will become increasingly complex over the semester and require students to justify the validity and place of their work within the context of contemporary art. Visits to museums, galleries, and art collections will be an important component of this class. Repeatable to 9 hours. Prerequisites: ART 2326 or permission of instructor.

**ART 450 - Ceramics III**

Hours: 3

This course offers further exposure to ceramic forming methods, surface treatment, and firing processes that include oxidation, reduction, raku, soda, and wood. Increased attention will be given to the conceptual and aesthetic aspects of the ceramics medium and the development of an expressive, individual direction. Increased emphasis is placed on critical research in contemporary and historical ceramics. Repeatable to 9 semester hours. Prerequisites: ART 2346 or permission of instructor.

**ART 458 - Visual Communication Professional Practice**

Hours: 3

This course teaches general theory, concepts and techniques of Visual Communication professional practice. Students will learn how to navigate issues that arise in the various professions within Visual Communication through research, discussion and self promotion. Prerequisites: ART 365 and ART 472 with a minimum grade of C or permission of the instructor.

**ART 460 - 3-D Painting**

Hours: 3

An introduction to painting three dimensional objects utilizing software as the tool. Emphasis in conceptual thinking applied to the production of dimensional artifacts with altered and customized surfaces. Prerequisites: ART 365 with a minimum grade of C or permission of instructor.



**ART 462 - Visual Communication Branding**

Hours: 3

The course focuses on the understanding of branding as it relates to the identity of a company, organization, or individual in the current business environment. Students will execute a communications plan and use branding concepts and strategies to produce multiple projects. Prerequisites: ART 466 and 472 with a minimum grade of C.

**ART 463 - Advanced Typography**

Hours: 3

Advanced study of typography and its application in visual communication. Students learn through concept development, typographical refinements, and polished execution of projects focusing on type relationships. Repeatable up to 8 hours. Prerequisites: ART 300, 310 and 360 with a minimum grade of C.

**ART 464 - Screen Printing for Visual Communication**

Hours: 4

Students will explore the silkscreen printing process through demonstration, technique application and client driven design projects. Correct art authoring, film output, screen preparation, multi-color, split fountain, halftones, and print registration techniques will be covered. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C.

**ART 465 - Letterpress**

Hours: 3

Course will address letterpress history, type anatomy, terminology, formal and aesthetic issues, tools, materials of the trade and safety issues. Thumbnail ideation, writing, type setting and linoleum carving will be explored. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C or permission of instructor.

**ART 466 - Design Communications II**

Hours: 3

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, methods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include book covers, posters and packaging. Repeatable up to 8 hours. Prerequisite: ART 365 with a minimum grade of C.

**ART 467 - Design Communications III**

Hours: 4

Advanced problems in design communications with an emphasis upon conceptual design applications for solutions across a broad range of products for a single client, focusing on web and mobile app solutions. Repeatable up to 8 hours. Prerequisites: ART 466 with a minimum grade of C.

**ART 468 - Design Communications IV**

Hours: 3

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, methods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include environmental graphics and multi-piece projects. Repeatable up to 8 hours. Prerequisites: ART 466 with a minimum grade of C.

**ART 469 - Applied Typography**

Hours: 3

This course focuses on unique approaches to typography in visual communication. Students will study and produce typography using various methods, focusing on hand skills and conceptual thinking to execute techniques. Repeatable up to 8 hours. Prerequisites: ART 463 with a minimum grade of C.

**ART 472 - Art Direction**

Hours: 3

This course introduces students to the development of conceptual solutions for client based advertising problems. Relationships between design and copy with an emphasis on contemporary advertising trends will be studied and critiqued. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C.

**ART 473 - Advertising Concepts**

Hours: 3

This course focuses on the development of strategic advertising visual concepts and copywriting, with emphasis on brainstorming and group collaboration. Students develop their skills through the creation of traditional and innovative advertising applications. Repeatable up to 8 hours. Prerequisites: ART 365 and 472 with a minimum grade of C or permission of the instructor.

**ART 474 - Campaign Concepts**

Hours: 3

Students expand their conceptual thinking by authoring solutions to advanced problems in advertising through video. Students focus on applying innovative campaign solutions for clients across a wide array of the current media. Repeatable up to 8 hours. Prerequisites: ART 472 with a minimum grade of C.



**ART 475 - Visual Communication Senior Studio**

Hours: 4

Students prepare for the job market with a focus on portfolio completion, interview skills and resume presentation with the application of professional series of critiques. Students also conceptualize, design and produce all collateral for their senior exit show, including invitations and websites.

Prerequisites: Permission of the instructor.

**ART 478 - Visual Communication Senior Practicum**

Hours: 1

The course focuses on all aspects of the Senior Exit Portfolio group show. Students work in a group setting to develop a single brand that encompasses multiple collateral pieces and a variety of social media. Project budgets and time lines are addressed. Students will hear industry speakers from area studios and agencies. The class culminates in an exhibition at the end of the semester. Prerequisites: Permission of instructor.

**ART 489 - INDEPENDENT STUDY**

Hours: 1-6

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of art faculty and department head.

**ART 490 - H Honors Thesis**

Hours: 3-6

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Membership in the Honors Program and consent of the art faculty member and department head.

**ART 491 - H Ind Honors Research**

Hours: 3

Honors Research. Prerequisites: Permission of the Honors Program Director, Department Head, and supervising faculty member.

**ART 495 - Internship**

Hours: 1-4

Supervised work in the field of Visual Communication. Terms and conditions of the internship must be approved before enrollment. Prerequisites: Permission of the instructor.

**ART 497 - Special Topics**

Hours: 1-4

Organized class dedicated to special topics that are not part of the normal art curriculum. Students are expected to work on special art topics representative of senior-level competency. Topics will vary each semester. Repeatable to 12 semester hours. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

**PHO 1301 - Photography Appreciation**

Hours: 3

This course examines the relationship between photography and contemporary culture. Special attention is given to photography's influence in a range of disciplines from visual art to pop culture to social issues. Three semester hours.

**PHO 2356 - Introduction to Digital Media**

Hours: 3

(3 lecture, 3 studio) This is an intensive semester-long course in which you will learn the technical and conceptual tools to understand the basics of digital media as well as begin to learn the language of the visual narrative. You'll begin to explore the photographic fundamentals of composition and lighting.

**PHO 2357 - Basic Photography**

Hours: 3

(3 lecture, 3 studio) The primary learning objectives are related to digital camera techniques and controls in the context of the creative process. Students will learn the operation of aperture, shutter speed, and ISO, as well as the characteristics of different lenses as they relate to specific photographic requirements. This class will also explore advanced color and printing techniques and introduce sound and video. Students must have a fully adjustable digital camera for this class.

**PHO 209 - Introduction to Video**

Hours: 3

This course introduces the basic technical and conceptual skills of working with video. Students study basics of contemporary video and audio recording technology, video editing software, and visual storytelling. Through both group and individual projects, students will build a video-based portfolio by the end of the course. Prerequisites: PHO 2356 Intro to Digital Media.

**PHO 210 - Introduction to Studio Lighting**

Hours: 3

(3 lecture, 3 studio) This course introduces the use of advanced studio and location lighting to create photographic illustrations in controlled environments. Lighting techniques are demonstrated and applied in a series of photographic exercises of both tabletop and portraiture. Medium format digital cameras and electronic flash are used to attain control of design, composition, contrast and color temperature. Along with the physical principles of light, concentration on aspects of design, composition, perception and content with an emphasis on technical mastery of photography studio equipment will be addressed. Prerequisites: PHO 2357 Basic Photography I.

**PHO 341 - Commercial Photography**

Hours: 4

This course introduces students to the innovation, evolving technologies, marketing strategies, and business practices employed in the field of professional photography. Students solve real-world client-based needs by applying both traditional design methods and innovative approaches to photography, video and multimedia. Repeatable to 8 semester hours. Prerequisites: PHO 2357 & PHO 210.

**PHO 350 - Advanced Digital Photography**

Hours: 3

This course places increased emphasis on the computer as a tool for the enhancement of photographic images and illustration. Repeatable up to 6 hours. Prerequisites: PHO 2357.

**PHO 360 - B&W Darkroom Techniques**

Hours: 3

This course examines traditional wet darkroom techniques, including film cameras and processing, exposure, development and printing silver-gelatin paper. The student will explore different films, papers and processing techniques and how they relate to perception and content in traditional black-and-white photography. Repeatable up to 6 hours. Prerequisites: PHO 2357.

**PHO 369 - Alternative Print Making**

Hours: 3-4

Course will explore antique and non-silver processes such as, but not limited to, gum-bichromate, cyanotype, van dyke, along with unconventional photographic processes involving digital negative production, montage, collage, masking, toning, intensification, and reduction. Prerequisites: PHO 112.

**PHO 370 - Advanced Video**

Hours: 4

This course covers advanced video production utilizing the latest recording technology and video editing equipment. Students study basic equipment operation, video composition, lighting and audio production planning, and visual narrative storytelling. Students work individually and in groups to create video projects. Repeatable up to 8 hours.

**PHO 389 - Independent Study**

Hours: 1-4

**PHO 390 - Location and Event Photography**

Hours: 4

This is an intensive semester long course that addresses the technical and conceptual aspects of photographing events and on-location based photographic work. Students will learn about how to address site-specific issues of lighting and the dynamic nature of working at a wide range of events. Students will build a portfolio of work by the end of the semester. Prerequisites: PHO 209, PHO 210, or permission of instructor.

**PHO 397 - Special Topics**

Hours: 1-4

This course will be an intensive semester long course that addresses contemporary trends in photography. A wide range of topics will be offered such as (but not limited to) commercial applications of photography, photojournalism/documentary, environmental portraiture, and art photography. May be repeated when topics vary. Repeatable to 12 semester hours. Prerequisites: PHO 209, PHO 210, or permission of instructor.

**PHO 403 - Business Practices in Photography**

Hours: 3

Business Practices in Photography. Three semester hours. This course introduces the student to business practices, copyright law, studio operation, marketing, financial management and other practical matters related to the business of photography. Prerequisites: PHO 112, 209.

**PHO 450 - Photography Seminar**

Hours: 4

This course is an advanced photography portfolio-building course in which students will work to deepen their photographic practice. It will foster the development of students' creative body of work and their professional practice as photographers. In addition to individual self-driven projects, students will read and discuss writings on current trends in photography. This course will be an intensive semester-long course that addresses contemporary trends in photography. Repeatable up to 8 hours. Prerequisites: PHO 209, PHO 210, or permission of instructor.

**PHO 489 - Independent Study**

Hours: 1-6

Independent Study. One to Three semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of a member of the Photography faculty.

**PHO 490 - H Honors Thesis**

Hours: 3-6

**PHO 491 - H Ind Honors Readings**

Hours: 3

**PHO 495 - Photography Internship**

Hours: 3

Approved work experience in photography. Supervision under the guidance of a practicing professional and departmental faculty member. Prerequisites: PHO 210.

**PHO 497 - Special Topics**

Hours: 1-4

This course will be an intensive semester long course that addresses contemporary trends in photography. A wide range of topics will be offered such as (but not limited to) commercial applications of photography, photojournalism/documentary, environmental portraiture, and art photography. May be repeated when topics vary. Repeatable for credit for 12 hours.