

Art (Graphic Design)

Also see: Art-Art History; Art-Digital Arts; Art-Fine Arts; Art-Art Education

Faculty: Mackie, *Chair:* Allyn, Brooks, Chak, Fichner-Rathus, Hutton, Joyce, Kaplowitz, Miller, Miranda, Nyman, Riccardi, Rigby, Sanders, Taylor

The Department of Art offers the Bachelor of Fine Arts (BFA) degree with majors in fine arts, graphic design, and digital arts, and the Bachelor of Arts (BA) degree with majors in art education and art history. In addition, students may minor in art history, fine arts, digital arts, or photography. Courses in art foundation studies and liberal learning are integral parts of the curriculum. The Art Department is committed to providing programs of study which develop a high level of conceptual and technical ability, resources beyond the studio for a broader education in the arts, exposure to and understanding of electronic media and methods of communication, and a balance between a demanding course of professional study and a liberal arts education.

The art facility features traditional studios as well as state-of-the-art computing and electronic media labs. The faculty of the Department of Art consists of scholars, exhibiting artists, and active professionals, and it is augmented by guest lecturers and adjunct professors who are practicing professionals in the New York-Philadelphia corridor. The department enjoys an enviable placement record in terms of graduate study and employment, and graduates of the program have attained positions of leadership in their respective fields. The College of New Jersey is located near the major art and design centers of New York and Philadelphia and students are encouraged and often required to visit museums, galleries, design studios, production houses, and other art facilities in these areas.

Admission Requirements

Acceptance to the studio majors (fine arts, graphic design, digital arts, and art education) offered by the Department of Art requires a successful portfolio review as well as admission by the College. After the department has received a copy of the student's application from the Office of Admissions, it will review slide portfolios. January admission candidates and early-decision candidates are reviewed in November. Regular September admission candidates are reviewed from December through March.

The portfolio should consist of

- a) Slides or a CD,
- b) A numbered slide list indicating the title, materials and dimensions of the work and
- c) A one-page personal essay.

Slides or CD

Include 12 slides or images on a CD of original works, demonstrating the applicant's drawing and technical skills, creativity, and aesthetic ability. A substantial part of the portfolio should feature drawings (still life, figure, self-portrait, and assorted sketches). All work must be original. Copies of other artists' work should not be included in the portfolio. In addition, the slides may document work in other media (painting, printmaking, sculpture, photography, mixed-media, digital media, and video). If possible, please also include at least one slide from a sketchbook. Professional presentation of the work is important. Please present documentation that is in-focus, well lit and shows your best work. Send numbered slides in a 8.5" x 11" clear slide sheet, indicating the front of the slide. A large dot should be placed in the lower left corner of the slide indicating which direction is up.

If images are saved on a CD, please follow these guidelines.

1. Format CD as MAC or cross platform.
2. Save all images as .tiff, .jpeg or .gif files.
3. Save each file with a name, lowercase and with no spaces. Do not begin a name with a number. Example: image_01.

Slide List

Include a numbered slide list along with your submitted work. Indicate your name, date of completion, materials, and dimensions of the individual pieces.

Personal Essay

Please include a one-page, single-spaced statement that includes a brief description of who you are, and your experience in art and life. Your essay should include your major artistic and academic goals, and your reasons for wanting to specialize in the visual arts.

Enrollment in Department of Art Courses

Except for art courses which have specific non-art major sections and art history courses, all art courses are restricted to art majors and minors. A non-major student who wishes to enroll in major courses must obtain permission from the chair of the department.

Art minors must report to the department chair for advisement and registration for art courses.

Studio Art Major General Requirements

All studio art majors are required to take AAH 105 and/or 106, AAH 115, AAH 116, or other 100 level non-western art course, and AAH 250; AFA 111, 112, 113; and ADA 180.

While the department supplies many materials, students are required to purchase materials in most studio courses. Art History and studio courses may require field trips at students' expense.

Students who receive a grade of C– or lower in a major required course must repeat the course.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for art programs. Minimum grades are noted in parentheses:

- Retention in the art studio majors (Fine Arts, Graphic Design, Digital Arts, and Art Education) is based on the following performance standards in these “critical content courses”: AFA 111 (B), AFA 112 (B), and AFA 113 (B).
- Transfer into the art studio majors from another program within the College is based upon the following performance standards in this “foundation course”: AFA 111 (Drawing) (B).
- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C– in the following courses: all major courses.

Attendance Requirements

Participation is considered essential to the learning process. Therefore, more than two unexcused absences per course may be detrimental to the student's final grade.

Transfer Students

Transfer students into studio art majors are required to take a minimum of 12 course units in TCNJ's Department of Art. The 12 course unit minimum cannot include credit by examination, student teaching, or internships. Portfolio admission requirements are explained under the admission requirements section above. Transfer students should include a copy of their transcript(s) with their portfolio.

The College Art Gallery

Masterson, *Director*

The Department of Art offers a program of diversified exhibitions throughout the academic year which includes national juried drawing and printmaking exhibitions. Additionally, there is an annual student exhibition with numerous awards. Students are encouraged to participate in the gallery program as gallery assistants.

Art Students' Organizations

The Department of Art sponsors the student organization, the Art Students Association (ASA). Students are invited to join and become active members.

Graphic Design Major (ARTC)—BFA Degree

Mackie, *Coordinator*

The BFA program in Graphic Design approaches the profession as an interdisciplinary, cross-media field that is rooted in the fine arts. Students learn to give form and expression to the content of our culture and become creators and interpreters of the environment in which we live. They must be able to perceive and adapt to changing cultural demands and to the changing design field. As the design field continues to expand into new media and new environments, designers are confronted with exciting intellectual and technological challenges. Students must be prepared to meet these new challenges, possess the educational background to develop original ideas and solve a wide range of design problems.

After completing the Graphic Design major, students will be able to demonstrate knowledge and skills in the following areas: creative problem solving, use of technology and relevant traditional graphic design skills, understanding of history and contemporary issues in design, visual and critical research, writing and communication skills, and design practice. During the students' capstone experience, Senior Research and Seminar, students will focus on advancing their personal vision through design research, writing, and innovative design projects. They will develop an original body of work that will culminate in a portfolio and portfolio review, a presentation of students' portfolios to the public and the graphic design community.

Course Requirements

Major Core

AFA 111/Drawing I
AFA 112/Conceptual Art Studio
AFA 113/Color Theory/2D Design
AFA 118/3D Design
ADA 180/Digital Arts: Imaging I

Major Options/Concentrations: (one course unit each unless otherwise indicated)

AGD 160/GD1: Introduction to Graphic Design
AGD 276/GD2: Computers for Designers
AGD 261/GD3: Typography I
AGD 264/GD4: Words and Images
AGD 364/GD5: 3D Graphic Design
AGD 360/GD6: Identity
AGD 361/GD7: Advanced Typography
AGD 498/GD8: Senior Research
AGD 499/GD9: Senior Seminar
2D Studio Art
AGD 420/G.D. History/Issues
Studio Art
AAH 105/Art History I: Caves to Cathedrals or AAH 106/Art History II: Renaissance to Revolution,
AAH 115/Arts of South Asia, AAH 116/Arts of East Asia, or other 100 level non-western art course
AAH 250/Contemporary Art

Recommended First Year Program of Study:

First Semester

FSP First Seminar	1 course unit
AFA 111/Drawing 1	1 course unit
AFA 112/Conceptual Art Studio	1 course unit
AFA 113/Color Theory/2D Design	1 course unit

Second Semester

AFA 118/3D Design	1 course unit
ADA 180/Digital Arts I: Imaging I	1 course unit
AGD 160/GD1: Introduction to Graphic Design	1 course unit
WRI 102/Academic Writing (if not exempted)*	1 course unit

**It is recommended that students exempted from this course take another liberal learning course.*

Total for year **8 course units**

Recommended Second Year Program of Study

First Semester

AGD 276/GD2: Computers for Designers	1 course unit
AGD 261/GD3: Typography I	1 course unit
AAH 105/Art History I or AAH 106/Art History II	1 course unit
Liberal Learning	1 course unit

Second Semester

AGD 264/GD4: Words & Image	1 course unit
Studio Art Elective (2D)	1 course unit
AAH 250/Contemporary Art	1 course unit
Liberal Learning	1 course unit
Sophomore Review	

Total for Year **8 course units**

GRAPHIC DESIGN COURSES

AGD 160/GD1: Introduction to Graphic Design

1 course unit

(with studio)

(annually—spring)

Prerequisites: AFA 111, 112, 113

An introduction to the discipline of graphic communication, including conceptual thinking, letterform design, layout and design techniques. Students will be introduced to design history and critical issues.

AGD 261/GD3: Typography I

1 course unit

(with studio)

(every semester)

Prerequisite: AGD 160

An introduction to the discipline, function, history, and impact of typography in graphic design.

Assignments and discussion will address the use of typography as a primary tool in conveying ideas and the impact of letterform manipulation on context and legibility.

AGD 264/GD4: Words and Image

1 course unit

(with studio)

(every semester)

Prerequisites: AGD 160, 261

An intermediate studio course that attempts to expand the student's conceptual, theoretical, and technical skills in two basic elements of graphic design, word and image. The class will work with creative media such as illustration, photography, collage, use of found objects, digital and hand-generated techniques. Graphic design issues, historical, cultural and technical, will be addressed.

AGD 276/GD2: Computers for Designers

1 course unit

(with studio)

(every semester)

Prerequisites: AGD 160, ADA 180

This course builds on the skills learned in ADA 180 Digital Arts I and AGD 160 GD1-Introduction to Graphic Design. Students will become proficient in computer skills used in the Graphic Design field including illustration, photography, and page layout. They will continue to develop creative problem solving skills and increase knowledge in the area of Graphic Design history. Through field trips, students will gain an understanding of the commercial printing process.

AGD 360/GD6: Identity

1 course unit

(with studio)

(every semester)

Prerequisites: AGD 160, 264

The course will focus on the design of identities and identity programs including client research, development of a strategy, creative exploration, design refinements, and implementation. Students will design logos and complete identity systems. An examination of historical and contemporary identity systems will be researched and discussed.

AGD 361/GD7: Advanced Typography

1 course unit

(with studio)

(every semester)

Prerequisites: AGD 160, 261, 264, 276

The course integrates theoretical typography with students' personal unique visions. The class will explore alternative typographic forms that highlight content and audience response. Historical and contemporary typography, print production and digital and traditional skills will be emphasized.

AGD 364/GD5: 3D Graphic Design

1 course unit

(with studio)

(every semester)

Prerequisites: AGD 160, 261, 264

Theoretical and studio investigation of three-dimensional structural principals as they relate to the area of packaging and environmental design. An investigation of materials, production techniques, resources, audience relationship to 3-D forms and packaging, and environmental design history will be addressed.

AGD 370/Topics in Graphic Design

1 course unit

(occasionally)

This course may be offered as a studio and/or seminar. Topics in Graphic Design focuses on a different topic each semester. May be repeated as topic changes.

AGD 391/Independent Study in Graphic Design

1-2 course units

(every semester)

(May not be taken as a substitute for any other course)

Prerequisites: Enrollment as an upper division Graphic Design major; student must have taken AGD 160, 261, 264, 276. These courses must be completed with a 3.33 average in the area of study. Preregistration with signed approval of an art faculty sponsor and of department chair required.

Independent study is for students engaged in advanced work only, and is an opportunity to develop personal interests and strengths within the major field. Emphasis is on individual, self-guided work under the supervision of a faculty adviser and/or committee. May be repeated.

AGD 393/Independent Research in Graphic Design

1-2 course units

(every semester)

(May not be taken as a substitute for any other course)

Prerequisites: Enrollment as an upper division Graphic Design major; student must have taken AGD 160, 261, 264, 276. These courses must be completed with a 3.33 average in the area of study. Preregistration with signed approval of an art faculty sponsor and of department chair required.

Independent research is for students engaged in advanced work only, and is an opportunity to develop personal interests and strengths within the major field. Emphasis is on individual, self-guided work under the supervision of a faculty adviser and/or committee. May be repeated.

AGD 399/Internship

1-2 course units

(every semester)

Prerequisites: Enrollment as an upper division Graphic Design majors with at least a 3.0 GPA in that program. See Internship Application Form for individual program requirements and details. Preregistration with Internship Application Form and signed approval of the program coordinator, the department chair, and an art faculty sponsor.

The primary purpose of the college-level internship experience is the development of occupational or professional competence in the actual occupation setting after the student's education has been completed. Other purposes (income, career exploration, learning-by-doing, on-the-job training, etc.) cannot be the primary purpose, though they may occur as a secondary result of the internship experience.

AGD 420/G.D. History/Issues
(annually fall)

1 course unit

This course is a survey of the history of design in the 20th century. Emphasis will be on architecture, industrial, and graphic design. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design. Classes are a combination of lectures, discussions, student presentations, guest lectures, and class trips to current design studios and exhibits.

AGD 460/Design Center
(with studio)
(annually—spring)

1 course unit

Prerequisites: AGD 261, 264, 276, 360. For majors in graphic design, with advanced standing
This course applies design principles learned in previous courses into professional practice. The class will be structured like a small design agency. Students work as creative teams and develop projects from concept exploration to final presentation.

AGD 498/GD8: Senior Research
(with studio)
(annually—fall)

1 course unit

Prerequisites: Limited to senior graphic design majors
This course will focus on advancing students' personal vision through design research, writing, and innovative design projects. For their final project, students will conduct visual and critical research that will culminate in a research paper and creative personal project.

AGD 499/GD9: Seminar
(with studio)
(every semester)

1 course unit

Prerequisite: Limited to graphic design majors in their final senior semester
Students will develop an original body of work for graduate school application or employment. This will culminate in a portfolio, identity package, creative statement, visual and career research, and a portfolio review, a presentation of students' portfolios to the public and the graphic design community.

Also see: Art-Art History; Art-Digital Arts; Art-Fine Arts; Art-Art Education