Art: Graphic Design (ARTC)—BFA degree

Also see: Art-Art History; Art-Art Education; Art-Digital Arts; Art-Fine Arts; Art-Graphic Design; and Art-Photography minor

Departmental Faculty: Allyn, *Chair;* Rigby, *Academic Advisor;* Chak, Fichner-Rathus, Hutton, Kabbash, Kaplowitz, London, Mackie, Miller, Miranda, Nyman, Riccardi, Sanders, Taylor, van der Heijden

Coordinator: Chak

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, Graphic Design 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 for studio majors

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 or digital 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.

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 should 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. An example of an appropriate
   name is: image_01 (no spaces, use underscore to denote space).
4. Images may also be submitted in powerpoint format.

Slide/CD 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

All art history (AAH) courses and art courses with specific liberal learning approval are open to all students. A non-major who wishes to enroll in major courses that are not liberal learning courses must obtain permission from the chair of the department or advisement coordinator.

Art minors must report to the advising coordinator or academic advisor for advisement and registration for art 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.

The College Art Gallery

The Department of Art offers a program of diversified exhibitions throughout the academic year, including faculty and student work as well as exhibitions featuring the work of emerging and established artists from the United States and around the world. 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 Progam

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.

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Studio Art Major General Requirements

All studio art majors are required to take AAH 105 and/or 106, AAH 215, AAH 216 or AAH 217 and AAH 250; AFA 111, 112, 113, 118; and ADA 180.

While the department provides equipment, 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– (1.67) 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 118 (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 all major courses.

Attendance Requirements

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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   261/GD3: Typography I
AGD   264/GD4: Words and Image
AGD   276/GD2: Computers for Designers
AGD   360/GD6: Identity
AGD   361/GD7: Advanced Typography
AGD   364/GD5: 3D Graphic Design
AGD   420/G.D. History/Issues
AGD   498/GD8: Senior Research
AGD   499/GD9: Senior Seminar
Studio Art Electives (2D)
Studio Art Electives
AAH   105/Art History I: Caves to Cathedrals or AAH 106/Art History II: Renaissance to Revolution
AAH   215/Arts of South Asia, AAH 216/Arts of East Asia, *or* AAH 217/Arts of the Islamic World
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	113/Color Theory/2D Design	1 course unit
AFA	118/3D Design	1 course unit

Second Semester
AFA	112 Conceptual Art	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 1	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**

Recommended Third-Year Program of Study

First Semester

AGD	361/GD7: Advanced Typography	1 course unit
AGD	420/GD History/Issues	1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Second Semester

AGD	360/GD6: Identity or AGD 365: Book Arts	1 course unit
AGD	364/GD5: 3D Graphic Design	1 course unit
AAH	215, 216, *or* 217	1 course unit
Liberal Learning		1 course unit

Total for Year   **8 course units**

Recommended Fourth-Year Program of Study

First Semester

AGD	498/GD8: Senior Research	1 course unit
Studio Art Elective		1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Second Semester

AGD	499/GD9: Seminar	1 course unit
Elective		1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Total for Year   **8 course units**

Graphic Design Minor (for all students)

Required Courses:

AGD	160/GD1: Intro to Graphic Design	1 course unit

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AGD   261/GD3: Typography I   1 course unit
AGD   264/GD4: Words and Image   1 course unit

Electives (choose 2 from the following courses):
AGD   360/GD6: Identity   1 course unit
AGD   364/GD5: 3D Graphic Design   1 course unit
AGD   361/GD7: Advanced Typography   1 course unit
ADA   288/Web Design I: Static   1 course unit
AGD   420/GD History/Issues   1 course unit
AGD   365/Book Arts   1 course unit