

DEPARTMENT OF ART AND DESIGN

Chairperson: Stephanie K. O'Dell Daugherty

Location: Fauntleroy Hall, Room 104

Contact Information: (804) 524-2452 | sodell@vsu.edu

Department Overview

The Art and Design program offers courses leading to a **Bachelor of Fine Arts (B.F.A.) in Visual Arts** degree. All students begin with the CORE program (Communication, Organization, Realization, Expression), covering the first two years, which produces a strong understanding of the design fundamentals and applications of traditional art media. Foundation level courses, including 2D and 3D design, color theory, drawing, and creative technology, are designed to prepare students to begin their advanced concentration coursework in the sophomore year.

Students in the program can decide from three concentrations, aligned with primary creative career paths: Studio Arts, Animation, or Graphic Design. The program also offers minors in Animation, Graphic Design, Photography, and Studio Arts.

Mission Statement

The mission of the Art and Design Department at Virginia State University is to produce the artists of tomorrow, one individual at a time. Our faculty is committed to the artistic development of each student as a unique individual through the process of instruction and mentorship. Our goal is to prepare students for success in whatever professional arena of art they choose by providing a solid base of artistic knowledge and technical skill, then encouraging creative exploration and stylistic development from this foundation. Through the creative work and service of our students and faculty, we hope to engender a broader appreciation for the arts to enhance the vitality of the university and surrounding community.

Accreditation Information

The Art and Design program is accredited by NASAD, the National Association of Schools of Art and Design. Founded in 1944, the National Association of Schools of Art & Design (NASAD) is an organization of schools, conservatories, colleges, and universities with approximately 328 accredited institutional members. It establishes national standards for undergraduate and graduate degrees and other credentials for art and design and art/design-related disciplines, and provides assistance to institutions and individuals engaged in artistic, scholarly, educational, and other art/design-related endeavors.

Virginia State University is one of few public HBCUs in the nation to offer a Bachelor of Fine Arts (BFA) degree in Visual Arts.

Department Goals

The department goals of the Art and Design program are to ensure that:

- Students will demonstrate an entry-level competence for a professional in their area of specialization, including technical mastery of their media, understanding and use of the concepts of design, and the ability to clearly communicate the intended message.
- Students will demonstrate the ability to develop a cohesive artistic concept (focus) evident throughout a body of work produced in their chosen media.
- Students will be able to research, form and defend value judgments about art and design in both written and oral statements. The student will effectively communicate these ideas at a professional level.
- Students will engage through the arts with their university and local community.

Program Listings

Bachelor of Fine Arts (B.F.A.) in Visual Arts

Studio Arts Concentration - Prepares students for contemporary artistic careers among the disciplines of drawing, painting, printmaking, sculpture, ceramics, mixed media, and new media. As they follow their focus through sequential courses, students can shape their own curricula to span across traditional artistic boundaries and learn a variety of media specially designed to meet their needs and creative desires. This artistic "cross training" permits students to expand their creative horizons using new media tools, techniques, and concepts, and become the artistic leaders of the 21st century.

Animation Concentration - Teaches students the principles and skills of motion and time-based media, using 2D and 3D traditional and digital methods. The curriculum is designed to prepare students to enter graduate programs of study in animation, and/or entry-level apprentice positions within the industry.

Graphic Design Concentration - Students follow a course sequence that builds the knowledge and skills necessary to compete in today's commercial arts marketplace. The program prepares students for careers as commercial artists in areas such as branding, digital illustration, print, and packaging design.

Although a portfolio review is not required for acceptance into the BFA in Visual Arts CORE Program, advancement to the specific concentrations (Studio Art, Animation, Graphic Design) in the second year is dependent on a review of the student's portfolio of artwork, along with the successful completion of all prerequisite courses with a minimum of a 'C' grade.

Minors

- Animation
- Graphic Design
- Photography
- Studio Art

Major(s)

- Visual Arts, Bachelor of Fine Arts with a Concentration in Animation (B.F.A.) (<http://catalog.vsu.edu/undergraduate/college-humanities->

social-sciences/department-art-design/visual-arts-animation-concentration-bfa/)

- Visual Arts, Bachelor of Fine Arts with a Concentration in Studio Arts (B.F.A.) (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/visual-arts-studio-concentration-bfa/>)
- Visual Arts, Bachelor of Fine Arts with a Concentration in Graphic Design (B.F.A.) (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/visual-arts-graphic-design-concentration-bfa/>)

Minor(s)

- Minor in Animation (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/animation-minor/>)
- Minor in Art History (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/art-history-minor/>)
- Minor in Graphic Design (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/graphic-design-minor/>)
- Minor in Photography (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/photography-minor/>)
- Minor Studio Art (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-art-design/studio-art-minor/>)

General Education Requirements for All Art & Design Concentrations

Code	Title	Credit Hours
ENGL 110 & ENGL 111	Composition I and Composition II	6
GE Literature Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#geliteratureelectivestext)		3
MATH 112 & MATH 113	Basic Mathematics I and Basic Mathematics II (or higher)	6
HPER 170	Health And Wellness (or from menu)	2
BIOL 116	Biological Science (or from menu)	4
GE Social Science Electives (http://catalog.vsu.edu/undergraduate/general-education-programs/#gesocialscienceelectivestext)		3
HIST 114 or HIST 115	World History to 1500 World History Since 1500	3
ARTS 301 & 301	World Art Survey I and World Art Survey I ¹	6
HIST 114 or HIST 115	World History to 1500 World History Since 1500	3
Total Credit Hours		36

¹ Major requirements.

Code	Title	Credit Hours
ARTS 101	Drawing I	3
ARTS 102	Drawing II	3
ARTS 103	Two Dimensional Design	3
ARTS 104	2 Dimenl Design;Color Theor	3

ARTS 108	Computers for Artists	3
ARTS 131	World Art Survey I	3
ARTS 132	World Art Survey II	3
ARTS 202	Life Drawing I	3
ARTS 212	Life Drawing II	3
ARTS 208	Perspective Drawing	3
ARTS 209	Cognitive Develop for Artist	3
Total Credit Hours		33

VCAD Restricted Electives

Code	Title	Credit Hours
VCAD 207	Digital Photography I	3
VCAD 300	Traditional Illustration	3
VCAD 301	Silkscreen Procedures	3
VCAD 302	Print Design	3
VCAD 304	HTML	3
VCAD 305	UX/UI Design	3
VCAD 307	Digital Photography II	3
VCAD 310	Digital Illustration	3
VCAD 315	Publication Design	3
VCAD 400	Editorial Illustration	3
VCAD 410	Visual Narrative	3
VCAD 415	Package Design	3
VCAD 416	Advertising Design	3
VCAD 489	Strategic Design	3
VCAD 499	Special Topics Graphic Design	3

ARTS Restricted Electives

Code	Title	Credit Hours
ARTS 307	Modern Art: 1860-1960	3
ARTS 401		3
ARTS 402		3
ARTS 403	Survey African American Art	3
ARTS 405	Survey Of African Art	3
ARTS 407	History of Photography	3

Code	Title	Credit Hours
ARTS 200	Art Crafts	3
ARTS 201		3
ARTS 203	Printmaking I	3
ARTS 204	Printmaking II	3
ARTS 206	Watercolor	3
ARTS 303	Sculpture - Wood	3
ARTS 304	Sculpture - Mold MakingI	3
ARTS 305	Painting - Still Life	3
ARTS 306	Painting - Landscape	3
ARTS 309	Ceramics - Hand Building	3
ARTS 310	Ceramics - Wheel Throwing	3
ARTS 311		3
ARTS 312	Advanced Drawing	3

ARTS 409	Ceramics - Mold Making	3
ARTS 410	Ceramics - Mixed Media	3
ARTS 412	Experimental Drawing	3
ARTS 413	Sculpture - Metal	3
ARTS 414	Sculpture - Mixed Media	3
ARTS 415	Painting - Figure	3
ARTS 416	Painting - Mixed Media	3

ART AND DESIGN

Course Descriptions

FOUNDATION (CORE) COURSES

ARTS 101 DRAWING I – 3 semester hours

Introduction to the fundamentals of drawing expression. Pencil, charcoal, conte, and wash media are explored. Course includes weekly critiques and discussions.

ARTS 102 DRAWING II – 3 semester hours

Continuation of drawing expression. Introduction to linear perspective, foreshortening, and the use of color. Pencil, charcoal, Conte, pastels, Prismacolor, and wash media are explored. Course includes weekly critiques and discussions. **Prerequisites:** ARTS 101

ARTS 103 TWO DIMENSIONAL DESIGN – 3 semester hours

Introduction to the fundamental concepts of two-dimensional design, color theory, form relationships, and their function in various design situations. Contemporary and traditional concepts of design principles and elements are explored. Course includes critiques and discussions. **Art & Design Majors & Minors Only Course**

ARTS 104 TWO DIMENSIONAL DESIGN- COLOR THEORY – 3 semester hours

Examination of the interaction of color through studio experience and the manipulation of color to achieve various effects for problem-solving and individual expression. Course includes critiques and discussions.

Prerequisites: ARTS 101 and 103

ARTS 108 COMPUTERS FOR ARTISTS – 3 semester hours

An introductory course in the hardware, software, set-up, and use of computers, specifically designed for the needs of artists. Basic hardware and peripherals set-up, use of operating systems, and artist-based programs for both Macintosh and PC systems. **Art & Design Majors Only Course.**

ARTS 202 LIFE DRAWING I – 3 semester hours

Continuation of drawing fundamentals and expression introduced the previous year using the human figure as the means of study. Pencil, charcoal, conte, and wash media are explored. Course includes weekly critiques and discussions. **Prerequisites:** ARTS 102 and 103

ARTS 209 COGNITIVE DEVELOPMENT FOR THE ARTIST - 3 semester hours

Increasing the creativity of artists through the mental processes of perception, memory, judgment, and reasoning. Emphases on different methodologies for creative development of individual and group artwork. **Prerequisites:** ARTS 102 and 104

STUDIO ART COURSES

ARTS 203 PRINTMAKING I – 3 semester hours

Fundamentals of graphic expressions employed in woodcuts, etchings, lithography, and other vehicles for graphic reproductions. Course includes weekly critiques and discussions. **Prerequisites:** ARTS 102

ARTS 204 PRINTMAKING II – 3 semester hours

Continuation of graphic expressions employed in woodcuts, etchings, lithography and other vehicles for graphic reproductions. Course includes weekly critiques and discussions. **Prerequisites:** ARTS 203

ARTS 206 WATERCOLOR – 3 semester hours

Introduction to the fundamentals of transparent and opaque watercolor painting techniques. **Prerequisites:** ARTS 102

ARTS 207 THREE DIMENSIONAL DESIGN – 3 semester hours

Introduction to the functional concepts of three-dimensional design. Form relationships as applied to the elements and principles of design. Course includes critiques and discussions. **Prerequisites:** ARTS 102 and 104

ARTS 208 PERSPECTIVE DRAWING - 3 semester hours

Examination of perspective as a technique of depicting volumes and spatial relationships on a flat surface. Emphasis on the development of comprehension in perspective through drawing exercises and projects. **Prerequisites:** ARTS 102 and 103

ARTS 212 LIFE DRAWING II – 3 semester hours. Advanced development of drawing skills using the human figure as means of expression. Techniques such as gesture, abstraction, composition, and foreshortening are explored using a variety of wet and dry media. **Art & Design Majors & Minors Only Course. Prerequisites:** ARTS 202

ARTS 216 2D METHODS AND MATERIALS - 3 semester hours

Overview of the tools, materials, and processes of two-dimensional media. Emphasis on the manipulation and safe handling of materials and tools, their use in artistic expression, and historical development. **Art & Design Majors & Minors Only Course. Prerequisites:** ARTS 102 and 104

ARTS 217 3D METHODS AND MATERIALS - 3 semester hours

Overview of the tools, materials, and processes of three-dimensional media. Emphasis on the manipulation and safe handling of materials and tools, their use in artistic expression, and historical development. **Art & Design Majors & Minors Only Course. Prerequisites:** ARTS 102 and 104

ARTS 303 SCULPTURE: WOOD – 3 semester hours

Exploration of sculptural fundamentals, emphasizing materials (cardboard and wood) and methods (both additive and subtractive). Course includes weekly critiques and discussions. **Art & Design Majors & Minors Only Course. Prerequisites:** ARTS 207

ARTS 304 SCULPTURE: MOLD MAKING – 3 semester hours

In-depth exploration of the three-dimensional concepts, skills, and processes for mold making and plaster casting as generated from clay models. Emphasis is placed on the development of design and construction skills, concept realization, and creative personal invention. Course includes weekly critiques and discussions. **Prerequisite:** ARTS 207

ARTS 305 PAINTING: STILL LIFE – 3 semester hours

Fundamentals of painting in oil and acrylics are introduced through the imagery of the still life. Traditional and experimental painting processes are explored. Course includes weekly critiques and discussions. **Prerequisites:** ARTS 216

ARTS 306 PAINTING: LANDSCAPE – 3 semester hours

Continuation of painting in oil and acrylics using the imagery of the landscape. Traditional and experimental painting processes are explored. Course includes weekly critiques and discussions. **Art & Design Majors & Minors Only Course. Prerequisites: ARTS 216**

ARTS 309 CERAMICS: HAND BUILDING – 3 semester hours

Exploration of ceramic design, basic forming, and firing techniques. Focus is on the basic construction techniques (pinch, coil, and slab), and finishing techniques in ceramic media including hand building, fabrication, surface design, glazing, and kiln firing. Course includes weekly critiques and discussions. **Prerequisites: ARTS 207**

ARTS 310 CERAMICS: WHEEL THROWING - 3 semester hours

Development of skills with a focus on wheel throwing. In addition to being introduced to the potter's wheel, students develop their glazing techniques, knowledge of ceramics, and its terminology. Emphasis is placed on the development of design and construction skills with ceramic materials, concept realization, and creative personal invention. Course includes weekly critiques and discussions. **Prerequisites: ARTS 207**

ARTS 312 ADVANCED DRAWING: 3 credit hours. An advanced exploration of the traditional history, methods, and materials of drawing for students who have mastered basic drawing skills and who wish to develop them to enhance visual thinking. Studio approach using live model, via anatomical and perspective approaches to drawing. Emphasis is placed on the technical mastery of drawing techniques and media. **Art & Design Majors & Minors Only Course. Prerequisite: ARTS 212**

ARTS 313 BLACK AND WHITE PHOTOGRAPHY I - 3 semester hours

An introduction to the basics of black and white photography will be covered to include: Basic features and operation of an SLR (manual) camera, black and white film processing, and darkroom procedures. Students will participate with basics of composition, design, lighting, printing, processing, and final print presentation. Students will learn how to develop film, process prints, and other printing controls such as dodging, burning, and the use of filters. The concentration is placed on photography as a fine art medium. Students should have a 35mm film camera that includes manual controls. **Prerequisites: VCAD 206**

ARTS 314 BLACK AND WHITE PHOTOGRAPHY II - 3 semester hours

A continuation of the exploration of traditional wet process photography, with emphasis on developing film, processing prints, and other printing controls such as dodging, burning, and the use of filters. The concentration is placed on photography as a fine art medium. Students should have a 35mm film camera that includes manual controls. **Prerequisites: ARTS 313**

ARTS 404 ART OF THE MOTION PICTURE: 3 credit hours

Discussion in a seminar setting of the artistic development of the motion picture from its early beginnings to the present, with both technical (editing, production) and aesthetic (cinematography) consideration.

Students engage in analysis and discussion after viewing selected films. **Prerequisites: Students must have at least junior status or special permission from the instructor.**

ARTS 409 CERAMICS: MOLD MAKING - 3 semester hours

Examination of ceramic mold making, slip casting, and clay/glaze formulation. Course includes weekly critiques and discussions. **Prerequisites: ARTS 207**

ARTS 410 CERAMICS: MIXED MEDIA - 3 semester hours

Exploration of mixed media formats and techniques to begin the development of a personal style through the creation of a series of related ceramic pieces. **Prerequisites: ARTS 207**

ARTS 412 EXPERIMENTAL DRAWING - 3 credit hours

An exploration of the contemporary conceptual and creative approaches to drawing. Emphasis on the expansion of the definition of drawing through the use of unfamiliar/unexpected materials, methods, and theories for visual thinking. **Art & Design Majors & Minors Only Course. Prerequisite: ARTS 312**

ARTS 413 SCULPTURE: METAL – 3 semester hours

Exploration of three-dimensional concepts, skills, and processes with an emphasis on metal fabrication. Using the machinery of the woodshop, expand technical vocabulary with tools such as MIG welders, oxy-acetylene torches, grinders, and chop saws. Course includes weekly critiques and discussions. **Prerequisites: ARTS 207**

ARTS 414 SCULPTURE: MIXED MEDIA – 3 semester hours

Exploration of conceptual and expressive problems in a variety of sculptural media and various sculptural processes which may include casting, metal fabrication, and/or wood sculpture techniques. Course includes weekly critiques and discussions. **Prerequisites: ARTS 207**

ARTS 415 PAINTING: FIGURE – 3 semester hours

Fundamentals of painting in oil and acrylics introduced through the imagery of the human figure. Traditional and experimental painting processes are explored. Course includes weekly critiques and discussions. **Art & Design Majors & Minors Only Course. Prerequisites: ARTS 216**

ARTS 416 PAINTING: MIXED MEDIA – 3 semester hours

Continuing in-depth study of painting formats and techniques integrating various media to begin the development of a personal style through the creation of a series of related paintings. **Art & Design Majors & Minors Only Course. Prerequisites: ARTS 216**

ANIMATION COURSES

ARTS 215 INTRODUCTION TO ANIMATION - 3 semester hours

Introduction to the history and methodology of animation. Regular animation screenings of commercial and experimental works with students responding to the work orally and/or in written form.

ARTS 225 ELECTRONIC ANIMATION - 3 semester hour

Introduction to the various software, hardware, and equipment used in the creation of animation. **Prerequisite: ARTS 215**

ARTS 315 SOUND FOR ANIMATION - 3 semester hours

Examination of the basic theory and methodology of sound design. Project emphasis is on the creation of sound for use in animation. **Prerequisite: ARTS 225**

ARTS 325 ANIMATION BASIC I - 3 semester hours

Examination of the principles that govern animation. Students will explore these principles through various exercises and projects. **Prerequisite: ARTS 225**

ARTS 335 ANIMATION BASIC II - 3 semester hours

Exploration of the principles of special effects animation. Exploration of these principles through various exercises and projects. Sound will also be incorporated into their animation. **Prerequisite: ARTS 325**

ARTS 330 ANIMATION I - 3 semester hours

Examination of animation components for the identification of individual strengths in animation methodology through the completion of animation exercises and projects. **Prerequisite: ARTS 325**

ARTS 425 ANIMATION BASIC III - 3 semester hours

Examination of experimental animation. Exploration of any available methodology/technology for animation exercises and projects. **Prerequisite: ARTS 335**

ARTS 430 ANIMATION II - 3 semester hours

Writing and production of individual animation(s) in preparation for senior studio. **Prerequisite: ARTS 330**

ARTS 435 ANIMATION TEAM - 3 semester hours

Examination of animation production management. Students will take turns in different roles from pre-production to post-production of animation projects. **Prerequisites: ARTS 425 and 430**

ARTS 440 SENIOR ANIMATION STUDIO - 3 semester hours

Preparation for the transition from formal academic study to animation career pursuit. Emphasis on the creation of a demo reel, resumes, and portfolio. **Prerequisites: ARTS 425 and 430**

ART HISTORY COURSES

ARTS 301 WORLD ART SURVEY I – 3 semester hours

Examination of the key stages in the evolution of art and architecture from around the world until approximately 1400 CE. Emphasis on understanding the visual language of art as an expression of relationships to the cultural, historical, and philosophical contexts in which the artist lives.

ARTS 302 WORLD ART SURVEY II – 3 semester hours

Examination of the key stages in the evolution of art and architecture from around the world from approximately 1400 CE to today. Emphasis on understanding the visual language of art as an expression of relationships to the cultural, historical, and philosophical contexts in which the artist lives.

ARTS 307 MODERN ART: 1860 - 1960 – 3 semester hours

Examination of the historical styles and artists of the 'Modern' period from 1860 through 1960, how they compare and relate to previous periods, and how they have been influenced by social and political conditions. **Prerequisites: Students must have junior status or special permission from the instructor.**

ARTS 403 SURVEY OF AFRICAN-AMERICAN ART – 3 semester hours

Examination of art produced by African-Americans in the United States from the Colonial Period to the present. Exploration of the social and political climates influencing the art of African-Americans. **Prerequisites: Students must have junior status or special permission from the instructor.**

ARTS 405 SURVEY OF AFRICAN ART – 3 semester hours

Exploration of the major forms of art and architecture produced by various cultures of Africa. Examination of the art forms and their places within society for pre-historic and ancient civilizations, medieval empires, and the peoples of the Colonial Period in northern, western, central, southern, and east Africa. **Prerequisites: Students must have junior status or special permission from the instructor.**

ARTS 407 HISTORY OF PHOTOGRAPHY – 3 semester hours

A visually oriented history of the development of photography from its earliest manifestations to today and explores photography's applications as a commercial enterprise, a documentary tool, a cultural force

and a means of personal expression. Although the emphasis is on photography as a fine art and its relationship to the other arts, topics include documentary photography and photojournalism, fashion and portraiture, and the use of photography in mass media. **Prerequisites: Students must have at least junior status or special permission from the instructor.**

VCAD 200 GRAPHIC DESIGN HISTORY – 3 semester hours

Exploration of the evolution of graphic communications from prehistoric times to the development of modern graphic design. The uses of and styles of graphic design will be covered. **Art & Design Majors Only Course**

GRAPHIC DESIGN COURSES

VCAD 201 TYPOGRAPHY I - 3 semester hours

A study of typography fundamentals. History and development of lettering and type reproduction methods. Exploration of letterform aesthetics and communication value through practical design projects. **For Graphic Design majors only. Prerequisites: ARTS 102 and 108**

VCAD 202 TYPOGRAPHY II - 3 semester hours

An advanced exploration of typography. Functional and expressive type treatments and the effective implementation of type as a visual communication tool. Emphasis is placed on the development of ideas and the ability to communicate them effectively. Introduction to proofreading and editing type. **For Graphic Design majors only. Prerequisite: VCAD 201**

VCAD 203 GRAPHIC DESIGN I – 3 semester hours

An introductory survey to the professional field of graphic design as related to print, multimedia, entertainment, environmental and other areas of visual communications. Emphasis on fundamental principles and skills with a broad approach to the application of techniques and concepts of the field. **For Graphic Design majors. Prerequisites: ARTS 102 and 108**

VCAD 205 GRAPHIC DESIGN II - 3 semester hours

An advanced investigation of the professional field of graphic design as related to print, multimedia, entertainment, environmental and other areas of visual communications. Emphasis on the principles and skills of graphic design with a broad approach to the application of techniques and concepts of the field. **For Graphic Design majors. Prerequisite: VCAD 203**

VCAD 206 BASIC PHOTOGRAPHY - 3 semester hours

An introduction to photography, emphasizing the basic operation of a camera. Students will learn to adjust the settings for exposure, speed, and light conditions. Course includes the regular critiques of student work and discussions of photographic fundamentals. **Prerequisites: ARTS 102 or permission of instructor**

VCAD 207 DIGITAL PHOTOGRAPHY I - 3 semester hours

A digital approach to photography as a communication tool. The course emphasizes the use of the digital camera and photo-correction software and techniques. Course includes the regular critiques of student work and discussions of photographic fundamentals. **Prerequisites: VCAD 206**

VCAD 300 ILLUSTRATION I - 3 semester hours.

Emphasis on the fundamentals of rendering images while exploring various media and techniques. **For Graphic Design majors only. Prerequisites: ARTS 202 and 208**

VCAD 301 SILKSCREEN PROCEDURES – 3 semester hours

Introduction to the various silkscreen procedures employed in advertising art and design. Exploration of hand-cut stencils and photographic processes. **Prerequisites:** ARTS 202

VCAD 302 PRINT I - 3 semester hours

Introduction to the printing process. Examination of commercial printing: the presses, inks, paper, and finishing. The pre-press operations to prepare digital files will be emphasized. **Prerequisites:** VCAD 202, 205

VCAD 307 DIGITAL PHOTOGRAPHY II - 3 semester hours

Students will explore the creative use of digital cameras, and digital printing techniques. Imaging software will be used for editing and printing techniques. Students will learn advanced lighting, cropping, and formatting techniques. Course includes the regular critiques of student work and discussions of photographic fundamentals. **Prerequisites:** VCAD 207

VCAD 310 ILLUSTRATION II - 3 semester hours

Creating illustrations for editorial and business communications using traditional and digital media. **For Graphic Design majors only.** **Prerequisites:** VCAD 300

VCAD 312 PRINT II - 3 semester hours

Designing print media using experimental formats, as well as special multi-media materials and techniques. **For Graphic Design majors/minors only.** **Prerequisites:** VCAD 302

VCAD 315 PUBLICATION DESIGN - 3 semester hours

Analysis of professional design studio problems and processes related to publication design. Integrating cohesive design solutions, strategies, grid structures, layouts and compositions throughout multi-page formats. **For Art & Design majors only.** **Prerequisites:** VCAD 202 and 205

VCAD 400 EDITORIAL ILLUSTRATION - 3 credit hours

Course devoted to generating commercial illustrations based on printed and digital publications with an understanding of the history of editorial illustration and its role in commercial art today. Contracts and forms, time management, client relationships and current trends are explored. **Prerequisite:** VCAD 310

VCAD 410 VISUAL NARRATIVE - 3 credit hours

Illustration-heavy course devoted to exploring the art of visual storytelling and character development. Proficiency in digital and traditional illustration required. **Prerequisite:** VCAD 400

VCAD 415 PACKAGE DESIGN - 3 semester hours

Professional design studio processes and procedures related to packaging design. Developing brand identity and focusing on product positioning, while designing the three-dimensional structure. **For Art & Design majors only.** **Prerequisites:** VCAD 202 and 205

VCAD 416 ADVERTISING DESIGN - 3 semester hours

An introduction to advertising fundamentals. Development and implementation of strategic design concepts across multi-vehicle marketing materials. **For Art & Design majors only.** **Prerequisites:** VCAD 202 and 205

VCAD 430 PORTFOLIO - 3 semester hours

Exploring the various methodologies for creating a professional portfolio and resume. **For Art & Design majors only.** **Prerequisites:** Senior status

VCAD 489 STRATEGIC DESIGN - 3 credit hours.

Students will be selected to work with area nonprofit clients to create and produce a wide variety of fully designed advertising and promotional materials. Students will work in teams to develop brand, marketing, and

design strategies, write creative briefs, recruit teams to work with them during CreateAthononCampus (a 24 hour creative event held during Spring Break), present works to clients, and follow any deliverables through to production. Strong emphasis on leadership, teamwork, and a commitment to working with nonprofits. **Prerequisite:** Permission by Instructor.

VCAD 499 –SPECIAL TOPICS IN GRAPHIC DESIGN: 3 credit hours.

An investigation of special/current topics in graphic design of a particular interest to advanced students. Content varies with each semester. May be repeated for credit. **Prerequisites:** VCAD 202, 205

VCAD 450 INTERNSHIP - 3 semester hours

Pragmatic work experience under the supervision of qualified professional practitioners. **For Art & Design majors only.** **Prerequisites:** VCAD 202 and VCAD 205

VCAD 451 SENIOR THESIS PROJECT – 3 semester hours

Examination of the business aspects of the commercial art world. Culminates in a formal presentation of a cohesive body of work before a departmental committee. **Prerequisites:** Senior status

VCAD 304 HTML – 3 semester hours

Exploration of the language and structure of HTML documents, markup techniques, and validation. Topics include text formatting, lists, tables, META tags, and CSS. **Prerequisites:** VCAD 202 and 205

VCAD 305 WEB DESIGN I – 3 semester hours

Introduction to the planning and development of useful, aesthetically appealing websites through the effective use of navigation techniques with the creative use of graphics, sound, and typography. **Prerequisite:** VCAD 304

VCAD 314 WEB ANIMATION – 3 semester hours

Exploration of the effective use of animations in website design and the graphics software used to make them. **Prerequisite:** VCAD 304

VCAD 401 WEB DESIGN II – 3 semester hours

Advanced work in the planning and development of useful, aesthetically appealing websites. Students will learn the effects of browser choices and computing platforms on their design choices and should gain a critical eye for evaluating website designs. **Prerequisite:** VCAD 305

VCAD 411 WEB DESIGN III – 3 semester hours

Continuing in-depth study of web design formats and techniques to begin the development of a personal style through the creation of a series of extended websites utilizing a variety of graphics. **Prerequisite:** VCAD 401

GENERAL EDUCATION COURSES (NON-MAJORS)

ARTS 199 ART APPRECIATION – 3 semester hours

An introduction to the study and understanding of the visual arts. The various methods through which humans are able to access, interpret, and interact with art will be discussed. Topics include various cultural definitions of art and its use, the elements of design, the characteristics of art media, and the interpretation of content. Emphasis is placed on the areas of painting, sculpture, and architecture, but other areas (drawing, graphics, crafts, etc.) are discussed.

ARTS 200 ART CRAFTS – 3 semester hours

Introduction to the functional and decorative handicrafts through a variety of media.