

INT ( )  
Interior Design Studio II  
Advanced design studio building on previous design principles.  
Prerequisite: INT .

BSCM



to achieve entrance into a graduate program, begin work as a professional artist or craftsman or achieve a professional portfolio that will allow them to directly pursue a career in their chosen track after graduation. Through dedicated faculty, quality education and active community involvement, we seek to empower students to honor God in their visual communication.

**Student Handbook.** The Department of Visual Art & Design Student Handbook available at the department office, provides clarification of departmental guidelines, requirements and standards.

**Multiple Majors & Degrees.** The Department of Visual Art & Design allows students to graduate with a double BFA major or a BFA and a BA in Art History. Credits cannot be duplicated within the credit emphasis track.

**Computer Policy.** The Department of Visual Art & Design regards the computer as a tool integral to the success of the visual communicator in their professional development. All students are required to purchase a laptop computer and software meeting the department guidelines. Because computer technology is continually changing, a revised policy is drafted in the fall semester, outlining the specific requirements for each year. Laptop purchases should be made by mid-fall semester of the student's freshman year. Use of the computer in the curriculum varies by course.

## Undergraduate Programs

### Bachelor of Fine Arts

The Department of Visual Art & Design offers students an exciting

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## SCHOOL OF ARCHITECTURE ART & DESIGN

### Fine Art Portfolio Track

The Fine Art track cultivates the individual voice and vision of the Fine Arts student and prepares them to sustain their professional lives as practicing artists.

Total Credits: Required to take ART Drawing ( ), ART BFA Thesis Project ( ), ART BFA Exhibition ( ) and MDIA Portfolio Development ( ); with credits of the total chosen from ART Painting ( ), ART Printmaking ( ), ART Ceramics ( ), ART Sculpture ( ) and ART Typography ( ) (ART level classes are repeatable). With the remaining elective credits to be chosen from ART, ARTH, ARCH, PHTO, DGME, VDEO, MDIA, JOUR or MKTG courses.

### Illustration Portfolio Track

The Illustration track prepares students to enter a career in professional illustration. The successful illustrator is able to convey emotions, interpret events, tell a story or market a product or idea through the use of artistic concepts and images. Illustrators must master a wide range of drawing media and techniques to meet the objectives of a wide range of employers and projects.

Total Credits: Required to take ART Drawing ( ), ART Painting ( ), ART Printmaking ( ), ART Typography ( ), ART BFA Thesis Project ( ), ART BFA Exhibition ( ) and MDIA Portfolio Development ( ). With remaining elective credits to be chosen from ART, ARTH, ARCH, PHTO, DGME, VDEO, MDIA, JOUR or MKTG courses.

### Pre-Art Therapy Portfolio Track

The Pre-Art Therapy Emphasis is recommended for those planning to do graduate work in art therapy and to enter that profession. Work as an art therapist requires a master's degree in Art Therapy. The Pre-Art Therapy Emphasis may require additional semesters of course work. The Pre-Art Therapy Emphasis is the Bachelor of Fine Arts Degree with a concentration in Fine Arts. In addition to the BFA degree most graduate programs require up to credits of Psychology course work. We recommend PSYC , , , and . Because course requirements vary, the Pre-Art Therapy student should check the prerequisite requirements of the schools to which they intend to apply. Most art-therapy master's programs also require up to one year of work experience with mentally or physically disadvantaged people prior to acceptance.

### VISUAL COMMUNICATION EMPHASIS

The Visual Communication Emphasis is recommended for those wishing to work in the design professions. There are three portfolio tracks available: Art Direction & Advertising, Graphic Design and Web Design. The degree program combines the study of art, communication, design, and technology as mediums for visual communication and/or personal artistic expression. Our students join the Visual Communication program because they possess the ability to think, speak, draw, write and design. They graduate as design leaders, having learned to inform, guide, clarify, promote and empower through visual form. The BFA Thesis Project and Senior Exhibition, as well as internships, bring students face-to-face with the design community. At the same time, students acquire valuable experience in problem solving

Development ( ), MDIA Internship ( ). With an additional credits to be chosen with your advisor from ART, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MKTG courses.

### PHOTOGRAPHY EMPHASIS

The Photography Emphasis is recommended for those wishing to work in the creation of still or moving visual images. There are three portfolio tracks available: Commercial Photography, Documentary Film and Fine Art Photography. The degree encompasses elements of digital, commercial, and fine arts imaging, focusing on individual creativity and photojournalism. The photography student will study the methods used to create effective and aesthetically pleasing imagery.

Art History— Photography Emphasis must take:

ARTH	History of Graphic Design
ARTH	Renaissance to Modern Art
ARTH	Art Since
PHTO	Historic and Contemporary Trends in Photography

### Commercial Photography Portfolio Track

The Commercial Photography track specializes in teaching students to run their own commercial studio or work as a photographer's assistant.

Total Credits: PHTO Advanced Photography I ( ), PHTO Color Photography I ( ), PHTO Studio ( ), PHOTO Media Ethics & Awareness ( ), PHTO Advanced Studio ( ), MDIA Portfolio Development ( ), ART BFA Thesis Project ( ), ART BFA Exhibition ( ). With an additional credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MKTG courses.

### Documentary Film Portfolio Track

Students learn to design and integrate digital video and -D animation to produce creative advertising, documentary, promotional products, and TV graphics.

Total Credits: JOUR Media Writing ( ), VDEO Digital Video Editing ( ), VDEO Video Compositing ( ), VDEO Video Shooting ( ), VDEO Video Documentary ( ), PHOTO Media Ethics & Awareness ( ), MDIA Internship ( ) PHOTO Advanced Photography I ( ), ART BFA Thesis Project ( ), ART BFA Exhibition ( ), MDIA Portfolio Development ( ). With an additional credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MKTG courses.

### Fine Art Photography Portfolio Track

The Fine Art Photography track cultivates the individual voice and vision of the photography student and prepares them to sustain their professional lives as practicing artists.

Total Credits: PHTO Advanced Photography I ( ), PHTO Color Photography I ( ), PHTO Studio ( ), PHOTO Media Ethics & Awareness ( ), PHTO Advanced Studio ( ), MDIA Portfolio Development ( ), ART BFA Thesis Project ( ), ART BFA Exhibition ( ). With an additional credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MKTG courses.

## BA: Art (40)

The BA: Art is a liberal arts degree that relates broad intellectual knowledge to material, spiritual, and emotional awareness. The degree requires credits in visual art and art history courses, a minor in a non-art second area, and the General Education requirements including a foreign language. Each of the BA emphases listed below require the following art history courses: Art History Foundation—  
ARTH , , .

### Emphasis Areas

#### Art History Emphasis—

Art history explores the historical meaning of art, architecture, and visual culture in all parts of the world from antiquity to the present. It analyzes visual objects through their form, technique, design, historical context, and ideological function. It also studies individual artists or makers, cultural institutions, audiences, and intercultural exchanges. It is inherently interdisciplinary, often requiring theoretical engagement with fields such as anthropology, philosophy, critical theory, political science, history, literature, film, performance, theater, and area studies.

SCHOOL OF ARCHITECTURE ART & DESIGN

Anthropology/Archaeology

Religion

Visual Art Foundation—

ART , , , , ,

Senior Exhibition—

ART (BFA Exhibition)

Advanced Visual Art Requirements—

In consultation with the advisor, choose elective credits in  
**one studio area** from the following: ART , , , , ,

, , , .

### Minor in Art History (21)

Recommended for students of literature, history, and sociology as a complementary area of study. The minor concentration in art history responds to the needs of those students pursuing a major in another field who would like to expand their knowledge of the art of various cultures and of art-historical research methods.

SCHOOL OF ARCHITECTURE ART & DESIGN

<p>ARTH AH \$ ( )                  History of Graphic Design                  This course surveys the pivotal events and achievements that led to the current state of graphic communication. The unceasing quest to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, videotapes, discussions, presentations and research, students are introduced to the creative thinkers, important innovations and breakthrough technologies that have shaped the evolution of visual communication. Prerequisites: ART , DGME .</p>	<p>ART \$ ( )                  Introduction to Graphic Design                  A transition from design theory to design application as it relates to visual communication. A series of projects develops basic skills and familiarity with design process and the graphic design profession. Prerequisites: ART , DGME .</p>
<p>ARTH AH t \$ ( )                  Art Since                  A study of selected artists associated with post-WWII Western culture, the critical schools they are associated with, and the major influences upon their work.</p>	<p>ART SA \$ ( )                  Advanced Drawing                  In-depth study in the art and craft of drawing, designed to expand one's visual vocabulary. Emphasis placed on observational drawing with explorations in figure, still life. Conceptual drawing and illustration is also explored. Repeatable. Prerequisite: ART .</p>
<p>ARTH t \$ ( )                  Study Tour:                  Travel to destinations relevant to individual programs of study. Classes will be selected from department(s) offerings. Fee may be required.</p>	<p>ART SA \$ ( - )                  Advanced Painting                  Advanced-level painting course, with an in-depth study in the art and craft of painting, designed to expand one's visual vocabulary. Exploration in an area of painting practice; illustration, portrait, figurative, still life, landscape or conceptual. Repeatable. Prerequisite: ART .</p>
<p><b>Visual Art</b>                  The department reserves the right to hold some student work until the termination of the spring student show. Students leaving the campus at the end of the semester must take their work with them. Because of minimal storage space, work and supplies remaining in the department after the close of the spring semester are removed and discarded.</p>	
<p>ART SA \$ ( )                  Introduction to Drawing                  A foundational course where basic drawing principles are introduced and observational abilities are developed. Standards of drawing, such as line, value, composition and perspective are explored using a variety of approaches, tools and media.</p>	<p>ART SA \$ ( - )                  Advanced Printmaking                  One of the major methods (relief, planographic, intaglio, stencil) may be selected for semester-long exploration. Repeatable. Prerequisite: ART .</p>
<p>ART SA \$ ( )                  Introduction to Painting                  An introduction to various painting techniques, principles of color, composition and materials. Objective subject matter is emphasized and the development of a basic visual vocabulary.</p>	<p>ART SA \$ ( - )                  Advanced Ceramics                  A systematic exploration of a particular area of ceramic practice. Subjects may include: wheel throwing, glaze formulation, various firing practices, raku, ceramic sculpture, exploring a form, or other assignments chosen by the professor. Repeatable. Prerequisite: ART .</p>
<p>ART SA \$ ( )                  Introduction to Printmaking                  Explores basic intaglio and relief printmaking methods such as linoleum cut, engraving and various etching techniques. Emphasis on technical skill development and personal imagery. Prerequisite: ART ; Recommended: ART .</p>	<p>ART SA \$ ( - )                  Advanced Sculpture                  The expressive use of a range of materials through the skills of modeling, carving, and construction. Usually one medium is studied during the semester. Repeatable.</p>
<p>ART SA \$ ( )                  Introduction to Ceramics                  An introduction to working with clay and glazes for the creation of hand-built ceramic objects.</p>	<p>ART \$ ( )                  Typography                  An exploration of typographic structures terminology, methods, and visual problem solving. This studio course addresses typographic design as a practical form of visual communication. Prerequisites: ART , DGME .</p>
<p>ART SA \$ ( )                  Basic Design                  A study of the elements and organizational principles of -dimensional design.</p>	<p>ART AH \$ ( - )                  Topics in Art                  Courses cover specific topic areas in Art and Art History such as:</p>
<p>ART \$ ( )                  Sculptural Design                  An introduction to the principles of three dimensional design and</p>	

VISUAL ART & DESIGN COURSES

organization shows the world through the design of effective corporate trademarks and logotypes. Prerequisites: ART , .

ART \$ ( )  
Editorial Design

This course is concerned with the design of the page and the page sequence of books, periodicals and magazines through editorial concept, content, format, image and audience. Prerequisites: ART , , DGME .

ART \$ ( )  
Brand Design

This course is concerned with creating a brand and provides a basis for deciding the procedures and practices for corporate communication goals. Prerequisites: ART , .

ART \$ ( )  
Design in Advertising

This course is project-based and focuses on putting advertising theory into practice. Students will create advertising campaigns and develop creative solutions based on market research, taking their ideas from concept to completion. Idea-driven design based on a solid foundation of research is emphasized. Prerequisites: ART , .

ART \$ ( )  
Package Design

This course explores the many facets and theories of package design and puts them into practice. Students will learn how to create a die-line and develop effective visual solutions for complex packaging scenarios. Projects will be taken from the concept phase to fully realized, -dimensional prototypes. Prerequisites: ART , .

ART t ( )  
Art Methods: Elementary

Covers the process of teaching creativity and artistic expression to students at the elementary level. The focus is on understanding the developmental levels of creativity in children. Art is also integrated in the rest of the curriculum. Art projects are part of this course.

ART t ( )  
Art Methods: Secondary

Deals with teaching creativity and artistic expression to students at the secondary level. It covers the developmental levels of students and gives practical ideas for developing individual creativity. Project ideas are part of the course.

ART ( )  
Practicum in Visual Art Education

Application of principles of art in education, and integrating various subjects into the art curriculum. An introduction to the curriculum of K- schools, including unique SDA curricular materials and Michigan Content Standards and Benchmarks. Field experience included in class meeting time. Prerequisites: ART , .

ART ( )  
BFA Thesis Project

This capstone course allows for the synthesis of the students' academic and studio work, developing an individual project proposal and culminating in a thoughtful presentation that demonstrates knowledge of specific issues, methods, and

materials. Prerequisites: minimum of credits in a portfolio track and permission of the instructor.

ART (-)  
Internship

Supervised work experience with a design firm. hours of work is required for each credit. Students must be a junior and have at least a . GPA in all BFA coursework. May be repeated up to credits. Prerequisites: ART , .

ART t (-)  
Independent Reading/Project

Independent study or senior exhibition and portfolio creation. Repeatable. Requirements vary.

MDIA \$ (-)  
Portfolio Development

This course focuses on students' job-seeking portfolios through lectures, demonstrations and studio work. Existing projects are refined and gaps are filled in new projects. All projects must meet the most professional standards, with emphasis on quality and job-related subject matter. Prerequisites: minimum of credits in a portfolio track and permission of the instructor. Repeatable to credits.

ART (-)  
BFA Exhibition

Presentation of the capstone BFA thesis project in a gallery exhibition. May also include preparation for graduate school.

Digital Media and Photography

DGME \$ ( )  
Introduction to Digital Media

An introductory survey of the discipline of digital media. Students are introduced to Adobe Creative Suite applications (Photoshop, Illustrator, InDesign and Acrobat), basic printing principles, vector and raster graphics, image acquisition and output. Understanding the Macintosh computer is also covered. Lab required.

DGME \$ ( )  
Introduction to Web Design

This introductory course is designed to familiarize students with the design and creation of web pages and web sites. Students will learn basic HTML structure along with basic styling with CSS (Cascading Style Sheets). For the final project, students will create a personal design portfolio that will be hosted online. Prerequisite: DGME .

DGME \$ ( )  
Principles of Print Production

A study of print production that includes prepress concepts, digital printing, digital image capture, color management, and page imposition.

DGME \$ ( )  
Digital Imaging

In this foundation course the student will begin to learn how to apply their creative vision within the boundaries of Adobe Photoshop. Emphasis is on creative and technical issues as they relate to the creation of visual work. Layers, adjustment layers, compositing methods, and restoration are explored. Technical proficiency, creative expression, and attention to





VISUAL ART & DESIGN COURSES

<p>PHTO Color Photography I Designed to acquaint students with color materials, their handling and exposure. Aesthetic and communicative aspects of color photography are stressed in producing visually effective color transparencies. Lab required. Prerequisite: PHTO or by permission of instructor.</p>	<p>SA \$ ( )</p>	<p>areas: Portraiture, People/Fashion, Still-Life, Advertising/ Illustration, and Location Photography. This course is designed specifically to learn visual concepts and solve visual problems of the commercial photo industry. Repeatable to credits. Lab required. Prerequisite: PHTO .</p>
<p>PHTO Studio Study of lighting techniques in standard-equipped studio, emphasizing portraiture, commercial illustration, and experimental techniques in black-and-white and color mediums. Lab required. Prerequisite: PHTO .</p>	<p>\$ ( )</p>	<p>PHTO Contemporary Photographic Illustration This class explores methods of digital photographic compositing to create modern illustrative images. A high level of production and craftsmanship is emphasized throughout the pre- and post-production stages. Refined digital capture and processing of RAW files while refining illustrative techniques using the photographic medium will be stressed. Attention to crafting the highest quality prints using modern output methods will also be highlighted. Lab required. Prerequisites: PHTO , .</p>
<p>PHTO Media Ethics &amp; Awareness An exploration and discussion of the media and its effect on society, covering such issues as body image, violence, politics, etc. Students study how to recognize the way moral values of media professionals influence themselves and society.</p>	<p>( )</p>	<p>PHTO Advanced Photography II A course designed for the advanced photographer to investigate personal potential in visual exploration, experimentation, and technical excellence. Discussion involves expanding personal vision and exploring new techniques to achieve goals. Repeatable to credits. Prerequisite: PHTO .</p>
<p>PHTO Alternative Photographic Processes This course is designed to provide the advanced student with additional methods of creative expression. The Cyanotype and VanDyke Brown processes will be learned as well as various methods of image transfer. Creative expression and technical proficiency in these techniques will be emphasized. The creation of a portfolio with strong visual unity will be a significant part of the class. Prerequisites: DGME , PHTO .</p>	<p>SA \$ ( )</p>	<p>PHTO Documentary Photography Documentary photography provides students with a unique opportunity to grapple with documenting images that tell a story about a particular endeavor. Students will be encouraged to go much further in-depth with a specific project than they have ever done before. The class hours will be devoted to lectures, and critiquing of assignments. Labs will consist of carrying out the semester-long project, photographing assignments, developing film/digital, printing for critiques, and mounting images for the final project.</p>
<p>PHTO Color Photography II An image-oriented course, drawing on the student background in the use of color comprehension, photographic technical and aesthetic understanding, and working knowledge of emulsion and digital photography. Information in this class is for the sole purpose of comprehensive color image. Lab required. Prerequisites: DGME , PHTO .</p>	<p>SA \$ ( )</p>	<p>PHTO Travel Photography Designed to be done in conjunction with on-location photography, and provides a background in the specific needs related to travel. Photographing people and their land in foreign environments is emphasized. Unique materials and equipment are discussed as they relate to travel photography. Repeatable to credits. Prerequisite: PHTO .</p>
<p>PHTO Business of Photography After taking most of our photo classes many ask, "Now how do I make a living as a photographer?" The purpose of this course is to teach you how to get paid fairly for the photography you love doing. You will learn that charging for photography is much different than most businesses because it is based on usage and not time and materials.</p>	<p>( )</p>	<p>VDEO Introduction to Video An introductory course in videography emphasizing the terminology, aesthetics, and methods of video production. PHTO recommended. Lab required.</p>
<p>PHTO Advanced Digital Imaging In this course the student will build a deeper understanding of how to use software to create compelling visual work. Emphasis is on learning how to finely control the variables available within Adobe Photoshop and other related software. The student will learn how to use alpha channels, master complex masking, and understand critical color theory as they create a body of work that further defines a unique personal vision. Repeatable to credits. Lab required. Prerequisites: ART , DGME , PHTO .</p>	<p>\$ ( )</p>	<p>VDEO Digital Video Editing An introductory class covering the fundamental techniques and concepts of nonlinear editing. Students explore the process of video editing from conceptualization to final output. Emphasis on sequencing and continuity, use of visual effects, color correction, audio editing, media management, narration and industry terminology. Lab required. Prerequisites: DGME , VDEO .</p>
<p>PHTO Advanced Studio An individual approach to an advanced level of studio photography. Students choose a concentration in the following</p>	<p>\$ ( )</p>	<p>VDEO Video Compositing An introductory course covering the essential components in video compositing. Students learn how to create innovative</p>

