

## FINE ARTS/DIGITAL ART

### Mission Statement

*The mission of the Department of Art complements that of the University by striving "to empower each individual we serve" by: 1) developing innovative curricula that references the most current theoretical information; 2) pursuing research and creative activity goals which draw upon, and enlarge, today's critical discourse; and 3) establishing ties to the larger community and professional organizations through service-related activities.*

### Student Learning Outcomes

The student graduating with a Bachelor of Fine Arts degree should be able to:

#### Content

- Ascribe meaning to the visual elements, in all their guises and combinations
- Describe the inherent properties of the principal artistic media
- Recognize historic styles, their sequence, and the cultural forces that shaped them
- Identify career opportunities within the art world

#### Critical Thinking

- Critically analyze works of art or written materials within the contemporary discourse of the sub-disciplines: studio art, art history, criticism, arts management, or graphic design
- Develop a personal conceptual framework for evaluating the relevance of a work, whether visual or verbal, to its larger cultural, social, or historic context
- Conduct research by selecting and managing both traditional and non-traditional resources to inform decisions

#### Communication

- Convey a complex idea effectively through purely visual means
- Verbally communicate a complex idea in spoken or written form
- Employ (or intentionally reject) professional communication conventions, when it is appropriate to do so

#### Integrity/Values

- Treat shared tools, work areas, exhibit spaces, and other resources with respect
- Evaluate the work and opinions of fellow students with honesty and respect

- Exercise academic integrity in all forms

### **Project Management**

- Produce a cohesive body of work built upon sound professional practices in the field of choice: studio art, art history, criticism, arts management, or graphic design
- Develop and execute projects that take into account resources and timetables
- Collaborate with peers or professionals, whenever required for the successful completion of a project

### **Assessment of Student Learning Outcomes**

BFA reviews are critiques of the student's work and progress that are conducted throughout the junior and senior year. Majors must participate in at least two group critiques and two individual critiques each semester. During the two final semesters of study, the BFA student also enrolls in a Personal Directions (PD) course, one appropriate to the area of concentration. These two PD courses form the capstone experience, which is dedicated to the preparation of the BFA Exit Show. The faculty member responsible for teaching the capstone experience courses completes the Capstone Assessment Form following the opening of the student's BFA Exit Show. Upon graduation, the student fills out the Graduating Senior Survey. The data collected from the faculty and graduating seniors are compared for areas of consistency that might have implications for program modification.

### **Jobs Prospects for Bachelor of Arts**

Professional Artist  
Web designer  
Graphic designer  
Photographer

Art Educator  
Ceramicist  
Fine Art Graphic Artist  
Graduate Teaching Assistant

***Find Out More about Bachelor of Fine Arts/Digital Art:***

**<http://uwf.edu/art/>**