

STUDIO ART – GRAPHIC DESIGN SPECIALIZATION

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 Studio Art – Graphic Design Specialization 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

All Art students complete a capstone experience at the end of their undergraduate education to help them integrate what they have learned. The capstone instructor will provide a comprehensive overview of individual achievement of the student learning outcomes demonstrated in this important course. Graduating art majors also complete a survey to help provide the department with feedback about how effective and helpful their program has been to assist the department to fine-tune its programs and courses.

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 Graphic Design at:
<http://uwf.edu/art/>