

VISUAL COMMUNICATION DESIGN, BACHELOR OF FINE ARTS (BFA)

The Department of Engineering & Design and the Department of Art offer an intercollegiate Visual Communication Design program founded on four major concerns: developing the highest levels of individual creative performance and professional education; providing courses for all students which develop ability in both technical visual communications as well as important core skills in the area of fine art; giving students a greater cultural and historical understanding and aesthetic appreciation of the function of design in the arts and in the world around them; and functioning as dual centers of emphasis and resource for the visual arts, visual communication and technology in the cultural activities of both the university community and the community at large.

Both departments are committed to working together to give students access to current technologies in the area of visual communication design, as well as experience in developing the necessary visual skills provided by studio art areas such as drawing, painting and sculpture.

The program ends with a three quarter senior year intensive studio experience for the preparation of portfolios for job placement or graduate school application. This includes midterm faculty review of student work, quarterly outside professional review and a final exhibition as the completion of the student portfolio of work.

Prior to declaring the BFA major, students must apply to the program by submitting a portfolio and academic transcripts. Application is recommended at the end of the sophomore year to help ensure that appropriate junior year courses are selected. Students need not be in the BFA to take DESN or ART classes, with the exception of the senior year three quarter class DESN 471/ART 471. This course requires previous acceptance into the BFA degree program.

Notes:

- there is no foreign language requirement for BFA students;
- Including university requirements, the above program requires a minimum of 180 credits or an average of 15 credits per quarter for a 12 quarter, four-year program. The 180 credits are based upon the following assumptions: Students will have satisfied university competencies (ENGL 101 and CPLA 100). If this is not true, then the student will have to complete up to six more credits of classes (See university competencies.);
- ART 213 fulfills EWU's Fine Arts core requirement;
- TECH 393 fulfills EWU's International Studies requirement;
- DESN 490 fulfills EWU's senior capstone requirement.

Required Courses

ART 107	BASIC DESIGN	5
ART 207	COLOR DESIGN	5
ART 213	ART IN THE HUMANITIES	5
ART 300	DRAWING	5
ART 303	DIGITAL ART I	5
ART 307	3D DESIGN	5
ART 360	PRINTMAKING	5
ART 401	LIFE DRAWING	5

ART 431	HISTORY OF CONTEMPORARY ART	5
DESN 100	DRAWING FOR COMMUNICATION	5
DESN 216	DIGITAL FOUNDATIONS	4
DESN 243	TYPOGRAPHY	4
DESN 259	HISTORY OF DESIGN	4
DESN 263	VISUAL COMMUNICATION DESIGN 1	5
DESN 363	VISUAL COMMUNICATION DESIGN 2	5
DESN 366	PRODUCTION DESIGN	4
DESN 368	WEB DESIGN 1	4
DESN 378	WEB DESIGN 2	4
DESN 463	VISUAL COMMUNICATION DESIGN 3	5
DESN 471	SENIOR EXHIBITION (must be taken three times)	3
or ART 471	SENIOR EXHIBITION	
DESN 490	SENIOR CAPSTONE	4
DESN 495	INTERNSHIP	4
TECH 393	TECHNOLOGY WORLD CIVILIZATION	4
Electives		9
Design Elective		
Studio Art Elective		
Total Credits		113

For information on General Education, see Undergraduate Degree (<http://catalog.ewu.edu/archives/2015-2016/undergraduate-degree>) .

Student Learning Outcomes—students will

- have the ability to solve visual communication problems, including the skills of identification, research and information gathering, analysis and generation of alternative solutions;
- have the ability to draw on thoughts and ideas in relation to an art historical timeline, apply contemporary concepts in design to their own work and articulate and discuss art within our own culture and the art of other cultures;
- have basic skills to create a response to visual communication problems, including an understanding of the principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics and the construction of meaningful images;
- have an understanding of multimedia tools and technology, including their roles in the creation, reproduction and distribution of visual messages;
- be able to describe and respond to audiences and contexts that communication solutions must address, including recognition of the physical, cognitive and social human factors that shape design decisions;
- have an understanding of basic business practices, including the ability to organize design projects and to work productively as members of a team;
- create a cohesive body of work on a level appropriate to entry into both graduate schools and design professions and have the ability to defend their portfolio work both orally and in writing.