

# Department of Art, Music, and Theatre

*Professors:* Michelle Graveline, Rev. Donat Lamothe, A.A. (emeritus); *Associate Professors:* Carrie Nixon, Toby Norris (Chair); *Assistant Professors:* Scott Glushien; *Visiting Assistant Professors:* Peter Clemente, Lynn Simmons; *Instructors, Lecturers:* Jonathan Bezdegian, Elissa Chase, Bruce Hopkins, Susan Hong-Sammons, Jon Krasner, Gary Orlinsky, Michele Italiano Perla, Joseph Ray, Peter Sulski, Margaret Tartaglia, Tyler Vance.

## MISSION STATEMENT

The department aims to give students an understanding of the importance of rigorous practical and intellectual formation in stimulating creative thought and achieving creative expression. We also strive to help students appreciate Art, Music and Theatre as significant dimensions of the human experience. Studying the history of the arts brings home the central role that they have played in the development of human thought, both within and outside the Judeo-Christian tradition. Practicing the arts encourages students to incorporate creative expression into their wider intellectual and personal development. In forming the human being more completely, the department fulfills a fundamental goal of Catholic education.

## MAJORS IN THE DEPARTMENT

### MAJOR IN GRAPHIC DESIGN (14)

The major in Graphic Design is a fourteen course major with twelve required courses and two electives. The main goal of the major is to educate students to effectively communicate visually by combining form, content, and information, and to prepare students for entry into the professional field as a graphic designer, and/or continue their education in graduate school. Students in the major will develop a strong base in typography, web design, photography, drawing, illustration, and marketing. Students will also broaden their ability to think critically and creatively, and will have a thorough knowledge of the latest design software and technology. With these skills the graphic design major will be able to effectively research, conceptualize and communicate varied solutions to any design problems they will encounter.

ART 101	Drawing I
ARD 115	Graphic Design I: Form and Content
ARD 215	Graphic Design II: Meaning and Messaging
ARD 315	Graphic Design III: Advanced Strategies
ARD 175	Introduction to Digital Photography
ARD 216	Illustration
ARD 217	Typography
ARH 227	Meaning of Modern Art <i>or</i> ARH 229 Art Since 1945
ARD 300	Internship in Graphic Design
ARD 317	Motion Graphic Design
ARD 318	Graphic Design for the Web
ARD 401	Senior Seminar in Graphic Design

2 Electives from:

ART 106	Sculpture I
ART 111	Painting I
ART 201	Drawing II
ARD 275	Digital Photography II
CSC 170	Desk Top Publishing
ENG 219	Introduction to Media Analysis
MKT 101	Principles of Marketing
MKT 310	Advertising

## RECOMMENDED FOUR-YEAR PLAN FOR THE MAJOR IN GRAPHIC DESIGN

### First Year

ART 101	Drawing I
ARD 115	Graphic Design I
ARD 175	Introduction to Digital Photography

### Sophomore Year

ARD 215	Graphic Design II
ARD 217	Typography (Fall)
ARD 216	Illustration (Spring)
ARH 227	Meaning of Modern Art <i>or</i> ARH 229 Art Since 1945 (typically offered in the Spring semester)

### Junior Year

ARD 315	Graphic Design III
ARD 317	Motion Graphic Design <i>or</i> ARD 318 Graphic Design for the Web (Fall)
ARD 300	Internship in Graphic Design (Spring)
Elective	

### Senior Year

ARD 317	Motion Graphic Design <i>or</i> ARD 318 Graphic Design for the Web (Fall)
ARD 401	Senior Seminar (Spring)
Elective	

### ADVISING TIPS FOR THE GRAPHIC DESIGN MAJOR

- The sequence of classes outlined above is flexible. Students can successfully complete the major starting as late as Spring semester of their sophomore year. Please consult with a member of the Graphic Design faculty to establish a program of study.
- ARD 115 meets the Fine Art requirement in the Culture and Expression segment of the Core Curriculum

## Course Descriptions

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### GRAPHIC DESIGN (ARD)

#### ARD 115 GRAPHIC DESIGN I: FORM and CONTENT

This course will offer an introduction to graphic design and visual communication. Students will be introduced to the elements and principles of design as well as critical analysis and visual problem solving skills. The interrelationship between visual and verbal communication will be explored along with the study of typography. The computer application Adobe Illustrator will be used as a tool for design in this course. A working knowledge of basic Macintosh computer skills will be helpful but not necessary. Studio Fee: \$115.00. For classes prior to 2020, this course satisfies the Core requirement in Art, Music and Theatre. For the class of 2020 and subsequent classes, this course fulfills the Core requirement for a fine art in Culture and Expression. Staff/Three credits

#### ARD 175 INTRODUCTION TO DIGITAL PHOTOGRAPHY

This project-based studio course serves as an introduction to digital photography as it applies to the fine arts. Students will explore technical and aesthetic foundations of photography through the latest digital technology. Digital cameras, scanning, and image manipulation software will be covered as well as an examination of the history of photography and its role as a form of artistic expression. We will also read and discuss critical issues in photography and the history of photography. Students will be responsible for purchasing specialized paper and a Studio Fee of \$175.00 This course does NOT satisfy the Core requirement in Art, Music and Theatre, or in Culture and Expression. Glushien/Three credits

#### ARD 215 GRAPHIC DESIGN II: MEANING and MESSAGING

This class offers a continuation of Graphic Design I. Students will further explore the use of typographic symbols as a crucial element to design. Design history and critical issues in design will be explored. Students will work on a series of projects that emphasize visual expression, composition, and problem solving. The computer application Adobe Illustrator will be used. Adobe

InDesign will be introduced. Studio Fee: \$100. Prerequisite: ARD 115.  
Glushien, Simmons/*Three credits*

### **ARD 216 ILLUSTRATION**

This class is an overview of basic illustration techniques geared to the needs of the graphic designer. Assigned projects will cover the use of pen and ink, acrylic paint and the digital media programs Adobe Photoshop and Illustrator. The class will focus on pictorial communication and exposure to various genres of illustration. Strong design from conceptualization through execution is stressed. Studio Fee \$50.00. Prerequisite: ART 101 or ARD 115.  
Staff/*Three credits*

### **ARD 217 TYPOGRAPHY**

This course covers principles of typeface selection and the use of typographical grids as well as families of type and historical usage. Typographical assignments are presented through themed projects. A variety of basic layouts and formats is introduced. Exercises are geared to develop sensitivity to the integration of typography with a variety of visual imagery. There is an emphasis on concept development and on the cultural associations of various typefaces. Students will be encouraged to integrate ideas and interests from other areas of study in their exploration of the expressive possibilities of type. Prerequisite: ARD 115  
Glushien, Simmons/*Three credits*

### **ARD 275 DIGITAL PHOTOGRAPHY II**

This course is a continuation of the study of digital photography as it applies to the fine arts. Students will gain a solid working knowledge of the process and context of photography in the fine art world. This is a studio course in which we will expand our expertise with Adobe Photoshop, advanced camera functions and sophisticated printing techniques. However, the main focus will be on the content and meaning of our photographs. Classes will consist of demonstrations, discussion of readings, printing, lectures, and weekly critiques. We will be creating an increasingly complex visual language through emotional and physical concentration and open-minded observation. Our photographs will not simply focus on appearances—they will become expressions and metaphors of life itself. Students will be responsible for purchasing specialized paper and a Studio Fee of \$175.00. Prerequisite: ARD 175  
Glushien/*Three credits*

### **ARD 299, 399, 499 INDEPENDENT STUDY IN GRAPHIC DESIGN**

Each of these numbers designates a specific level of specialized study on a relevant topic that has been designed by the student in conjunction with a faculty member. Permission of Chair required.  
Staff/*Three credits*

### **ARD 300 INTERNSHIP IN GRAPHIC DESIGN**

This course enables students to apply their academic knowledge and analytical skills in professional settings while earning academic credit. Students complete an internship (minimum 120 hours, paid or unpaid) and attend weekly seminar/classroom sessions to discuss and share observations about their internships. All students document their daily internship activity using a Blackboard log, and complete an online portfolio and resumé using LinkedIn and Behance. The semester culminates with an online portfolio/journal that documents workplace activity and reflects on the process of applying the design skills learned in the classroom. (Spring)  
Italiano Perla/*Three credits*

### **ARD 315 GRAPHIC DESIGN III: ADVANCED STRATEGIES**

Each student will develop a visual vocabulary through assigned readings, class discussion, projects, and through experimentation. This will set the groundwork that reinforces one's critical, analytical, and perceptual skills. This course will present students with a variety of complex design problems. Students will apply their growing knowledge of the interaction between typography and other visual forms to these specific problems. Research and methodology are vital components of this course and of design in general, and their importance will be stressed. Students will undertake a variety of design projects, as well as a class presentation on a designer of historical importance. Studio Fee \$100.00. Prerequisite: ARD 215.  
Glushien, Simmons /*Three credits*

### **ARD 317 MOTION GRAPHIC DESIGN**

Visual design and technical strategies will be developed to effectively work with moving type and images in a timeline, from storyboards through production to distribution. The history of moving images and motion graphic design will be introduced to

support contemporary theories and practices. Working with time-based, sequential processes will increase visual communication strategies and conceptual abilities, while developing skills needed to convey information as successfully as possible. Being able to create animated graphics, kinetic typography, and video projects, as well as work with sound, will help students to better prepare for an ever-expanding graphic design field. Adobe Photoshop, Adobe After Effects, and Final Cut Pro will be used. Prerequisite: ARD 215 or permission of instructor.

*Simmons/Three credits*

#### **ARD 318 GRAPHIC DESIGN FOR THE WEB**

This course introduces students to graphic design for website creation. Students will learn to think critically about web design and apply basic conceptual design principles to website development. The focus of the course will be applying design elements such as color, typography, layout, the grid and hierarchal design to the technological aspect of web design. While the aesthetics of web design will be of primary importance, the technological process will also be studied. Students will learn the latest web languages such as HTML 5, CSS, and JavaScript, develop concepts for web sites, and follow a design process in realizing them. Research and methodology are vital components of this course. Each student will develop two website design projects, as well as a number of smaller design projects. One of these projects will cover embedding animation, movies, and sound into a web site. At the end of this course students will have a working knowledge of web design, and will be able to build and host a site of their own. Prerequisites: ARD 115 and ARD 215 or 217.

*Italiano Perla/Three credits*

#### **ARD 352 SPECIAL TOPICS IN GRAPHIC DESIGN**

Special topics in graphic design are offered occasionally. These courses respond to special interests evinced by students, outgrowths of topics addressed in an intermediate course, or interests of the faculty.

*Staff/Three credits*

#### **ARD 401 SENIOR SEMINAR IN GRAPHIC DESIGN**

The seminar, offered in the Spring semester, is devoted to an advanced project in Graphic Design as a culmination of a program of study for the major in Graphic Design. This project is completed by an exhibition of student work. Students are responsible for materials related to their senior project and a Studio Fee of \$75.00

*Glushien/Three credits*