DIGITAL MEDIA & PHOTOGRAPHY

Harrigan Hall 227
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www.610g.blogspot.com

A.t & . . . .t . . &. .t. . . . .t
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. . .t
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A.	**. .t**
BFA in Visual Art	
Fine Art	75–78
Illustration	75–78
Pre-Art Therapy	75–78
BFA in Visual Communication	
Art Direction & Advertising	75–78
Graphic Design	75–78
Web Design	75–78
BFA in Photography	
Commercial Photography	75–78
Documentary Video	75–78
Fine Art Photography	75–78
Minor in Graphic Design	22
Minor in Visual Art	22
Minor in Digital Media	21
Minor in Photography	20
Minor in Web Design	24

M
We, the Andrews University Departments of Art & Design and Digital Media & Photography, mentor students to be Christ-centered, socially responsible creative individuals by developing their artistic gifts in a nurturing spiritual environment.

D. a. G.a
It is the goal of the Departments of Art & Design and Digital Media & Photography to help each student achieve the traditional and digital skills necessary 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.

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

. .t. . . . & . . . The department of 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 36 credit emphasis track.

. . .t. . . The Departments of Art & Design and Digital Media & Photography regard 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.

U. . .a. a. P. .a

Ba. . F. A. (BFA)
The three closely related departments of Art & Design, Communication, and Digital Media & Photography offer students an exciting opportunity to earn a collaborative Bachelor of Fine Arts degree (BFA). The BFA degree encompasses three areas Photography, Visual Communication and Visual Art.

Each of the BFA degree emphases has a 4–part curriculum:
   (1) Art History
   (2) Studio Core
   (3) Foundation Courses, and
   (4) Portfolio Track.
   Additional cognates along with the General Education requirements complete the specifications for graduation for the BFA degrees.
   Upon completion of the Studio Core and Foundation Courses the student must arrange for a BFA review. The BFA review should happen no later than the end of the sophomore year. The BFA review is a critique of the student's portfolio by the combined faculty of the Department of Art & Design. All work created in the Studio Core and Foundation program should be available for review. Once accepted into the BFA program students must maintain a 2.75 GPA in all BFA coursework. No courses with a final grade below a C will be accepted toward the completion of the BFA. The completion of the BFA includes a senior exhibition and portfolio of the student's work.

Ba. . F. A. (BFA) (75 78)
A. . . .
ARTH325	Prehistoric to Medieval Art	3
ARTH326	Renaissance to Modern Art	3
ARTH440	Art Since 1945	3
C. . e add. . .a.ça f. . .:		
PHTO210	History of Photography	3
ARTH245	History of Graphic Design	3
.t.		
ART104	Intro to Drawing	3
ART207	Basic Design	3

DGME130	Intro to Digital Graphics	3
PHTO115	Intro to Photo	3
or PHTO116	Intro to Digital Photo	4
ART209	3-D Design	3
DGME150	Intro to Web Design	3

ART105	Intro to Painting	3
ART106	Intro to Printmaking	3
ART107	Intro to Ceramics	3
ART214	Intro to Graphic Design	3
DGME175	Digital Imaging	4
DGME225	Vector Graphics	4
DGME250	Web Design I	3
JOUR140	Intro to Mass Communication	3
MKTG310	Principles of Marketing	3
VDEO130	Intro to Video	3

Fine Art, Graphic Design, Art Direction/Advertising, Pre-Art Therapy, Multimedia Arts, Photography, Video Production, and Web Design.

E a A a

The Visual Art Emphasis is recommended for students who wish to become professional artists, illustrators, craftsmen, or art teachers on a college level. It is the first step toward acceptance into an MFA program, which is the necessary degree for pursuing a teaching position at the college level. It is also the first step toward acceptance in an MA program in Art Therapy. After an exploratory period students will be encouraged to concentrate the majority of their credits in a single area: painting, ceramics, or printmaking. At least 18 credits in one area are recommended in order to achieve a professional portfolio of work and senior exhibition.

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.

24 credits chosen from ART304 Drawing, ART305 Painting, ART306 Printmaking, ART307 Ceramics, ART308 Sculpture, ART380 Topics in Art, (all 300 level ART courses are repeatable); ART485 BFA Thesis Project (3), ART497 BFA Exhibition (3). With 6 additional elective credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, VDEO, MDIA, JOUR, or MRKT courses.

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.

ART304 Drawing (3), ART305 Painting (12), ART306 Printmaking (3), ART 310 Typography (3), ART485

BFA Thesis Project (3), ART497 BFA Exhibition (1) and ART496 Portfolio Development (2). With 9 additional elective credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, VDEO, MDIA, JOUR, or MRKT courses.

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 15 credits of Psychology course work. We recommend PSYC101, 301, 410, 454 and 460. 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.

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 programs 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 and the application of design principles, making them cultural catalysts and sought-after design professionals.

The Art Direction/Advertising track prepares students for work in the advertising professions. It combines both tools for visual dialogue and tools for written communication. The Art Direction/Advertising student will become prepared to understand visual dialogue and to communicate effectively and creatively

ART310 Typography (3), ART433 Advertising & Package (3), JOUR140 Introduction to Mass Communication (3), JOUR230 Beginning Media Writing (3), MKTG368 Advertising

poster design, identity design, packaging, exhibit design, magazine design, interface design, and advertising design. The Graphic Design track provides a comprehensive education within this ever-expanding discipline and strives to prepare accomplished, resourceful graphic designers with critical minds to evaluate their own work, its place in the professional and in the larger community it is meant to serve.

ART310 Typography (3), ART430 Corporate Identity (3), ART431 Editorial Design (3), ART432 Brand Design (3), ART433 Advertising and Package Design (3), PHOTO300 Media Ethics (3), ART485 BFA Thesis Project (3), ART497 BFA Exhibition (1), ART496 Portfolio Development (2), ART487 Internship (1). With an additional 11 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MRKT courses.

(Resides in the College of Technology)
Interested in creating visually stunning and interactive layouts for Web and other Interactive applications? The successful Web Design student will be able to discuss underlying technology—its possibilities and limitations as well as related issues—with clients and team members; layout accessible web pages and sites using (X)HTML and other web development languages; develop dynamic effects and animations; Translate client needs, content, and branding into structured website concepts and project visitor needs into structured website concepts.

The student will develop strong design skills to gain an excellent grasp of visual, interaction and usability design principles through typography, graphics, color, layout, and other factors in a web-specific way. Projects will range from in-class projects to month-long projects for non-profit and for-profit organizations.

DGME335 Flash (4), DGME350 Web Design II (4), PHOT365 Advanced Digital Imaging (4), ART310 Typography (3), one 400-level design class (3), CPTR151 Computer Science I (4), ART485 BFA Thesis Project (3), PHOTO300 Media Ethics (3), ART497 BFA Exhibition (1), ART496 Portfolio Development (2), ART487 Internship (1). With an additional 4 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MRKT courses. Suggested electives include: JOUR465 Topics: Scriptwriting, BSAD355 Management & Organization, CPTR310 Database Application Programming.

(Resides in the College of Technology)
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 Video and Fine Art Photography. The degree encompasses elements of digital, commercial, and fine arts imaging, focusing on individual creativity and photo-journalism. The photography student will study the methods used to create effective and aesthetically pleasing imagery.

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

PHTO200 Advanced Photography I (4), PHTO220 Color Photography I (4), PHTO285 Studio (4), PHOTO300 Media Ethics (3), PHTO385 Advanced Studio (4), MDIA495 Portfolio Development (2), ART485 BFA Thesis Project (3), ART497 BFA Exhibition (1). With an additional 11 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MRKT courses.

Students learn to design and integrate digital video and 3-D animation to produce creative advertising, documentary, promotional products, and TV graphics.

JOUR230 Media Writing (3), VDEO210 Digital Video Editing (3), VDEO320 Video Compositing (3), VDEO340 Video Shooting (3), VDEO465 Video Documentary (3), PHOTO300 Media Ethics (3), MDIA390 Internship (1) PHOTO200 Advanced Photography I (4), ART485 BFA Thesis Project (3), ART497 BFA Exhibition (1), ART496 Portfolio Development (2). With an additional 7 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MRKT courses.

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.

PHTO200 Advanced Photography I (4), PHTO220 Color Photography I (4), PHTO285 Studio (4), PHOTO300 Media Ethics (3), PHTO385 Advanced Studio (4), MDIA495 Portfolio Development (2), ART485 BFA Thesis Project (3), ART497 BFA Exhibition (1). With an additional 11 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, MDIA, VDEO or MRKT courses.

M   D a M   a   (21)
Recommended for students interested in communication, technology and the design areas.

DGME130 Intro to Digital Media (3), ART207 Basic Design (3), PHOTO115 Intro to Photography (4), DGME175 Digital Imaging (4), DGME225 Illustrator (4), DGME250 Web Design I (3)

M   G a   D   (22)
Recommended for students interested in communication, marketing, architecture, photography and technology.

ART104 Intro to Drawing (3), ART207 Basic Design (3), ART214 Intro to Graphic Design (3), ART310 Typography (3), one 400-level design class (3), ARTH245 History of Design (3), DGME175 Digital Imaging (4)

M   P   a   (20)
Recommended for students interested in technology, communication, architecture, the humanities and the design areas.

DGME175 Digital Imaging (4), PHTO115 or 116 Intro to Photography (4), PHTO200 Advanced Photography I (4), PHTO220 Color Photography I (4), PHOTO285 Studio (4).

M V a A (22)

Recommended for students interested in technology, the humanities, and the design areas.

ART104 Intro to Drawing (3), ART105 Intro to Painting (3), ART107 Intro to Ceramics (3), ART207 Basic Design (3), ART106 Intro to Printmaking (3), PHTO115 Intro to Photography (4), ARTH220 Language of Art (3)

M W b D (24)

Recommended for students interested in communication, technology and the design areas.

DGME130 Intro to Digital (3), DGME150 Intro to Web (3), DGME250 Web Design I (4), DGME335 Flash (4), DGME175 Digital Imaging (4), ART207 Basic Design (3), ART214 Intro to Graphic Design (3)

C (C)

See inside front cover for symbol code.

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A $( )
La g age f A
Presents the elements of visual language and studies them in relationship to images of famous paintings, sculptures, and contemporary advertisements. Does not duplicate an art history course.

A $( )
H f G a c De g
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.

A $( )
P e c Med e a A
Examines the ancient images of non-Western and Western cultures as they are manifested in famous works of art and architecture.

A $( )
Re a a ce M de A
A survey of selected Western and non-Western artists, techniques, and cultural eras from 1300 to 1945.

A $( )
A f e Re a a ce
A chronology and analysis of Italian masters from Giotto to Raphael, and northern masters from VanEyck to Rembrandt. A study of the importance of social and cultural influences impacting these artists and the contributions made through their art.

A $( )
N e ee Ce a d I e
A chronological study of the major artists influencing culture, primarily in France, from David to Cezanne in the movements of Neo-classicism, romanticism, realism, impressionism, and post-impressionism.

A $( )
A S ce
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.

A $( )
A S d T
A pursuit of general cultural and artistic interests to be found abroad.

V a A

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.

A $( )
I d c D a g
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.

A ( )
I d c Pa g
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.

A $( )
I d c P a g
Explores printmaking methods such as monoprint, wood cut, linoleum cut, etching and engraving, lithography, and screen printing. emphasis on technical-skills development and personal i5-6. ObJ0/T1_0 1 Tf00 -2G0(-)-1mmmmmmmmmmmmmmmmmmmmmmmmmmmmaTJ0/

technical excellence. Discussion involves expanding personal vision and exploring new techniques to achieve goals. Repeatable to 8 credits. Prerequisite: PHTO285. *Spring*

D c e a P g a (,)

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 then 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.