

Program Title: Bachelor of Fine Arts Degree – Graphic Design

Number of Credits Required: 123

Effective Date of Change: August 2021

For the past several years, the Department of Art and Design has been engaged in revising our curriculum to prepare for reaccreditation by the National Association of Schools of Art and Design (NASAD).

Proposed Revisions to Program

The degree program's primary purpose is to offer students the opportunity to study graphic design. The degree consists of 80 semester hours of study in design, graphic design, history, theory, and practice. Through discussions and critiques, students advance through to their final body of work, displayed in their professional package and a culmination thesis exhibition. The curriculum is structured to facilitate focus on graphic design related to visual communication and print technology. It also allows a breath of study into related media forms through elective choices and experiential learning.

Impact of Changes on Existing Program

We began to revise our degrees during the Tyler Hall renovation, see this as an ideal opportunity to embrace change as part of the natural evolution process of renewal brought on by changes to our facilities. Revisions to this degree are just a small portion of the curricular changes we have already made or are in the process of making as a direct result of preparing for reaccreditation with the National Association of Schools of Art and Design (NASAD), which takes place in Fall of 2021.

Revisions are intended to bring transparency and clarity to the existing degree and provide distinction from a new B.F.A. degree in Interactive Design (completed in 2020) and a new Illustration degree track in our B.F.A Studio Art (completed in 2018). What is being proposed in this request has been occurring in our current degree but through advisor suggestions for elective study. In breaking out the Interaction Design and Illustration components from the existing degree, we have the degree division needed for greater transparency and clarity for students and prospective students. Revisions to the current degree were planned from the start and allow the degree to connect to graphic design areas that fit into visual communication and print technology. These changes also enable degree progress to be more easily tracked in online systems, allowing faculty to track data to determine where the need is regarding course schedules.

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Students seeking admission to a BFA degree are accepted separately through an application process directed by the department. Students can pick up a BFA application at the Art Department Offices in Tyler or Lanigan Hall on campus or online at the Art Department's homepage. Successful applicants need to demonstrate that they possess an aptitude for hard work as evidenced by a well-crafted portfolio, exemplary academic performance (preferably 3.0 GPA or higher), and writing skills as demonstrated by writing samples and transcripts. NOTE: Students must earn grades of C- or better in all courses credited to the major.

CURRENT DEGREE — BFA GRAPHIC DESIGN (80CR)

- A. Foundation Requirement (16cr)
ART 111 - Freshmen Colloquium or ART 311 Transfer Student Colloquium
ART 105 - Design Concepts I
ART 106 - Design Concepts II: 3D
ART 207 - Digital Media
ART 210 - Drawing I
ART 243 - Introduction to Digital Photography
- B. Core Requirements—Graphic Design (37cr)
ART 209 – Typography
Select one Studio Elective Drawing course from 2D Design, Drawing, Painting, Photography, Ceramics, Sculpture, or Illustration not previously taken.
Select one course from the following three; *Transfer students who do not take ART 210 at SUNY Oswego must take ART 322*
ART 300 - Figure Drawing
ART 310 – Intermediate Drawing
ART 322 – Drawing for Transfer Students
ART 307 Type and Image
Select two courses (300 level study) from the following five; *transfer students who do not take ART 207 at SUNY Oswego must take ART 323:*
ART 308 - Branding & Packaging Design
ART 312 - Introduction to Illustration
ART 313 - Digital Illustration I
ART 317 - Web Design I
ART 323 - Digital Media for Transfer Students
Select one 400 level course in Graphic Design, Digital Media, or Illustration
ART 414: Graphic and Interactive Design Practicum
ART 492: BFA Exhibition
Select three courses from Graphic Design, Digital Media, Illustration, Photography, Printmaking, or Art Synthesis not previously taken.
- C. Core Requirements—Art History/Museum Studies Requirements (15cr)
ART 250 Western Heritage I, Survey of Art I
ART 251 Western Heritage II, Survey of Art II
ART 365 History of Graphic Design
Select two 300 level course from Art History or Museum Studies
- D. Department Electives (12cr)
Select any four courses with the course prefix of ART or ARH not previously taken.

PROPOSED DEGREE — BFA GRAPHIC DESIGN (80CR)

- A. Foundation Requirement (25cr)
ART 111 - Freshmen Colloquium or ART 311 Transfer Student Colloquium
ART 105 - Design Concepts I
ART 106 - Design Concepts II: 3D or
ART 205 Design Concepts II
ART 207 - Digital Media*
ART 209 - Typography
ART 210 - Drawing I
ART 243 - Introduction to Digital Photography
ART 225 - Printmaking
Select one from the following
ART 211 - Drawing to Communicate
ART 300 - Figure Drawing
ART 310 – Intermediate Drawing
ART 312 - Introduction to Illustration
- B. Graphic Design Requirements (28cr)
ART 307 Type and Image
ART 308 Branding & Packaging Design
ART 408 Graphic Design
ART 414: Graphic and Interactive Design Practicum
ART 492: BFA Exhibition
Select three from the following
ART 302 - Foundations of Motion and Interaction
ART 309 - Multimedia I
ART 313 - Digital Illustration I
ART 317 - Web Design I
ART 323 - Digital Media for Transfer Students
ART 324 - Introduction to Book Arts
ART 326 - Screenprinting
ART 343 - Intermediate Digital Photography
ART 426 - Letterpress & Photo Polymer Printing
Note: ART 323 required for transfer students who do not take ART 207 at SUNY Oswego.
Select one from the following
ART 324 - Introduction to Book Arts
ART 326 - Screenprinting
ART 426 - Letterpress & Photo Polymer Printing
Select one from the following
ART 407 - Advance Problems in Graphic Design
ART 413 - Digital Illustration II
ART 425 - Advance Problems in Printmaking
- C. Art History/Museum Studies Requirements (15cr)
ART 250 Western Heritage I, Survey of Art I
ART 251 Western Heritage II, Survey of Art II
ART 365 History of Graphic Design
Select two course from Art History or Museum Studies, one 300 level course
- D. Experiential Learning (3cr)
Choose one of the following
ART 355 Creative State of New York
ART/GST 498 Internship
CMA 495 SCMA Capstone Experience
CMA 497 Course Assistant (New)
Study Abroad Course
- E. Department Electives (9cr)
Any course with a prefix of ART or ARH not previously taken.

* Required for all transfer students who do not take ART 207 at SUNY Oswego