TO: College of Arts and Sciences Curriculum Committee

FROM: Christos Theo, Chair
Department of Art & Design

DATE: 2-22-16

RE: Program Change

We request implementation of the following program change with the next possible Catalog.

From: Page 81 of the Catalog Year 2009-10

Name of Program - COMPREHENSIVE MAJOR: ART, Liberal Arts,
Graphic Design, Illustration, Photography, Painting, Sculpture, Ceramics, Drawing,
Printmaking, Metals


To: Reinstate the Comprehensive Major: Art, Liberal Arts.

Approve two new emphases in place of the former nine emphases in the 60-credit comprehensive major.

Date of Department/Program Approval – 1-29-16 and 2-19-16.

**Studio Art Emphasis (Code 020-0XX)**

**Foundations Courses (12 credits)**
ART 107: Foundations, Drawing and Composition
ART 108: Foundations, Color and Composition
ART 110: Foundations, 3-D Art
ARTH 109: Art of the 20th Century

**Area Courses (12 credits)**
Choose from:
ART 240: Drawing, Contemporary Abstraction
ART 244: Introduction to Painting
ART 249: Introduction to Prints
ART 264: Sculpture I
ART 281: Intro to Photography as an Art Form
ARTH 357: Ceramics I

**Art History Courses (9 credits)**
ARTH 111: Art History Survey I
ARTH 112: Art History Survey II
ARTH 333: Themes in Contemporary Art
Advanced Courses (3 credits)
Choose from:
ART 402: Advanced Studio Practice
ART 405: Advanced 3-D Studio

24 credits of Electives in Studio (ART) or Art History (ARTH) courses; 15 credits must be 300-level or above; 3 credits must be ARTH

Graphic Communications Emphasis (Code 020-0XX)

Foundations Courses (9 credits)
ART 107: Foundations, Drawing and Composition
ART 274: Compositional Principles of Graphic Design
ARTH 109: Art of the 20th Century

Area Courses (12 credits)
ART 275: Principles of Typography
ART 276: Intro to Visual Identity
ART 374: Publication Design
ART 375: Electronic Media I / Web Design

Advanced Courses (6 credits)
ART 477: Advanced Portfolio Development
Choose from:
ART 474: Electronic Media II
ART 476: Advanced Graphic Communications

Art History Courses (9 credits)
ARTH 112: Art History Survey II
ARTH 225: History of Graphic Design
ARTH____: Art History Elective
(ARTH 333: Themes in Contemporary Art, recommended)

15 credits of Electives in Studio (ART) courses; 6 credits must be 300-level or above

Interdisciplinary Electives (9 credits)
Choose three courses from:
CJ 184: Multimedia Communication
CJ 260: Introduction to Integrated Strategic Communication
CS 318: Fundamentals of Web Design
CS 319: Introduction to Web Programming
CS 320: Web Database Design and Implementation
CS 322: Animation Programming
Why: When the department suspended this comprehensive major program and its emphases in 2009, we intended it to be only temporary. The department has been discussing the new form for the program since 2013.

The proposed program will create the following advantages:

Within the Studio Art Emphasis, 200-level courses will function as gateways to multiple 300-level courses. For example, ART 244 serves as the prerequisite for all painting courses, including the digital and water-media varieties. Once a student takes ART 244, they may enroll in any of those 300-level courses.

As a way of providing greater flexibility between each of the emphases and to accommodate those within the Graphic Communications emphasis, students will be allowed to substitute ART 274 for ART 108 (and visa versa), as a way of satisfying one of their studio course prerequisites.

The addition of ARTH 333: Themes in Contemporary Art, to the Art History requirements – Studio Art emphasis, ensures that the program graduates have an advanced understanding of recent developments in the international art world.

Within the Graphic Communications Emphasis, students will be offered a wide range of essential experiences, applicable to any print or digital design-related field. Rather than focusing primarily on printed media or digital design, this redesigned emphasis will allow students greater flexibility to select and/or combine courses to meet specialized areas of interest. Because this emphasis requires studio art and design courses as well as courses from other departments, students will be provided a diverse range of effective interdisciplinary and interdepartmental experiences. As a result, students will be better prepared for today’s professional design-related fields such as UX design, print media, web design, multimedia design, animation, and design education, to name a few.

For both emphases, students will experience cross-media interaction throughout their program rather than a narrow isolated track for each medium/technique. This better reflects the contemporary art and design world. Employers usually seek multi-talented individuals. More UWEC students have broader interests than one medium. This program will offer the ability to create a customized art and design background that can be either focused in a specific area or diversified. It will also align more effectively with the institution’s liberal arts philosophy, which supports multidisciplinary thinking and skills.

The diversity of area and elective requirements found in these emphases, will lead to increased flexibility for students in any studio major program wishing to switch programs. Students who graduate this program in four years may return to campus to complete more credits to enhance and update their studio in art and design education and perhaps even earn the BFA degree. The Blugold Alumni Tuition Discount program will support this possibility.

Two program codes replace the nine of the old program, which will make the work of the department, including advising, assessment, and scheduling more efficient.