

Art, Liberal Arts, Graphic Communications Emphasis, Comprehensive Major (B.A.)

The following is a hypothetical schedule, based on the 2019-2020 catalog. It assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, and no remedial courses that may be required. UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that will enable prepared students to fulfill their requirements in a timely period. This is just a guide. Please consult your advisors, your degree audit, and the catalog to create your personalized degree plan. Note: In order to complete their degrees in four years, students should plan to take at least 15 credits each semester or at least 30 credits each year. 39 of the 120 total credits are required to be upper division credits (courses numbered 300 and higher).

SOMETIME WITHIN THE FIRST YEAR

FIRST SEMESTER			SECOND SEMESTER			
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs	
ART 107	Foundations: Drawing and Composition	3	ART 274	Comp. Principles of Graphic Design	3	
ART 108 or 110	Foundations: Color and Composition -or- Foundations: Three-Dimensional Art	3	ARTH 109	Art of the 20 th Century	3	
LE-K2	Social Science Elective	3	LE-K1	Natural Science Elective	3	
LE-S1	Blugold Writing Seminar	5	LE-K3	Humanities Elective	3	
			LE-S2	University Mathematics Requirement	4	
					TOTAL CREDITS FIRST YEAR	30

SOMETIME WITHIN THE SECOND YEAR

FIRST SEMESTER			SECOND SEMESTER			
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs	
ART 275	Principles of Typography	3	ART 276	Introduction to Visual Identity Design	3	
ART	Studio Art Elective	3	ART	Studio Art Elective	3	
ARTH 225	History of Graphic Design	3	ART	Studio Art Elective	3	
LE-K2	Social Science Elective	3	ARTH 112	Renaissance to 20 th Century Art (K4)	3	
LE-S1	101-level Language Elective	4	LE-S1	102-level Language Elective	4	
					TOTAL CREDITS SECOND YEAR	32

SOMETIME WITHIN THE THIRD YEAR

FIRST SEMESTER			SECOND SEMESTER			
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs	
ART 374	Visual Communication Design	3	ART	Upper Level Studio Art Elective ^b	3	
ART 375	Digital Design I: Website Development	3	ART	Upper Level Studio Art Elective ^b	3	
CJ or CS	Interdisciplinary Elective ^a	3	ARTH	Art History Elective ^c	3	
LE-K1	Natural Science Elective (lab)	4	CJ or CS	Interdisciplinary Elective ^a	3	
LE-I1	Integration Elective	3	LE-R1	Equity, Diversity, Inclusivity Elective (DD)	3	
					TOTAL CREDITS THIRD YEAR	31

SOMETIME WITHIN THE FOURTH YEAR

FIRST SEMESTER			SECOND SEMESTER			
Subj/Area/Course	Title	Crs	Subj/Area/Course	Title	Crs	
ART 474 or 476 ^d	Digital Design II: Multimedia Development -or- Advanced Graphic Communications	3	ART 477 ^d	Professional Practices: Graphic Communication	3	
CJ or CS	Interdisciplinary Elective ^a	3	LE-R2	Global Perspectives Elective	3	
LE-K3	Humanities Elective	3	LE-R3	Civic and Environmental Issues Elective	3	
LE-R1	Equity, Diversity, Inclusivity Elective	3	LE-I1	Integration Elective	3	
ELECTIVE		3				
					TOTAL CREDITS FOURTH YEAR	27
					TOTAL FOUR-YEAR CREDITS	120

RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like [Study Abroad](#), [Intercultural Immersion](#), [Internship](#), and/or [Student/Faculty Collaborative Research](#) into your time at UW-Eau Claire.

Required

Comprehensive Art majors must complete at least one of the following travel experiences:

- 1 | UWEC-approved International Study program
- 2 | At least one of Art + Design's national field trips (e.g. New York City)
- 3 | At least two of Art + Design's regional field trips (e.g. Chicago, Minneapolis)

NOTES

Service-Learning

All candidates for the baccalaureate degree at the University of Wisconsin-Eau Claire must satisfactorily complete 30 hours of approved service-learning activity. This requirement is intended to provide students with an opportunity to serve their community, apply knowledge gained in the classroom, enhance their critical thinking skills, and become informed, active, and responsible citizens. A Service-Learning Guidebook is available on the [Service-Learning](#) website.

Liberal Education Core (LE Core)

The LE Core comprises 17 learning experiences across 11 learning outcomes. Students must complete a minimum of 36 credits in courses approved for the LE Core.

- K1 – Natural Sciences; two experiences (one lab science experience is required in K1 or K2).
- K2 – Social Sciences; two experiences (one lab science experience is required in K1 or K2).
- K3 – Humanities; two experiences.
- K4 – Fine Arts; one experience.
- S1 – Written and Oral Communication; two experiences (one experience must satisfy the University writing requirement).
- S2 – Mathematics; one experience (must satisfy the University math competency requirement).
- S3 – Creativity; one experience (can be fulfilled in a student's major).
- R1 – Equity, Diversity, and Inclusivity; two experiences (one experience must meet the UW System Design for Diversity (DD) requirement).
- R2 – Global Perspectives; one experience.
- R3 – Civic and Environmental Issues; one experience.
- I1 – Integration; two experiences (one experience can be fulfilled in a student's major).
- SL—Service Learning; 30 hours

Additional LE Core Information

- Most LE Core learning experiences are course based, and many courses meet more than one learning outcome (e.g., K3 and R2 or K1 and R3).
- Some learning experiences can also be met outside of a traditional course (e.g., undergraduate research (S3), study abroad (I1)).
- S1 – An English placement score that fulfills the University writing requirement fulfills one S1 experience.
- S1 – A foreign Language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.
- S1, R2 – A foreign language placement score that qualifies the student to enter the 202 level satisfies one experience in S1 and the R2 experience.
- S2 – A math placement score that qualifies the student to enter Math 111, 112, 113 or 114 fulfills the S2 experience.
- S3 – Completion of two credits from any approved music ensemble fulfills the S3 experience.
- I1 – Any semester long study abroad program can fulfill one I1 experience.

Course Suggestions

^a Interdisciplinary Elective – The Graphic Communications area of study requires the integration of courses from the Communication and Journalism and/or the Computer Science departments. Choose three courses from the following list:

CJ 184: Multimedia Communication
 CJ 202: Fundamentals of Speech
 CJ 260: Introduction to Integrated Strategic Communication
 CS 318: Fundamentals of Web Page Design
 CS 319: Introduction to Web Programming
 CS 320: Web Database Design and Implementation
 CS 322: Animation Programming

^b Six credits of electives with the ART prefix must be upper level (courses numbered 300 and higher) to meet University requirements.

^c Recommended Art History elective – ARTH 333: Themes in Contemporary Art

^d ART 476 is only offered in the fall semesters, and ART 477 is only offered in the spring semesters.