

# ART & DESIGN (B.A.)

The Bachelor of Arts (B.A.) degree in Art & Design is designed to meet a variety of student needs through courses in art history, ceramics, drawing, graphic design, painting, photography, printmaking, and sculpture. Through the program's flexibility and rich variety, students are encouraged to develop their skills and broaden their knowledge in courses that can lead to graduate school or a variety of careers in the visual arts and graphic design. The degree is particularly well suited for those students interested in complementing an additional major and/or minor(s). Students interested in the Arts Management option must declare a B.A. in either the Studio or Graphic Design Option.

While the Bachelor of Arts is a strong liberal arts degree that can accommodate a double major and one or more minors, students looking for a more professionally-oriented program or who have interest in graduate school in the visual arts should consider the Bachelor of Fine Arts (<https://catalog.keene.edu/bachelors-degree-programs/art-design-bfa/>) program.

## Art and Design Department Fellowships

The Art and Design Department offers five fellowships for outstanding junior and senior majors. The stipend is for one academic year and requires some service to the Art & Design Department on a weekly basis. The application process is conducted annually during the spring semester.

## Use and Return of Student Artwork

Due to space limitations, student artwork left behind will be disposed of at the end of the semester in which it was completed (unless arrangements have been made between the individual instructor and the student).

## Admissions Criteria

All students can be admitted directly into the Bachelor of Arts program in either the Studio Art or Graphic Design option by indicating their intention upon acceptance to Keene State College. Otherwise, students are asked to declare their major in Art & Design preferably by the first semester of the sophomore year to ensure timely completion of degree requirements.

## Art & Design (BA): Graphic Design Option

Graphic designers transform communication concepts into visual language using images and typography. The Graphic Design option provides students with a foundation in the theory and practice of graphic design. Graduates from the Graphic Design option are prepared for design-related careers such as web design, advertising, illustration, publishing, animation, and more.

## Art & Design (BA): Studio Art Option

The Studio Art option introduces and fosters the individual development of seven major areas of study: art history, ceramics, drawing, painting, photography, printmaking, and sculpture. Throughout introductory, intermediate, and advanced courses, a balance of theoretical and technical knowledge is emphasized. The Studio Art option is designed to enable each student to focus on one of these areas.

## Arts Management Specialization

The Arts Management Specialization provides students with the skills necessary to provide quality leadership in the business aspects of arts organizations. Utilizing an interdisciplinary curricular approach, students gain a broad perspective, discipline-specific knowledge, and practical

hands-on experience in arts management. Students interested in the Arts Management option must declare a B.A. in either the Studio or Graphic Design Option.

## Integrative Studies Requirements

40 credits minimum

## Art & Design (BA): Graphic Design Option

Code	Title	Credits	Completed
<b>Major Requirements (52 credits)</b>			
<i>Foundation Core</i>			
ART-101	Foundation Experience	4	_____
or IAART-100	Foundations of Design		_____
IAART-110	Introduction to Art History	4	_____
ART-125	Drawing I	4	_____
or IAART-120	Drawing I		_____
<i>100-level Courses</i>			
IAART-105	Graphic Design Process	4	_____
or ART-106	Graphic Design Foundation		_____
ART-160	Typographic Form & Function	4	_____
<i>200-level Courses</i>			
ART-253	Digital Imaging	4	_____
ART-260	Graphic Design Thinking	4	_____
ART-264	Web Design	4	_____
<i>Art Studio 200-level</i>			
Select <b>one</b> of the following:		4	_____
ART-208	Ceramics I		_____
ART-224	Photography I		_____
ART-226	Painting I		_____
ART-244	Sculpture I		_____
<i>Art History Course</i>			
Select <b>one</b> of the following:		4	_____
ART-312	Topics in Contemporary Art		_____
IAART-391	Global Perspectives		_____
<i>300-level Courses</i>			
ART-360	Identity Design	4	_____
ART-366	Motion Design I	4	_____
<i>400-level Courses</i>			
Select <b>one</b> of the following Intensive Graphic Design Studio courses:		4	_____
ART-464	Design for Mobile Media		_____
ART-465	Graphic Design Topics		_____
ART-466	Motion Design II		_____

ART-467	Typographic Systems	_____
<b>Total Credits</b>	<b>52</b>	_____

Students in the Graphic Design option are encouraged to take additional 200- and 300-level Studio Art and Graphic Design courses.

## Art & Design (BA): Studio Art Option

Code	Title	Credits	Completed
<b>Major Requirements (52 credits)</b>			
<i>Foundation Core</i>			
ART-101	Foundation Experience	4	_____
or IAART-100	Foundations of Design		_____
IAART-110	Introduction to Art History	4	_____
ART-125	Drawing I	4	_____
or IAART-120	Drawing I		_____
<i>200-level Courses</i>			
ART-208	Ceramics I	4	_____
ART-224	Photography I	4	_____
ART-226	Painting I	4	_____
ART-244	Sculpture I	4	_____
ART-253	Digital Imaging	4	_____
<i>Art History Courses</i>			
Select <b>one</b> of the following:		4	_____
ART-312	Topics in Contemporary Art		_____
IAART-391	Global Perspectives		_____
<i>300-level Courses</i>			
ART-333	Printmaking I	4	_____
Select <b>one</b> of the following:		4	_____
ART-308	Ceramics II		_____
ART-324	Photography II		_____
ART-326	Painting II		_____
ART-335	Drawing II		_____
ART-344	Sculpture II		_____
<i>400-level Courses</i>			
ART-495	Senior Studio/ Exhibit Prac	4	_____
Select <b>one</b> of the following:		4	_____
ART-408	Ceramics III		_____
ART-424	Photography III		_____
ART-426	Painting III		_____
ART-435	Drawing III		_____
ART-444	Sculpture III		_____
ART-490	Advanced Studio Topics		_____
<b>Total Credits</b>	<b>52</b>	_____	

It is recommended that students in the Studio Arts option take additional studio art courses at the 300- and 400-level as well as additional Art History courses.

## Arts Management Specialization

Code	Title	Credits	Completed
<b>Optional Specialization (An additional 28 credits)</b>			
<b>100-level Courses</b>			
ISECON-104	Intro to Macroeconomics <sup>1</sup>	4	_____
MGT-140	Quantitative Decision-Making (a grade of C or higher is required) <sup>1</sup>	4	_____
<b>200-level Courses</b>			
MGT-215	Accounting for Decision Making	4	_____
<b>300-level Courses</b>			
IATAD-370	Arts Mgt: Orgs & Entrprnshp <sup>1</sup>	4	_____
IATAD-374	Arts Mgt: Market Dev & Comm <sup>1</sup>	4	_____
IATAD-375	The Regional Creative Economy <sup>1</sup>	4	_____
ART-497	Graphic Design/ Studio Intern	4	_____
<b>Total Credits</b>	<b>28</b>	_____	

<sup>1</sup> Indicates courses potentially eligible to satisfy Integrative Studies requirements.

## Electives

Select additional credits to reach a total of 120 credits for the degree.

## Degree Requirements

120 credits

40 credits at the upper-level

## Upon completion of the Art and Design, Graphic Design Option, students will demonstrate proficiency with:

- Research and concepts, the ability to problem solve, think critically, and create effective visual concepts.
- Typography, a basic understanding of typography.
- Design Strength, an ability to use the elements, principles and methodologies of graphic design to produce meaningful visual messages.
- Technical Understanding, technical proficiency in the use of professional design software packages.
- Knowledge of Graphic Design, a general understanding of historical contexts of graphic design.
- Presentation, the ability to document her/his graphic design process and products in a portfolio of work.

## **Upon completion of the Art and Design B.A. degree, Studio Art Option, students will demonstrate proficiency with:**

- Professional presentation of artwork, artwork meets professional standards and expectations.
- Skill with materials, the use of chosen media and indicates a breadth of materials experience.
- Skill with concepts, the competence and understanding of color, line, shape, form, etc. and composition.
- Creativity and originality, an unique quality with creative elements, demonstrates risk taking, imagination and innovation.
- Consistency, a cohesive and unified quality regarding technical and advanced conceptual issues.
- Artistic maturity, subject matter explored indicates artistic development appropriate to senior-level coursework.