

# ART & DESIGN (B.F.A.)

The Bachelor of Fine Arts (B.F.A.) degree in Art & Design is designed to provide students with a comprehensive course of study consisting of a minimum of 72 credits in visual arts courses. The B.F.A. degree can lead directly to graduate work for a Master of Fine Arts (M.F.A.) or to professional careers in the Studio Art and Graphic Design fields. To be eligible for the B.F.A. degree, students must first be accepted into the Bachelor of Arts (B.A.) program in Art & Design.

The B.F.A. degree is organized into the following three options:

- Graphic Design
- Studio Art
- Studio/Design

## Graphic Design Option

Graphic Design is the art of visual communication. This major option provides students with a comprehensive understanding of graphic design by facilitating the development of their conceptual, aesthetic, technical and collaborative skills in the context of practical problem-solving experiences. Students in the Graphic Design option create printed and electronic communication that includes: websites, illustration, corporate logos and identity systems; posters; publications; packaging; exhibitions; animation; and mobile media applications. Graphic Design B.F.A. graduates find careers in graphic design studios, advertising agencies, marketing firms, corporations, cultural institutions, publishing, and film, television, and technology industries.

## 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. All accepted candidates mount a B.F.A. solo thesis exhibition as a graduation requirement. Studio Art option majors for the B.F.A. degree are prepared for future careers and graduate study in fine arts, photography, design, art history, art therapy, and education. Graduates of the Keene State College Art and Design Department can be found working within the fields of museum studies, gallery management, non-profits, media services, teaching and exhibiting their artworks as professional artists.

## Studio/Design Option

The B.F.A. Studio/Design option offers a combination of Studio Art and Graphic Design courses. This option is designed for motivated students with interest in developing their abilities in two fields of professional visual artmaking. The Studio/Design option program is designed to meet a variety of student needs through art courses in art history, ceramics, drawing, graphic design, painting, photography, printmaking, and sculpture. This B.F.A. option provides a foundation in the theory and practice of art and design, exploring the creation of images, video, sound, and three-dimensional forms across a broad spectrum of media artifacts. Through the program's breadth and variety, students are encouraged to develop their skills and broaden their knowledge in courses that prepare them for graduate school and/or a range of careers in the studio/visual arts and graphic design.

## Acceptance into the B.A. Program (Required)

To be eligible for the B.F.A. degree, students must first declare their major in the B.A. program in Art & Design. 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.

## The B.F.A. Portfolio Review

Once declared as a major in the B.A. program in Art & Design, students may elect to pursue the more intensive B.F.A. degree. Acceptance into the B.F.A. options in Studio Art, Graphic Design, or Studio/Design is based on assessment by Art & Design faculty of a portfolio consisting of ten to fifteen pieces of college-level artwork by the applicant. All work must be properly identified with the following information: name, medium, size, course title, and date of execution. Submitted portfolios must have a written statement of personal educational goals, an official transcript (KSC and other colleges), and be submitted to the Art & Design Department prior to the posted portfolio deadlines (see below). Following acceptance into all B.F.A. programs, students will consult with their assigned academic advisor and submit a new declaration of major form to the Registrar's Office.

## The Graphic Design Option Requirements

Students may apply to the Graphic Design option after completion of a minimum of 6 courses (24 credits) that must include the Foundation Core (12 credits), ART-160 Typographic Form and Function, and ART-253 Digital Imaging. Students are expected to have maintained a minimum cumulative GPA of 3.0 in these 6 courses. Acceptance to the B.F.A. program is based on an assessment of a portfolio of artwork from these courses (see above).

In the beginning of the fall semester of their sophomore year, all students seeking the Graphic Design option for the B.F.A. degree will submit a portfolio (see above). Students not accepted into the B.F.A. Graphic Design option will remain as B.A. students and are eligible to reapply for the B.F.A. program in the next year's portfolio review.

Individuals whose GPA falls below the 3.0 minimum standard or whose design work is not at the appropriate level for the B.F.A. degree by the beginning of their second senior-year semester (or equivalent) will be returned to the B.A. degree program and will only be allowed to reapply for the B.F.A. when the above requirements are met.

## The Studio Art and Studio/Design Option Requirements

Students may apply to the Studio Art or Studio/Design option after completion of a minimum of 6 courses (24 credits). For the Studio Art option, these must include the Foundation Core (12 credits) and an additional 12 credits, not counting 200-400 level art history courses, in Studio Art.

Studio/Design option applicants must take the Foundation Core (12 credits), ART-160 Typographic Form and Function, ART-253 Digital Imaging and one additional major requirement course as part of the 24-credit minimum. Students are expected to have maintained a minimum cumulative GPA of 3.0 in these 6 courses. Acceptance to the B.F.A. program is based on an assessment of a portfolio of artwork from these courses (see above).

Accepted B.F.A. Studio Art and Studio/Design option students will have the opportunity to have an individual studio space and work one on one with an Art & Design faculty mentor. All accepted candidates will mount a B.F.A. solo thesis exhibition as a graduation requirement. Candidates in the B.F.A. Studio Art and Studio/Design options will meet with the B.F.A. Committee after their completion of their B.F.A. Senior Exhibition. The Committee will conduct an oral review in which candidates will field questions and outline for a mixed audience the related to process/concept/realization of their exhibition material.

All B.F.A. candidates must maintain a minimum cumulative GPA of 3.0 in the major (Art & Design courses). The B.F.A. Committee will also conduct mid-level reviews of accepted students during the fall semester of their senior year. The purpose of the review is to assess the candidate's progress toward the completion of the degree as well as the development of their artwork. Individuals whose GPA falls below the 3.0 minimum standard or whose art and /or design work is not at the appropriate level for the B.F.A. degree by the beginning of their second senior-year semester (or equivalent) will be returned to the B.A. degree program and will only be allowed to reapply for the B.F.A. when the above requirements are met.

### **Transfer Requirements for All B.F.A. Options**

Transfer students are eligible to apply for the B.F.A. degree options provided they meet the admissions standards for the B.A. degree in Art & Design as well as those required for the specific B.F.A. option to which they wish to apply. Acceptance into the B.F.A. includes an independent review by the Art and Design faculty of transfer courses and art/design work completed at another institution.