Art (Graphic Design)

Also see: Art-Art History; Art-Digital Arts; Art-Fine Arts; Art-Art Education

Faculty: Mackie, *Chair;* Rigby, *Academic Advisor;* Allyn, Brooks, Chak, Fichner-Rathus, Hutton, Kabbash, Kaplowitz, Miller, Miranda, Nyman, Riccardi, Taylor, van der Heijden

The Department of Art offers the Bachelor of Fine Arts (BFA) degree with majors in Fine Arts, Graphic Design, and Digital Arts, and the Bachelor of Arts (BA) degree with majors in Art Education and Art History. In addition, students may minor in Art History, Fine Arts, Digital Arts. Graphic Design, or Photography. Courses in art foundation studies and liberal learning are integral parts of the curriculum. The Art Department is committed to providing programs of study which develop a high level of conceptual and technical ability, resources beyond the studio for a broader education in the arts, exposure to and understanding of electronic media and methods of communication, and a balance between a demanding course of professional study and a liberal arts education.

The art facility features traditional studios as well as state-of-the-art computing and electronic media labs. The faculty of the Department of Art consists of scholars, exhibiting artists, and active professionals, and it is augmented by guest lecturers and adjunct professors who are practicing professionals in the New York-Philadelphia corridor. The department enjoys an enviable placement record in terms of graduate study and employment, and graduates of the program have attained positions of leadership in their respective fields. The College of New Jersey is located near the major art and design centers of New York and Philadelphia and students are encouraged and often required to visit museums, galleries, design studios, production houses, and other art facilities in these areas.

Admission Requirements

Acceptance to the studio majors (Fine Arts, Graphic Design, Digital Arts, and Art Education) offered by the Department of Art requires a successful portfolio review as well as admission by the College. After the department has received a copy of the student's application from the Office of Admissions, it will review slide or digital portfolios. January admission candidates and early-decision candidates are reviewed in November. Regular September admission candidates are reviewed from December through March.

The portfolio should consist of:

a) Slides or a CD.

b) A numbered slide list indicating the title, materials and dimensions of the work.

c) A one-page personal essay.

Slides or CD

Include 12 slides or images on a CD of original works demonstrating the applicant's drawing and technical skills, creativity, and aesthetic ability. A substantial part of the portfolio should feature drawings (still life, figure, self-portrait, and assorted sketches). All work must be original. Copies of other artists' work should not be included in the portfolio. In addition, the slides should document work in other media (painting, printmaking, sculpture, photography, mixed-media, digital media, and video). If possible, please also include at least one slide from a sketchbook. Professional presentation of the work is important. Please present documentation that is in-focus, well lit and shows your best work. Send numbered slides in a 8.5" x 11" clear slide sheet, indicating the front of the slide. A large dot should be placed in the lower left corner of the slide indicating which direction is up.

If images are saved on a CD, please follow these guidelines:.
1. Format CD as MAC or cross platform.
2. Save all images as .tiff, .jpeg or .gif files.
3. Save each file with a name, lowercase and with no spaces. Do not begin a name with a number. Example: image_01 (no spaces, use underscore to denote space).
4. Images may also be submitted in powerpoint format.

Slide/CD List

Include a numbered slide list along with your submitted work. Indicate your name, date of completion, materials, and dimensions of the individual pieces.

Personal Essay

Please include a one-page, single-spaced statement that includes a brief description of who you are, and your experience in art and life. Your essay should include your major artistic and academic goals, and your reasons for wanting to specialize in the visual arts.

Enrollment in Department of Art Courses

Except for art courses which have specific non-art major sections and art history courses, all art courses are restricted to art majors and minors. A non-major student who wishes to enroll in major courses must obtain permission from the chair of the department.

Art minors must report to the department chair or academic advisor for advisement and registration for art courses.

Studio Art Major General Requirements

All studio art majors are required to take AAH 105 and/or 106, AAH 215, AAH 216

AAH 217 or AAH 315/Arts of Iran, and AAH 250; AFA 111, 112, 113, 118; and ADA 180.

While the department provides equipment, students are required to purchase materials in most studio courses. Art History and studio courses may require field trips at students' expense.

Students who receive a grade of C– (1.67) or lower in a major required course must repeat the course.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for art programs. Minimum grades are noted in parentheses:

- Retention in the art studio majors (Fine Arts, Graphic Design, Digital Arts, and Art Education) is based on the following performance standards in these "critical content courses": AFA 111 (B), AFA 118 (B), and AFA 113 (B).

- Transfer into the art studio majors from another program within the College is based upon the following performance standards in this "foundation course": AFA 111 (Drawing) (B).

- Graduation requires a GPA of 2.0 in courses for the program and earning a minimum grade of C in all major courses.

Attendance Requirements

Participation is considered essential to the learning process. Therefore, more than two unexcused absences per course may be detrimental to the student's final grade.

The College Art Gallery

The Department of Art offers a program of diversified exhibitions throughout the academic year, including faculty and student work as well as exhibitions featuring the work of emerging and established artists from the United States and around the world. Students are encouraged to participate in the gallery program as gallery assistants.

Art Students' Organizations

The Department of Art sponsors the student organization, the Art Students Association (ASA). Students are invited to join and become active members.

Graphic Design Major (ARTC)—BFA Degree

Chak, *Coordinator*

The BFA program in Graphic Design approaches the profession as an interdisciplinary, cross-media field that is rooted in the fine arts. Students learn to give form and expression to the content of our culture and become creators and interpreters of the environment in which we live. They must be able to perceive and adapt to changing cultural demands and to the changing design field. As the design field continues to expand into new media and new environments, designers are confronted with exciting intellectual and technological challenges. Students must be prepared to meet these new challenges, possess the educational background to develop original ideas and solve a wide range of design problems.

After completing the Graphic Design major, students will be able to demonstrate knowledge and skills in the following areas: creative problem solving, use of technology and relevant traditional graphic design skills, understanding of history and contemporary issues in design, visual and critical research, writing and communication skills, and design practice. During the students' capstone experience, Senior Research and Seminar, students will focus on advancing their personal vision through design research, writing, and innovative design projects. They will develop an original body of work that will culminate in a portfolio and portfolio review, a presentation of students' portfolios to the public and the graphic design community.

Course Requirements

Major Core
AFA   111/Drawing I
AFA   112/Conceptual Art Studio
AFA   113/Color Theory/2D Design
AFA   118/3D Design
ADA   180/Digital Arts: Imaging I

Major Options/Concentrations: (one course unit each unless otherwise indicated)
AGD   160/GD1: Introduction to Graphic Design
AGD   261/GD3: Typography I
AGD   264/GD4: Words and Image
AGD   276/GD2: Computers for Designers

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AGD 360/GD6: Identity
AGD 361/GD7: Advanced Typography
AGD 364/GD5: 3D Graphic Design
AGD 420/G.D. History/Issues
AGD 498/GD8: Senior Research
AGD 499/GD9: Senior Seminar
Studio Art Electives (2D)
Studio Art Electives
AAH 105/Art History I: Caves to Cathedrals or AAH 106/Art History II: Renaissance to Revolution
AAH 215/Arts of South Asia, AAH 216/Arts of East Asia, AAH 217/Arts of the Islamic World
     or AAH 315/Arts of Iran
AAH 250/Contemporary Art

Recommended First-Year Program of Study:

First Semester

FSP	First Seminar	1 course unit
AFA	111/Drawing 1	1 course unit
AFA	113/Color Theory/2D Design	1 course unit
AFA	118/3D Design	1 course unit

Second Semester

AFA	112 Conceptual Art	1 course unit
ADA	180/Digital Arts I: Imaging I	1 course unit
AGD	160/GD1: Introduction to Graphic Design	1 course unit
WRI	102/Academic Writing (if not exempted)*	1 course unit

It is recommended that students exempted from this course take another liberal learning course.

Total for year   **8 course units**

Recommended Second-Year Program of Study

First Semester

AGD	276/GD2: Computers for Designers	1 course unit
AGD	261/GD3: Typography 1	1 course unit
AAH	105/Art History I or AAH 106/Art History II	1 course unit
Liberal Learning		1 course unit

Second Semester

AGD	264/GD4: Words & Image	1 course unit
Studio Art Elective (2D)		1 course unit
AAH	250/Contemporary Art	1 course unit
Liberal Learning		1 course unit
Sophomore Review		

Total for Year: **8 course units**

Recommended Third-Year Program of Study

First Semester
AGD	361/GD7: Advanced Typography	1 course unit
AGD	420/GD History/Issues	1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Second Semester
AGD	360/GD6: Identity or Book Art	1 course unit
AGD	364/GD5: 3D Graphic Design	1 course unit
AAH	215, 216, 217 *or* AAH 315/Arts of Iran	1 course unit
Liberal Learning		1 course unit

Total for Year   **8 course units**

Recommended Fourth-Year Program of Study

First Semester
AGD	498/GD8: Senior Research	1 course unit
Studio Art Elective		1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Second Semester
AGD	499/GD9: Seminar	1 course unit
Elective		1 course unit
Elective		1 course unit
Liberal Learning		1 course unit

Total for Year   **8 course units**

Graphic Design Minor (for all students)
Required Courses:
AGD	160/GD1: Intro to Graphic Design	1 course unit
AGD	261/GD3: Typography I	1 course unit
AGD	264/GD4: Words & Image	1 course unit

Electives (choose 2 from the following courses):
AGD	360/GD6: Identity	1 course unit
AGD	364/GD5: 3D Graphic Design	1 course unit
AGD	361/GD7: Advanced Typography	1 course unit
ADA	288/Web Design I: Static	1 course unit
AGD	420/GD History/Issues	1 course unit
AGD	365/Book Arts	1 course unit

COURSES

AGD 160/GD1: Introduction to Graphic Design   1 course unit
(studio)
(annually-spring)
Prerequisites: AFA 111, 112, 113
An introduction to the discipline of graphic communication, including conceptual thinking, letterform design, layout and design techniques. Students will be introduced to design history and critical issues.

AGD 261/GD3: Typography I   1 course unit
(studio)
(annually-fall)
Prerequisite: AGD 160
An introduction to the discipline, function, history, and impact of typography in graphic design. Assignments and discussion will address the use of typography as a primary tool in conveying ideas and the impact of letterform manipulation on context and legibility.

AGD 264/GD4: Words and Image   1 course unit
(studio)
(annually-spring)
Prerequisites: AGD 160, 261
An intermediate studio course that attempts to expand the student's conceptual, theoretical, and technical skills in two basic elements of graphic design, word and image. The class will work with creative media such as illustration, photography, collage, use of found objects, digital and hand-generated techniques. Graphic design issues, historical, cultural and technical, will be addressed.

AGD 276/GD2: Computers for Designers   1 course unit
(studio)
(annually-fall)
Prerequisites: AGD 160, ADA 180
This course builds on the skills learned in ADA 180 Digital Arts I and AGD 160 GD1-Introduction to Graphic Design. Students will become proficient in computer skills used in the Graphic Design field including illustration, photography, and page layout. They will continue to develop creative problem solving skills and increase knowledge in the area of Graphic Design history. Through field trips, students will gain an understanding of the commercial printing process.

AGD 360/GD6: Identity   1 course unit
(studio)
(annually-spring)
Prerequisites: AGD 160, 264
The course will focus on the design of identities and identity programs including client research, development of a strategy, creative exploration, design refinements, and implementation. Students will design logos and complete identity systems. An examination of historical and contemporary identity systems will be researched and discussed.

AGD 361/GD7: Advanced Typography   1 course unit
(studio)
(annually-spring)
Prerequisites: AGD 160, 261, 264, 276
The course integrates theoretical typography with students' personal unique visions. The class will explore alternative typographic forms that highlight content and audience response. Historical and contemporary typography, print production and digital and traditional skills will be emphasized.

AGD 364/GD5: 3D Graphic Design   1 course unit
(studio)
(annually-fall)
Prerequisites: AGD 160, 261, 264
Theoretical and studio investigation of three-dimensional structural principals as they relate to the area of packaging and environmental design. An investigation of materials, production techniques, resources, audience relationship to 3-D forms and packaging, and environmental design history will be addressed.

AGD 365/Book Arts   1 course unit
(studio)
(annually-spring)
An introduction to Artist books designed to bring together students with differing backgrounds who approach this art in their own unique ways. This is a projects-oriented course that involves students in the discussion, critique, planning, and design of books in a range of book-production media. The course introduces terms, formats, book genres, design concepts, and production practices. Examples of projects include wearable books, alternative book structures, Japanese bindings and Japanese design, Coptic binding, tunnel books, and creating books with foldouts. In addition, the final project gives each student the opportunity to plan and execute a book design project that reflects his or her particular interests.

AGD 370/Topics in Graphic Design   1 course unit
(occasionally)
This course may be offered as a studio and/or seminar. Topics in Graphic Design focuses on a different topic each semester. May be repeated as topic changes.

AGD 391/Independent Study in Graphic Design   1-2 course units
(every semester)
(May not be taken as a substitute for any other course)
Prerequisites: Enrollment as an upper division Graphic Design major; student must have taken AGD 160, 261, 264, 276. These courses must be completed with a 3.33 average in the area of study. Preregistration with signed approval of an art faculty sponsor and of department chair required.
Independent study is for students engaged in advanced work only, and is an opportunity to develop personal interests and strengths within the major field. Emphasis is on individual, self-guided work under the supervision of a faculty advisor and/or committee. May be repeated.

AGD 393/Independent Research in Graphic Design   1-2 course units
(every semester)
(May not be taken as a substitute for any other course)
Prerequisites: Enrollment as an upper division Graphic Design major; student must have taken AGD 160, 261, 264, 276. These courses must be completed with a 3.33 average in the area of study. Preregistration with signed approval of an art faculty sponsor and of department chair required.
Independent research is for students engaged in advanced work only, and is an opportunity to develop personal interests and strengths within the major field. Emphasis is on individual, self-guided work under the supervision of a faculty advisor and/or committee. May be repeated.

AGD 399/Internship   **1-2 course units**
(every semester)
Prerequisites: Enrollment as an upper division Graphic Design major with at least a 3.0 GPA in that program. See Internship Application Form for individual program requirements and details. Preregistration with Internship Application Form and signed approval of the program coordinator, the department chair, and an art faculty sponsor.
The primary purpose of the college-level internship experience is the development of occupational or professional competence in the actual occupation setting after the student's education has been completed. Other purposes (income, career exploration, learning-by-doing, on-the-job training, etc.) cannot be the primary purpose, although they may occur as a secondary result of the internship experience.

AGD 420/G.D. History/Issues   **1 course unit**
(annually-fall)
This course is a survey of the history of graphic design in the 20th and into the early 21st centuries. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design. Classes are a combination of lectures, discussions, student presentations, guest lectures, and class trips to current design studios and exhibits.

AGD 460/Design Center   **1 course unit**
(studio)
(occasionally)
Prerequisites: AGD 261, 264, 276, 360. For majors in graphic design, with advanced standing
This course applies design principles learned in previous courses into professional practice. The class will be structured like a small design agency. Students work as creative teams and develop projects from concept exploration to final presentation.

AGD 498/GD8: Senior Research   **1 course unit**
(Capstone)
(annually-fall)
Prerequisites: Limited to senior graphic design majors
This course will focus on advancing students' personal vision through design research, writing, and innovative design projects. For their final project, students will conduct visual and critical research that will culminate in a research paper and creative personal project.

AGD 499/GD9: Seminar   **1 course unit**
(Capstone)
(annually-spring)
Prerequisite: Limited to graphic design majors in their final senior semester
Students will develop an original body of work for graduate school application or employment. This will culminate in a portfolio, identity package, creative statement, visual and career research, and a portfolio review, a presentation of students' portfolios to the public and the graphic design community.

Also see: Art-Art History; Art-Digital Arts; Art-Fine Arts; Art-Art Education