STUDIO ART – GRAPHIC DESIGN SPECIALIZATION

Mission Statement
The mission of the Department of Art complements that of the University by striving "to empower each individual we serve" by: 1) developing innovative curricula that references the most current theoretical information; 2) pursuing research and creative activity goals which draw upon, and enlarge, today's critical discourse; and 3) establishing ties to the larger community and professional organizations through service-related activities.

Student Learning Outcomes
The student graduating with a Studio Art – Graphic Design Specialization degree should be able to:

Content
- Ascribe meaning to the visual elements, in all their guises and combinations
- Describe the inherent properties of the principal artistic media
- Recognize historic styles, their sequence, and the cultural forces that shaped them
- Identify career opportunities within the art world

Critical Thinking
- Critically analyze works of art or written materials within the contemporary discourse of the sub-disciplines: studio art, art history, criticism, arts management, or graphic design
- Develop a personal conceptual framework for evaluating the relevance of a work, whether visual or verbal, to its larger cultural, social, or historic context
- Conduct research by selecting and managing both traditional and non-traditional resources to inform decisions

Communication
- Convey a complex idea effectively through purely visual means
- Verbally communicate a complex idea in spoken or written form
- Employ (or intentionally reject) professional communication conventions, when it is appropriate to do so

Integrity/Values
- Treat shared tools, work areas, exhibit spaces, and other resources with respect
- Evaluate the work and opinions of fellow students with honesty and respect
- Exercise academic integrity in all forms
**Project Management**
- Produce a cohesive body of work built upon sound professional practices in the field of choice: studio art, art history, criticism, arts management, or graphic design
- Develop and execute projects that take into account resources and timetables
- Collaborate with peers or professionals, whenever required for the successful completion of a project

**Assessment of Student Learning Outcomes**
All Art students complete a capstone experience at the end of their undergraduate education to help them integrate what they have learned. The capstone instructor will provide a comprehensive overview of individual achievement of the student learning outcomes demonstrated in this important course. Graduating art majors also complete a survey to help provide the department with feedback about how effective and helpful their program has been to assist the department to fine-tune its programs and courses.

**Jobs Prospects for Bachelor of Arts**
- Professional Artist
- Web designer
- Graphic designer
- Photographer
- Art Educator
- Ceramicist
- Fine Art Graphic Artist
- Graduate Teaching Assistant

**Find Out More about Graphic Design at:**