

— REVISIONS SPRING 2019—

## Department of Art and Design

Writing Across the Curriculum Plan for:

Bachelor of Art Degrees — Track I Studio Art, Track II Art History, Track III Graphic Design,  
Track IV Illustration

Bachelor of Fine Art Degree — Studio Art: Track I Fine Art and Track II Illustration

Bachelor of Fine Art Degree — Graphic Design

- I. **Goals:** Graduates should be able to verbalize the experience, context, and creation of visual art forms. They should be skilled in using written language as a tool for understanding art. Specifically, they should be able to:
  - A. *Synthesize ideas* from literature into their own words, critically evaluating points with which they agree or disagree.
  - B. *Describe works of art and design*, its creative processes, history and criticism using the vocabulary of art.
  - C. *Critically analyze* art and design objects, combining objective and subjective evaluations in effective arguments.
  - D. *Reflect on the creative process* to gain insights into the processes and experiences of art making.
  
- II. **Objectives:** Each student in the Art and Design major should write frequently as part of their course work, with opportunities both for constructive criticism of their writing and for developing writing through feedback on earlier drafts.
  - A. Behavior: Art and Design majors should engage in writing experiences related to the discipline that will include a combination of some of the following:
    1. *Professional communication*, in which a student may draft emails, presentations, memos, thank you notes, letters, standards manuals, design briefs, pitches, and other correspondence common to the field where the audience may not necessarily be an expert in the field.
    2. *Development of professional packages*, in which a student prepares materials necessary for applying or preparing for exhibitions, publications, and or professional positions. Students are expected to research and understand the context these materials will be used in. Examples include cover letters, résumés, biographies, portfolio documentation, artist statements, proposals, annotated work lists, abstracts, graduate applications, and grant applications.
    3. *Description, critique and analysis*, in which a student studies, and/or evaluates art/design works using the language of art, art history, and design and effectively presents an opinion or point of view. Examples include process books, written critiques, formal analysis, exhibition

reviews, critical analysis, post-mortems, label/catalog copy, case studies, essay exam questions, and written projects.

4. *Research*, in which a student argues or presents a particular position or point of view, based on understanding of relevant scholarship and on individual insights or prevailing ideas. Examples include research papers, written projects, blog posts, museum/gallery label copy, and catalog copy.
5. *Reflections*, in which a student records experiences, judgments, and ideas he or she encounters in course work. Examples include journals, sketchbooks, and blogs.
6. *Narratives*, in which a student tells a linear or nonlinear story as part of a creative work. Examples include storyboards, shot lists, scripts, pitches, and presentations.

B. Conditions: Art and Design majors should have access to specific contexts and resources that include, but are not limited to:

1. *Examples* of the kind of writing expected from them, including prominent writings in the discipline, exemplary writing assignments from previous semesters, and writings to critique.
2. *Style books and references* for prevailing writing styles in the discipline.
3. *Class time* devoted to discussing problems and suggestions in writing activities.
4. *Individual conferences* with faculty that include discussion of specific writing activities.

C. Criteria: Writing components in courses for Art and Design majors should be appropriate to the level of the student and the kind of course that provides the writing experience. Kinds of writing components are:

1. *Writing in art and design studio courses*, in which students discuss/evaluate the creation of visual objects and communicate with relevant audiences. Students will be required to write some of the following: professional communication; development of professional packages; description, critique and analysis; narratives; reflections. 25% of the grade depends on writing assignments.
2. *Writing in Art History, Museum Studies, and Seminar*, in which students use writing as a significant means of understanding the subject matter. Students will be required to write some of the following: , professional communication, development of professional packages, research, and description, critique and analysis. 50-100% of the grade depends on writing assignments.
3. *Writing in Other Disciplines*, under advisement. Students will be required to write some of the following: professional communication, research, and narratives. 50% of the grade depends on writing assignments.

D. Students must take a total of 5 courses from the writing plan, of which 3 must be upper division. Required courses for each major:

B.F.A. Studio Art — Fine Art Track

Students take the following two courses:

ART 207: Digital Media– Static

ART 496: Studio Practicum

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.F.A. Studio Art — Illustration Track

Students take the following two courses:

ART 207: Digital Media — Static

ART 423: Advance Problems in Illustration

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.F.A. Graphic Design

Students take the following two courses:

ART 207: Digital Media — Static

ART 414: Graphic Design Practicum

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.A. Art Major, Track I — Studio Art

Students take the following two courses:

ART 207: Digital Media — Static

ART 496: Studio Practicum

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.A. Art Major, Track II — Art History

All students are required to take the following two courses:

ART 207: Digital Media— Static

ART 471 Seminar in Contemporary Issues in Art and Design

And three courses from the following: ART 350, ART 353, ART 354, ART 357, ART 358, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 472, ART 490

B.A. Art Major, Track III — Graphic Design

Students take the following two courses:

ART 207: Digital Media — Static

ART 414: Graphic Design Practicum

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.A. Art Major, Track IV — Illustration

Students take the following two courses:

ART 207: Digital Media — Static

ART 423: Advance Problems in Illustration

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490

B.A. Art Major, Track V — Interaction Design

Students take the following two courses:

ART 207: Digital Media — Static

ART 414: Graphic Design Practicum

And three courses from the following: ART 210, ART 243, ART 307, ART 309, ART 317, ART 323, ART 350, ART 353, ART 354, ART 357, ART 358, ART 364, ART 368, ART 369, ART 371, ART 374, ART 375, ART 380, ART 381, ART 387, ART 388, ART 391, ART 413, ART 423, ART 471, ART 472, ART 490