

BA in Art - Concentration in Studio Art

The Bachelor of Art (BA) in Art is a one hundred twenty (120) hour degree program. The BA in Art is the perfect degree for students whose educational goals include broader exploration of the university's academic resources as well as their desire for a rigorous program in art and design.

The Bachelor of Arts program does not emphasize the usual disciplinary distinctions but focuses on the creative skills that are common to all of these practices. The goal is not to train masters of particular materials (paint, clay, computers, etc.), but to provide a broad base of technical and conceptual skills that can be applied to a wide range of creative activities. Creative process, critical thinking, project development, community engagement and collaboration are as important as technical skill development. The Bachelor of Arts degree is well-suited to students who plan to complete two undergraduate degrees; to students who anticipate graduate or professional school not directly related to art and design; to students whose interests in art and design and other educational pursuits are equally strong; or to those students who wish to integrate other educational pursuits with their visually creative work.

Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

Required Art Foundations Courses

ART 1316	Drawing I	3
ART 1311	Two-Dimensional Design and Color Theory	3
ART 1312	Three-Dimensional Design & Color Theory	3
1 course from the following:		3
ART 1317	Drawing II	
ART 2323	Figure Drawing	
PHO 2357	Basic Photography	3
ART 1303	GLB/History of Art I *	
ART 1304	GLB/History of Art II **	
ART 404	GLB/History of Contemporary Art	3
ART 405	History Of Modern Art	3

Required Sophomore Courses (3 courses from the following): 9

ART 2313	Visual Communication I	
ART 2316	Painting I	
ART 2326	Sculpture I	
ART 2346	Ceramics I	

Advanced Art, Art History, or Photography Electives 18

Required Support Courses

Foreign Language *** 12

Electives

Elective courses outside the Department of Art (minimum 18 advanced semester hours) 18

Total Hours 120

*

This course satisfies the Creative Arts requirement in the Core Curriculum.

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This course satisfies the Degree Pathway requirement in the Core Curriculum.

The foreign language requirement may be partially fulfilled by courses in foreign language satisfactorily completed in high school.

A grade of "C" or higher must be earned in all courses in this Major.

ART 1301 - Art Appreciation

Hours: 3

This course examines the relationships between the visual arts and other expressions of human imagination and invention. Special attention is given to parallel developments in the histories of ideas, technology and art.

ART 1303 - History of Art I

Hours: 3

A survey of the visual arts throughout the Western and Non-western world from prehistory to the Renaissance. Both the form and content of major works of art will be examined in relation to their social and cultural contexts.

ART 1304 - History of Art II

Hours: 3

A survey of the visual arts from Early Renaissance to 1960 throughout the Western and Nonwestern world. Major examples of architecture, sculpture and painting will be examined in relation to their social and cultural context.

ART 1311 - Two-Dimensional Design and Color Theory

Hours: 3

An exploration of the fundamental elements and organizing principles of two-dimensional design and its integration of color and color theory.

ART 1312 - Three-Dimensional Design & Color Theory

Hours: 3

An exploration of the fundamental elements and organizing principles of three-dimensional design and its integration of color and color theory.

ART 1316 - Drawing I

Hours: 3

The development of perceptual and descriptive skills through an introduction to a variety of drawing media, techniques and subject matter.

ART 1317 - Drawing II

Hours: 3

A continuation of Drawing I, this course reinforces basic rendering skills and introduces additional drawing media and techniques. Emphasis is placed on the development of expressive and conceptual capabilities.

ART 2313 - Visual Communication I

Hours: 3

An introduction to visual communication in computer based electronic media. Emphasis on typography, design, and visual concept development through software application methods and techniques.

ART 2316 - Painting I

Hours: 3

Introduction to the fundamentals of painting with an expanded practical investigation of color interactions beyond the basics introduced in Two-Dimensional Design. Exploration of traditional and contemporary techniques and methodologies through a variety of subjects including still life, figure, self-portrait and landscape from direct observation or imagination.

ART 2323 - Figure Drawing

Hours: 3

This course emphasizes the solution of design problems through drawing media. The human figure is the focus of the course, but exercises and assignments will include other subject matter and nonobjective image-making as well. Prerequisites: ART 1316 or permission of the instructor.

ART 2326 - Sculpture I

Hours: 3

This course introduces students to various sculptural methods and techniques, including woodworking, construction, mold making and casting. Students also study three-dimensional media within the context of historical and contemporary art. Visits to museums, galleries, and art collections will be an important component of this class.

ART 2346 - Ceramics I

Hours: 3

This course provides an introductory exposure to the history of ceramics and a beginning level experience in the use of clay as a fine art medium. Forming techniques, surface development and glazing, and kiln firing practices will be introduced. Students will explore both the functional and aesthetic traditions of the medium.

ART 300 - Typography

Hours: 3

This course emphasizes the utilization of type design in the broader arenas of printed and electronic media. Initial emphasis is placed on hand-eye skills and accurate visual judgments, while later topics include letter-spacing, overall visual order, positive/negative space, and historical and original usage of type design and design concepts. Students will sometimes work in groups to simulate the team efforts found among professionals in Visual Communication. Prerequisites: Permission of instructor.

ART 305 - Integrated Arts for Elem Teach

Hours: 3

Integrated Arts for Elementary Teachers. Three semester hours. (Same as MUS 305 and THE 305) This course is designed to introduce students to various creative theatre, visual, and musical arts content and experiences in the elementary school classroom.

ART 306 - History of Ancient Art

Hours: 3

This course surveys the visual arts of the ancient Western world, including the civilizations of The Near East, Egypt, Greece, and Rome. Emphasis is placed on the architecture, sculpture and painting of Greece and Rome within an historical context. Prerequisites: ART 1303 with a minimum grade of C and ART 1304 with a minimum grade of C.

ART 310 - Electronic Media and Methods

Hours: 3

The study of electronic media combined with a variety of methods for visual communication comprehensive solutions. Students will learn skills for artifact building from computer application to advanced fabrication processes as applied to packaging, multi-page and promotional visual communication projects with intent of developing industry knowledge for design execution. Prerequisites: Permission of instructor.

ART 311 - Introduction to User Experience

Hours: 3

Students explore how design is used to guide user experience. Exercises develop an understanding of design interfaces through the exploration of user personas and ethnography methods. Prerequisites: ART 300, 310, and 360 with a minimum grade of C.

ART 316 - Advanced Drawing

Hours: 3

Emphasis on experimental and individually based, expressive statements using drawing media. A variety of subjects, including the figure, will be used. Repeatable to 6 semester hours. Prerequisites: ART 1316, ART 1317, or permission of the instructor.

ART 317 - Three-Dimensional Imaging

Hours: 4

This course focuses on 3D modeling. Students will develop the skill sets involved in creating 3D artifacts for use in various media. Prerequisites: ART 311 and 365 with a minimum grade of C.

ART 318 - History of Medieval Art

Hours: 3

History of the visual arts in Europe and Byzantium in the Middle Ages. The course begins with the origins of Christian art in the Roman Empire and concludes with the art of the Gothic Age. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 320 - Airbrush Painting

Hours: 3

Introduction to fundamentals of painting with an airbrush and operation and maintenance of the basic airbrush with an emphasis on fine arts applications. Stencils, frisket, and freehand techniques are explored. Repeatable to 6 semester hours. Prerequisites: ART 1316 or permission of the instructor.

ART 326 - Painting II

Hours: 3

Exploration of traditional and contemporary painting techniques and methods through a variety of subjects and approaches, including still life, landscape, the figure, imagination, and abstraction. Repeatable to 9 semester hours. Prerequisites: ART 2316 or permission of instructor.

ART 333 - History of Photography

Hours: 3

An examination of the scientific and aesthetic history of photography from its origins to the present. Emphasis is placed on early processes, the pioneers of photography, photography as a visual art and developments in modern photography. Media, trends, and the work of photographers are analyzed. Prerequisites: ART 1303 with a minimum grade of C and ART 1304 with a minimum.

ART 334 - Topics in Renaissance Art

Hours: 3

Examines specific topics in painting, sculpture, and architecture in Western Europe from the end of the 13th to the late 16th Century. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 336 - Topics in Baroque Art

Hours: 3

Explores topics in art from 1600 to 1750 across Western Europe, which will be examined in terms of historical context, formal content, and cultural developments. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 338 - Topics in Non-Western Art

Hours: 3

3 Semester Hours. Art will be presented as an integral aspect of culture, focusing on areas such as China, Japan, Africa, Oceania, Native America, and pre-Columbian Mexico and Central and South America. Aesthetic appreciation will be enhanced through a presentation of various philosophies, customs and values. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 340 - Sculpture II

Hours: 3

Students will be introduced to advanced art-making strategies and specialized uses of three-dimensional, kinetic, and performance media. Topics and media may include fabric, imaging, installations, and public art. Students will research contemporary art and methods of communicating ideas through three-dimensional and real-time art forms. Visits to museums, galleries, and art collections will be an important component of this class. Repeatable to 9 hours. Prerequisites: ART 2326.

ART 350 - Ceramics II

Hours: 3

An exploration of ceramic techniques, processes, and concepts in the use of clay as a fine art medium. Emphasis is placed on the ceramic vessel both as a functional form and as a vehicle for creative expression. The course will cover hand-building, wheel throwing, surface options including slip and glaze, and kiln firing. Clay body and glaze formulation will also be introduced. Repeatable to 9 hours. Prerequisites: ART 2346 or permission of instructor.

ART 354 - Teaching Art in the Elementary Classroom

Hours: 3

A survey of current and historical trends and methods of teaching Visual Art to students in EC-6 settings. Course will include discussion and practical application of a variety of media into the elementary curriculum. The class is focused on the implementation of studio art processes in the classroom, rather than the refinement of any particular skills. Prerequisites: Successful completion of ART 1303, 1304, 1312, 1317; Junior standing.

ART 355 - Teaching Art in the Secondary Classroom

Hours: 3

A survey of current and historical trends and methods of teaching Visual Art to students in Middle School and High School settings. Course will include discussion and practical application of a variety of media into the secondary curriculum. The class is focused on the implementation of studio art processes in the classroom, rather than the refinement of any particular skills. Prerequisites: ART 1303, 1304, 1312, 1317; Junior Standing.

ART 360 - Creative Thinking

Hours: 3

Students will explore a variety of approaches to conceptual solutions based in visual communication. Approaches will include fast paced creative problem solving techniques and on the spot brainstorming. Prerequisites: Permission of instructor.

ART 365 - Design Communications I

Hours: 3

Introduction to, and resolution of, design problems, including logos, letterheads, billboards, and ad campaigns. Emphasis upon creative solutions and conceptual thinking. Prerequisite: ART 300, 310 and 360 with a minimum grade of C.

ART 380 - Experimental Concepts

Hours: 3

In-depth experimentation with concepts that address the creative process. Media selection is up to the individual students with the intent of arriving at innovative and effective individual expressions that explore the relevant concepts. Repeatable to 6 semester hours.

ART 389 - Independent Study

Hours: 1-4

ART 397 - Special Topics

Hours: 1-4

Organized class dedicated to special topics that are not part of the normal art curriculum. Students are expected to work on special art topics representative of junior-level competency. Topics will vary each semester. Repeatable to 12 semester hours. Prerequisites: ART 1303 and ART 1304 with a minimum of C.

ART 402 - Storyboarding

Hours: 3

Students will gain an understanding of the storyboard process and creation as applied to video and motion graphics. This course serves as an introduction to camera angles, setting up scenes, and understanding transitions for client-driven projects. Projects will focus on translating concept to useful storyboards through the understanding of sequential shot construction and the incorporation of emotion and movement. Prerequisites: ART 365 with a minimum grade of C.

ART 403 - Practicum in Art

Hours: 3

Practicum in Art. Three semester hours This course prepares students for the job market in the visual arts through exercises in resumé writing, artist's statements, and grant writing. It also provides information to help students in compiling and organizing portfolios, presenting slide lectures, entering into gallery and sales contracts, and understanding copyright and IRS laws. Generally to be offered every third semester.

ART 404 - History of Contemporary Art

Hours: 3

This course considers criticism, theory, styles, processes and other issues relevant to an understanding of art since 1960. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 405 - History Of Modern Art

Hours: 3

This course surveys the major developments in the visual arts of Europe and North America from the latter half of the nineteenth century to the 1960s. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 406 - Illustration

Hours: 3

This course is an introduction to illustration as a means of client-driven communication. There will be a focus on visual problem solving, the processes of illustration, and an introduction to a variety of appropriate styles for solutions. Students will explore technical skills in professional mediums, incorporating hand-drawn and digital outcomes. Prerequisites: ART 365 with a minimum grade of C.

ART 407 - History of 20th Century Graphic Design

Hours: 3

A survey of the evolution of graphic arts. Topics include formal, stylistic, social, political, economic, and historical aspects. Emphasis on design movements, schools of thought, individuals, and technology as they interrelate with graphic arts. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 408 - History of Advertising and Consumerism

Hours: 3

This course is designed to give a broad overview of the nature of a consumerist society. Lectures will explore the history, causes, and types of consumerism, the significance of some purchase categories, America's evolving definition of "the good life," the impact of advertising, and the role of the individual in this complex socio-economic dynamic.

ART 409 - History of Motion Graphics in Visual Communication

Hours: 3

A survey of the technology, ideas, and movements of new media in visual communication. Course focuses on new media technologies in historical and social contexts. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 410 - Advanced Video Application

Hours: 3

Students apply video to different applications platforms such as web, mobile app and social media Students explore industry concepts in a variety of environments. Repeatable up to 6 hours. Prerequisites: ART 412 with a minimum grade of C.

ART 411 - Advanced User Experience in Multimedia

Hours: 3

An advanced study of multimedia projects and mobile apps with the incorporation and understanding of positive user experience. Students apply authoring techniques to incorporate digital imagery, audio and video into a interactive solutions. Prerequisites: ART 311 and 365 with a minimum grade of C.

ART 412 - Video in Visual Communication

Hours: 3

An introduction to video for the use of story telling to create conceptual solutions for various environments. This course explores video in the context of visual communication with attention paid to understanding scripts, storyboarding, casting, and location scouting. Students learn basic videography skills and editing techniques reflective of the industry to produce short videos. The goal is to incorporate video components into advanced course projects. Repeatable up to 8 hours. Prerequisites: ART 472 with a minimum grade of C.

ART 413 - Copywriting

Hours: 3

Students will learn writing techniques to produce effective storytelling for advertising and social media. The course will focus on the fundamentals of writing for a variety of platforms including print, web, and social media. Develop skills to write action-driven content and create impactful copy that evokes response. Prerequisites: ART 365 with a minimum grade of C.

ART 414 - Motion Graphics

Hours: 3

Exploration of linear animation. Students will learn the basics of how to composite multiple assets and apply special effects over a time sequence. Students learn authoring techniques to incorporate digital imagery, audio and video into their conceptual solutions. Repeatable up to 8 hours.

Prerequisites: ART 365 with a minimum grade of C.

ART 416 - Advanced Motion Graphics

Hours: 3

Advanced creation of projects involving motion graphics. Students learn advanced techniques for the integration of 2-D, 3-D and special effects into motion graphics. Concepts and solutions focus on gaming, web and mobile devices. Repeatable up to 8 hours. Prerequisites: ART 414 with a minimum grade of C.

ART 417 - Applied Motion Graphics

Hours: 3

Students author and apply complex solutions to motion graphics problems using a cross section of software to produce conceptual assets. Prerequisites: ART 416 with a minimum grade of C or permission of instructor.

ART 418 - Cross Cultural Design

Hours: 4

Students will explore a variety of societal differences as well as the differences in their own creative approach when working with various cultures. Students will be required to look beyond their traditional approaches in creative development and explore other means of developing ideas, visual language, color theories and messaging for the Chinese and American markets. Prerequisites: ART 466 and 472 with a minimum grade of C or permission of instructor.

ART 420 - Painting III

Hours: 3

Building on previous courses in painting and other media, students investigate personal direction and sensibility utilizing various painting materials and techniques. Emphasis is placed on the relationship of intent, form and content. Repeatable to 9 semester hours. Prerequisites: ART 2316 or permission of the instructor.

ART 429 - Packaging

Hours: 3

Application of graphic design elements to various types of products. Brand design, visual graphics and color schemes are developed for individual products and related product lines. Students will learn how to explore and express design solutions using an array of techniques to accurately represent in form and finish a final design outcome. Topical issues within the packaging process are explored. Prerequisites: ART 365 with a minimum grade of C.

ART 436 - Women and Art

Hours: 3

This course is a survey of women's involvement in the art world from the Middle Ages to the contemporary world. Focusing primarily on the work of artists who are women, this course explores inequities in the field, the development of feminism, and the various and distinct artistic practices of women that are often overlooked in the historical canon. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 438 - History of Architecture

Hours: 3

This is an historical analysis of the built environment. Various styles and types of buildings are related to time and place, defining and identifying central characteristics, social function, cultural expression, technology, and changes in architectural practice. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.

ART 440 - Sculpture III

Hours: 3

Students will continue to employ advanced art-making strategies, with emphasis on developing informed, personal methods of communication in various three-dimensional and real-time media. Assigned projects will become increasingly complex over the semester and require students to justify the validity and place of their work within the context of contemporary art. Visits to museums, galleries, and art collections will be an important component of this class. Repeatable to 9 hours. Prerequisites: ART 2326 or permission of instructor.

ART 450 - Ceramics III

Hours: 3

This course offers further exposure to ceramic forming methods, surface treatment, and firing processes that include oxidation, reduction, raku, soda, and wood. Increased attention will be given to the conceptual and aesthetic aspects of the ceramics medium and the development of an expressive, individual direction. Increased emphasis is placed on critical research in contemporary and historical ceramics. Repeatable to 9 semester hours.

Prerequisites: ART 2346 or permission of instructor.

ART 458 - Visual Communication Professional Practice

Hours: 3

This course teaches general theory, concepts and techniques of Visual Communication professional practice. Students will learn how to navigate issues that arise in the various professions within Visual Communication through research, discussion and self promotion. Prerequisites: ART 365 and ART 472 with a minimum grade of C or permission of the instructor.

ART 460 - 3-D Painting

Hours: 3

An introduction to painting three dimensional objects utilizing software as the tool. Emphasis in conceptual thinking applied to the production of dimensional artifacts with altered and customized surfaces. Prerequisites: ART 365 with a minimum grade of C or permission of instructor.

ART 462 - Visual Communication Branding

Hours: 3

The course focuses on the understanding of branding as it relates to the identity of a company, organization, or individual in the current business environment. Students will execute a communications plan and use branding concepts and strategies to produce multiple projects. Prerequisites: ART 466 and 472 with a minimum grade of C.

ART 463 - Advanced Typography

Hours: 3

Advanced study of typography and its application in visual communication. Students learn through concept development, typographical refinements, and polished execution of projects focusing on type relationships. Repeatable up to 8 hours. Prerequisites: ART 300, 310 and 360 with a minimum grade of C.

ART 464 - Screen Printing for Visual Communication

Hours: 4

Students will explore the silkscreen printing process through demonstration, technique application and client driven design projects. Correct art authoring, film output, screen preparation, multi-color, split fountain, halftones, and print registration techniques will be covered. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C.

ART 465 - Letterpress

Hours: 3

Course will address letterpress history, type anatomy, terminology, formal and aesthetic issues, tools, materials of the trade and safety issues. Thumbnail ideation, writing, type setting and linoleum carving will be explored. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C or permission of instructor.

ART 466 - Design Communications II

Hours: 3

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, methods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include book covers, posters and packaging. Repeatable up to 8 hours. Prerequisite: ART 365 with a minimum grade of C.

ART 467 - Design Communications III

Hours: 4

Advanced problems in design communications with an emphasis upon conceptual design applications for solutions across a broad range of products for a single client, focusing on web and mobile app solutions. Repeatable up to 8 hours. Prerequisites: ART 466 with a minimum grade of C.

ART 468 - Design Communications IV

Hours: 3

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, methods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include environmental graphics and multi-piece projects. Repeatable up to 8 hours. Prerequisites: ART 466 with a minimum grade of C.

ART 469 - Applied Typography

Hours: 3

This course focuses on unique approaches to typography in visual communication. Students will study and produce typography using various methods, focusing on hand skills and conceptual thinking to execute techniques. Repeatable up to 8 hours. Prerequisites: ART 463 with a minimum grade of C.

ART 472 - Art Direction

Hours: 3

This course introduces students to the development of conceptual solutions for client based advertising problems. Relationships between design and copy with an emphasis on contemporary advertising trends will be studied and critiqued. Repeatable up to 8 hours. Prerequisites: ART 365 with a minimum grade of C.

ART 473 - Advertising Concepts

Hours: 3

This course focuses on the development of strategic advertising visual concepts and copywriting, with emphasis on brainstorming and group collaboration. Students develop their skills through the creation of traditional and innovative advertising applications. Repeatable up to 8 hours. Prerequisites: ART 365 and 472 with a minimum grade of C or permission of the instructor.

ART 474 - Campaign Concepts

Hours: 3

Students expand their conceptual thinking by authoring solutions to advanced problems in advertising through video. Students focus on applying innovative campaign solutions for clients across a wide array of the current media. Repeatable up to 8 hours. Prerequisites: ART 472 with a minimum grade of C.

ART 475 - Visual Communication Senior Studio

Hours: 4

Students prepare for the job market with a focus on portfolio completion, interview skills and resume presentation with the application of professional series of critiques. Students also conceptualize, design and produce all collateral for their senior exit show, including invitations and websites. Prerequisites: Permission of the instructor.

ART 478 - Visual Communication Senior Practicum

Hours: 1

The course focuses on all aspects of the Senior Exit Portfolio group show. Students work in a group setting to develop a single brand that encompasses multiple collateral pieces and a variety of social media. Project budgets and time lines are addressed. Students will hear industry speakers from area studios and agencies. The class culminates in an exhibition at the end of the semester. Prerequisites: Permission of instructor.

ART 489 - INDEPENDENT STUDY

Hours: 1-6

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of art faculty and department head.

ART 490 - H Honors Thesis

Hours: 3-6

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Membership in the Honors Program and consent of the art faculty member and department head.

ART 491 - H Ind Honors Research

Hours: 3

Honors Research. Prerequisites: Permission of the Honors Program Director, Department Head, and supervising faculty member.

ART 495 - Internship

Hours: 1-4

Supervised work in the field of Visual Communication. Terms and conditions of the internship must be approved before enrollment. Prerequisites: Permission of the instructor.

ART 497 - Special Topics

Hours: 1-4

Organized class dedicated to special topics that are not part of the normal art curriculum. Students are expected to work on special art topics representative of senior-level competency. Topics will vary each semester. Repeatable to 12 semester hours. Prerequisites: Completion of ART 1303 and 1304 with a grade of a C or better.