

BFA in Visual Communication - Emphasis in Copywriting

Copywriting majors combine art and writing in order to prepare themselves for positions as writers and creative directors who take advertising concepts and develop them through headlines and body copy in printed, broadcast, and interactive media. Copywriting students take a select sequence of courses in the Department of Literature and Languages where they focus on creative and technical writing. To augment this sequence, and to prepare them for collaboration with professionals in the visual arts, they also pursue a limited curriculum in art that stresses visual organizations, typography, graphic design, and art direction.

The BFA in Visual Communication is an intensive baccalaureate degree that prepares students for professional opportunities in the fields of advertising and design. Students pursuing the degree will choose from the following emphases, each of which has a specified sequence of courses: Art Direction; Design; New Media; or Photography. Each emphasis requires the student to complete the 42-semester hour University Studies curriculum and a common core of freshman and sophomore-level art courses. These courses may be taken at East Texas A&M University or any accredited two or four-year institution. The BFA in Visual Communication does not require a minor area of concentration.

All courses in Visual Communication above the sophomore level are taught at the Universities Center at Dallas (UCD), where students are educated in a state-of-the-art facility in downtown Dallas and introduced to the dynamic design community of one of the nation's most vibrant cities. Shuttle service between the Commerce campus and UCD allows students to reside in Commerce while attending classes in Dallas.

Entry into the junior year of the Visual Communication program is by portfolio review. Prior to the review, students must have completed all University Studies and core art courses as outlined in the Undergraduate Catalog. At the time of the portfolio review, students must have an overall grade point average of at least 2.5 and an average of at least 3.0 in the core art classes. For the specific requirements of the portfolio and annual deadlines for submission, please visit this web site: www.etamu.edu/viscom (<http://www.tamuc.edu/viscom/>)

The Visual Communication program has an assessment schedule that evaluates the progress of students as they advance in the BFA degree. Students will undergo a basic assessment of their work in the third or fourth year and an assessment of their specialized work as they near graduation. The purpose of the assessments is to correct deficiencies and to encourage consistent growth in a student's portfolio, thus improving his or her opportunities for rewarding employment after graduation. If a student's progress is unsatisfactory, they may be advised by the faculty to repeat courses to strengthen and further develop their skills. After the first year of the program, students will be required to enter competitive shows for the purpose of building professional experience and gaining a critical perspective of their work. In the final year of the BFA, students must pass an exit review in order to graduate. As with all degree programs at East Texas A&M University, students must earn a C or higher in their major courses for them to count towards graduation.

Provided they are part of the common course numbering system recognized across the State of Texas, courses from other accredited institutions may be transferred to East Texas A&M University. Courses that fall outside the numbering system may still be transferable, but they will be subject to a portfolio review. Portfolio reviews for transfer students will generally occur late in the spring semester for students wishing to enter the Visual Communication program in the fall semester and in the late fall semester for entry in the spring semester.

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Core Curriculum courses

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

Required courses in the major

Studio Art Core

ART 110		3
ART 111		3
ART 140		3
PHO 112		3
ART 211		3
ART 213		3

Visual Communication Core

ART 300	Typography	4
ART 309		4
ART 310	Electronic Media and Methods	4
ART 472	Art Direction	4
ART 473	Advertising Concepts	4
ART 474	Campaign Concepts	4
ART 475		4

ART 497	Special Topics	1
Emphasis in Copywriting Courses		
ART 473	Advertising Concepts	4
or ART 474	Campaign Concepts	
ENG 315	Introduction to Creative Writing	3
or ENG 333	Advanced Writing: Nonfiction	
15 semester hours from the following:		15
ART 360	Creative Thinking	
ENG 351		
ENG 352		
ENG 425		
ENG 441	Advanced Survey of American Literature I	
ENG 442	Advanced Survey of American Literature II	
ENG 471	Advanced Survey of British Literature I	
ENG 472	Advanced Survey of British Literature II	
JOUR 315		
RTV 320		
6 semester hours from the following:		6
ENG 315	Introduction to Creative Writing	
ENG 333	Advanced Writing: Nonfiction	
Art/Design History		
ART 1304	History of Art II *	
ART 408	History of American Typography	3
6 semester hours from any upper division Art History		6
Total Hours		126

* Also counts for Core Curriculum Requirements Visual and Performing Arts requirement.