Art & Design

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ACADEMIC PROGRAMS
Art and Design – BFA
Art History – Minor
Photography – Minor
Studio Art – Minor

The Bachelor of Fine Arts degree program in Art and Design offers a major with concentrations in graphic design, photography, and studio art. The BFA in Art and Design is accredited by the National Association of Schools of Art and Design.

The department has made a commitment to cultural diversity. Wherever possible, this commitment is evidenced by the inclusion of material which identifies significant multicultural influences on the content of the courses in our curriculum. Courses are available for all students to enrich their creativity, understanding, appreciation, and practical skills in art.

CONCENTRATIONS

All three concentrations support creative and aesthetic growth and require the development of technical skills as a foundation for personal direction and enrichment. Through team projects, students have the unique opportunity to experience the interaction and relationship of graphic design, photography, and studio art.

Graphic Design\(^1\). Principles of basic design, typography and design history, with specialized courses in such topics as corporate identity, packaging graphics, web site design, advertising, editorial design and illustration. Emphasis is placed on the development of visual problem-solving methodology and acquisition of skills needed in the design profession. Coursework in computer imaging and interactive design allows for an exploration of new technology. The program culminates in the study of professional practices and the preparation of a professional portfolio.

Photography. A diversified and commercially oriented program stressing preparation for careers in advertising and illustration, portraiture, corporate and editorial photography, digital image making, and photographic history. Creative problem solving is stressed within the context of a variety of expressive projects, including studio and location lighting, traditional photographic processes, digital image making, large format photography, video and multimedia production, and advertising illustration. The program culminates in the creation of a professional portfolio and discussion of current professional practices.

Studio Art. A selective program designed for students seeking a broad based undergraduate education in the visual arts. The program is distinctive for its depth of required coursework in both two and three dimensional media. The upper division curriculum allows students to specialize in a discipline pertinent to their career choice in the visual arts. Courses in portfolio preparation, professional practices, and senior project prepare students to enter the work place or pursue advanced degrees. Some of the many career possibilities for our graduates include positions in industry, education, entertainment, illustration, and museum/gallery management. Cal Poly, with its learn-by-doing philosophy and its commitment to both the liberal arts and technology, provides a unique setting for studying the visual arts. Within this context, the students in this concentration are presented with an environment where imagination, intellectual rigor, self expression and skill development are expected and valued.

\(^1\) The Art and Design Department’s Graphic Design concentration focuses on creative problem-solving and development of design and layout skills. The Graphic Design concentration leads to positions such as graphic designer, web designer, art director and creative director for advertising agencies, design studios and corporate design departments.

The Graphic Communication Department's Design Reproduction Technology concentration focuses on the technical and electronic aspects of transforming design for reproduction in print and digital media. The concentration focuses on printing, web development, publishing, packaging, digital imaging, computer graphics, and related areas of mass media preparation and production.

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