

ART and PHOTOGRAPHY

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Art Major

The art major offers several directions for the student who has an interest and talent in the visual expressive arts. Individualized advising helps the student choose a major with one of the following three emphases:

1. Fine arts which prepares students for careers in gallery/museum or arts administration, or for graduate work in studio art, art therapy, or art history.
2. Art education which prepares students for K-12 teaching certification.
3. Commercial art which prepares students for careers in graphic design and illustration.

All majors are encouraged to attend art exhibition openings and/or workshops and field trips sponsored or approved by the art faculty. All majors are required to create a sophomore portfolio and have a senior show and portfolio to be approved by the art faculty.

Learning Outcomes for Art

Upon graduation, the art student will be able to demonstrate:

1. Mastery of skills in his/her chosen area of emphasis.
2. Familiarity with the history of art and the ability to discuss it within the context of their work.
3. Ability to write articulately about art.
4. Ability to present self and work professionally.
5. Ability to develop a cohesive body of work.

Core Courses (28 credits)

Art 103, 104, Art History Surveys
Art 106, Drawing and Composition
Art 107, Beginning Design 2D and 3D
Art 206, Intermediate and Life Drawing
Art 300, Art History Survey
Art 490, Capstone in Art

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Fine Arts Emphasis (28 credits)

Bachelor of Arts

Core Courses, plus

Art 201, Painting I
Art 209, Photography I or
Art 230, Printmaking I
Art 220, Sculpture I
Art 225, Ceramics I or
Art 235, Art Metals
Art 306, Advanced and Life Drawing

Two additional courses in the same area at an advanced level:

Example: Art 320, Sculpture II and Art 340, Advanced Media Studies

In addition, Fine Arts students interested in gallery/museum, art therapy or arts administration should plan to take an internship in the field. Those interested in graduate work in studio art or art history should work to fit in extra studio or art history courses, respectively, as time allows.

Required Support Courses (Required for primary majors only)

Completion of a Modern Language through 202

Art Education Emphasis* (37 credits)

Bachelor of Science

Core Courses, plus

Art 201, Painting I
Art 209, Photography I
Art 211, Gallery/Museum Experience (1 credit)
Art 220, Sculpture I
Art 223, Creative Arts for Children (2 credits; does not count toward major)
Art 225, Ceramics I
Art 230, Printmaking I
Art 235, Art Metals
Art 258, Visual Communication
Art 353, Methods of Teaching Secondary Art (2 credits; does not count toward major)
One 4-credit elective course in art

Required Support Courses

2 credits of Computer Science: 107 or higher
Environmental Science 120, Conservation and Environmental Improvement
Graphic Communication 106, Introduction to Communication Technology
Mathematics 112, or Mathematics 140 or higher

*Students preparing for teaching must meet state licensing requirements through enrollment in the Teacher Education Program.

Book Art Major (58 credits)

Bachelor of Art

The book art major is designed for students interested in preparing for careers in book publishing, as well as students interested in creating books as an art form.

Students in this major are required to attend the Florence University of the Arts during their junior year. They may elect to enroll for a summer, a semester, or an entire year. Those students attending all year can earn a Certificate in Publishing from Florence University of the Arts.

All book art majors are encouraged to attend art exhibition openings and/or workshops and field trips sponsored or approved by the art faculty. All majors are required to create a sophomore portfolio and have a senior show and portfolio to be approved by the art faculty.

Learning Outcomes for Book Art

Upon graduation, the book art student will be able to:

1. Summarize key innovations in the history of book making and publishing and their importance in social and cultural changes.
2. Demonstrate the ways in which contemporary trends in book making and publishing are utilized, and apply this to his/her own work.
3. Utilize his/her understanding of the history of book making and publishing, as well as their knowledge of current trends, to examine the book publishing market and to formulate specific employment-related goals.
4. Speak effectively and articulately about the field of book art.
5. Write effectively and persuasively and edit critically to accepted publication standards.
6. Utilize skills in photography and design in the creation of books, and demonstrate skills in layout and pre-press used in publication or book creation.
7. Interact and communicate effectively in an international setting.
8. Think, work and move across cultural boundaries.

Core Courses

Art 209, Photography

Art 212, Introduction to Book Art

Art 250, Electronic Imaging

Art 258, Visual Communication

Art 340, Advanced Media Studies

Art 480, Internship (4 credits)

Art 490, Capstone

Fine Arts 230, Book History

Graphic Communication 106, Introduction to Communication Technology

Graphic Communication 200, Color and Typography

Graphic Communication 230, Digital Photography

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Two of the following courses:

- English 206, Fiction Writing
- English 207, Poetry Writing
- English 208, Creative Nonfiction Writing
- English 305, Advanced Exposition

Required Support Courses

Completion of a Modern Language through 202

Students will be to also be required to take 12 additional credits in the Book Publishing program at the Florence University of the Arts (FUA). The courses should be selected from the following FUA courses:

CERTIFICATE IN PUBLISHING – Florence University of the Arts

Semester 1 – FALL

Italian Language – Beginning	3 credits
Introduction to Digital Photography	3 credits
Fundamentals of Publishing and Editing	3 credits
Creative Writing	3 credits
Introduction to Computer Graphics	3 credits
Lifestyle Magazine Project	6 credits

Semester 2 – SPRING

Italian Language – Intermediate	3 credits
Intermediate Digital Photography	3 credits
Professional Book Production	3 credits
Public Relations, Communications & Marketing	3 credits
Lifestyle Magazine Project II	6 credits
Special Project in Book Publishing	9 credits

Note: Italian is required each semester at FUA. These credits may not be included in the 12 credits abroad for the major.

Photography Major (56 credits)

Bachelor of Science

Students seeking an in-depth study of photography as a fine art may choose the photography major.

All majors are encouraged to attend art exhibition openings and/or workshops and field trips sponsored or approved by the Department of Visual and Performing Arts. All majors are required to create a sophomore portfolio and have a senior show and portfolio to be approved by the art faculty.

Learning Outcomes for Photography

Upon graduation, the photography student will be able to demonstrate:

1. Proficiency in the use of a variety of cameras, including digital and video.
2. Mastery in the creation and analysis of photographic images.

3. Mastery in the development of film and printing and in the presentation of the final image.
4. Knowledge of the history of photography.
5. Proficiency in the use of software to edit and manipulate images.
6. Ability to write articulately about art.
7. Ability to develop a cohesive body of work.

Core Courses

Art 103 or 104, Art History Surveys
Art 106, Drawing and Composition
Art 107, Beginning Design 2D and 3D
Art 209, Photography I
Art 215, History of Photography
Art 250, Electronic Imaging
Art 258, Visual Communication
Art 300, Art History Survey
Art 309, Photography II – Fine Art
Art 310, Photography II – Commercial
Art 312, Video Art
Art 340, Advanced Media Studies
Art 480, Internship in Art
Art 490, Capstone in Art

Required Support Courses

2 credits of Computer Science: 107 or higher
Graphic Communication 106, Introduction to Communication Technology
Graphic Communication 320, Introduction to Multimedia Production
Mathematics 112, or Mathematics 140 or higher

In addition, students are encouraged to select from the following courses:

Business 101, Introduction to Business; Communication 203, Advertising;
Communication 246, Video Production; Communication 254, Photojournalism; Fine
Arts 221, Legal Issues in the Fine Arts

Art Minor (24 credits)

Art 103 or 104, Art History Surveys
Art 106, Drawing and Composition
Art 107, Beginning Design 2D and 3D
Three 4-credit elective courses in art

Fine Arts Administration Minor (26 credits)

The fine arts program is the home of interdisciplinary courses and a minor that bring together the disciplines of Art, Music and Theatre. These courses and programs reflect the fact that the boundaries between the traditional fine arts disciplines have become blurred, and careers in the fine arts often draw upon an array of skills and a wider knowledge base than one might acquire in a single discipline. The Fine Arts

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Administration minor is designed for students with a major in Art, Photography, Theatre or Music, although it may have a broader appeal and is open to any student who is interested.

Program goals

- To provide students with an understanding of the requirements and responsibilities of arts administrators/managers and allow them to explore the range of opportunities available to graduates with arts management skills
- To provide students with the knowledge and skills they need to identify and take advantage of the opportunities available in the field
- To help students make connections to arts organizations and venues in the community, and to help students find high caliber internships that offer work experience in the field

Learning Outcomes for Fine Arts Administration

Upon completion of the minor, students will be able to:

1. Demonstrate knowledge and understanding of arts organizations and venues, how they are managed, and their relevance within the larger community.
2. Demonstrate awareness of the role and responsibilities of the manager within arts organizations and/or venues and within the larger cultural and social context.
3. Explain and respond to the challenges faced by arts managers and arts organizations in the areas of organization, promotion, funding and legal issues.

Courses required for the minor:

Accounting 105, Introduction to Accounting Basics

Business 101, Introduction to Business

Business 301, Principles of Marketing

Fine Arts 120, Introduction to Fine Arts Administration

Fine Arts 221, Legal Issues in the Fine Arts

One of the following:

Art History Survey (ART 103, 104 or 300)

Theatre History (THE 215, 216)

Music History (MUS 156, 312)

One of the following:

Business 204, Start-ups and New Venture Planning

Business 320, Promotion Management

Communication 208, Introduction to Public Relations

Photography Minor (24 credits)

Art 106, Drawing and Composition or

Art 107, Beginning Design 2D and 3D

Art 209, Photography

Art 215, History of Photography

Art 250, Electronic Imaging

Art 309, Photography II – Fine Arts or
Art 310, Photography II – Commercial
Art 340, Advanced Media Studies

ART 103. Prehistoric to Renaissance: Art History Survey F1 4 credits

A survey of painting, sculpture, architecture and other visual arts from approximately 15,000 BC through early Renaissance. Explores historical, philosophical and cultural influences on artistic practices in the development of civilizations. (*Fa*)

ART 104. Renaissance to Early Modernism: Art History Survey F1 4 credits

A survey of painting, sculpture, architecture and other visual arts from the 14th century through Impressionism (approximately 1880). Explores historical, philosophical and cultural influences on artistic practices in the development of western civilization. (*Sp*)

ART 106. (101) Drawing and Composition F1 4 credits

An introduction to drawing with emphasis on developing observational skills using a limited variety of materials. (Required course fee) (*Fa, Sp, Su*)

Art 107. Beginning Design 2D and 3D F1 4 credits

A multi-imagery approach to solving design problems as related to fine and commercial art. (Required course fee) (*Fa, Sp*)

ART 201. Painting I F2 4 credits

An introduction to the study of oil painting with an emphasis on technique, color, composition using a variety of supports including stretched canvas, wood, and paper. Subject matter will focus on issues of space, place and the still life. (Required course fee) (*Fa, Sp*) Prerequisite: ART 106 or consent of instructor.

ART 206. (202) Intermediate and Life Drawing 4 credits

This course continues development of composition ideas in drawing with an emphasis on drawing as a visual expression requiring thought, visual clarity and imagination. A minimum of one third of the course will be drawing from the nude model. (Required course fee) (*Fa, Sp*) Prerequisite: ART 106.

ART 209. Photography I F1 4 credits

The student learns basic skills in photography plus darkroom procedures and directs this knowledge toward creative expression with strong emphasis on design and composition. Adjustable 35mm film camera required. (Required course fee) (*Fa, Sp*)

ART 211. Gallery/Museum Experience 1 credit

Preparing gallery space, scheduling exhibitions and arranging and hanging shows. Working with the Carroll University permanent collection of Wisconsin artists gaining restoration experience in matting, framing and repairing. Enrollment recommended during semester of senior exhibition. May be repeated up to 4 credits. (*Fa, Sp*) Prerequisite: Art major/minor or consent of instructor.

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ART 212. Introduction to Book Art

4 credits

This course will introduce students to the traditions and methods of the handmade book, as well as the expressive possibilities available with book art.

ART 215. History of Photography

4 credits

Students will study the origins and traditions of photography in both artistic and technological terms. The course will trace the evolution of photography from its beginnings in 1839 to the present. Through reading, writing, research, and oral assignments, students will learn the major figures in photography and examine important critical, cultural and social issues. Primary emphasis will be placed on cultural and aesthetic concerns of key figures in the history of photography. (*Fa*)

ART 220. (305) Sculpture I

4 credits

An introduction to a variety of materials, shop equipment, and contemporary sculptors in order to expose students to the broad possibilities of sculptural expression. (Required course fee) (*Sp*) Prerequisite: ART 107.

ART 223. Creative Arts for Children

2 credits

Focus is on children's creative expression and integration of art with curricular needs in K-6 education. This course does not count toward an art major. (Required course fee) (*Fa, Sp, Su, Wn*) Prerequisite: EDU 203.

ART 225. (110) Ceramics I

F1 4 credits

A serious exploration of clay as an artistic medium. This class introduces the beginner to a variety of techniques with an emphasis on hand-building. (Required course fee) (*Fa, Sp, Su*)

ART 230. (303) Printmaking I

F2 4 credits

A study of drawing and composition applied to the making of multiples. The course introduces the media of relief serigraphy, and etching with some opportunity for the student to specialize. (Required course fee) (*Fa*) Prerequisites: ART 106 and ART 107 or consent of instructor.

ART 235. (307) Art Metals

4 credits

This course covers some fundamentals of jewelry and metalsmithing including basic hand-tool knowledge fabrication techniques, soldering, stone setting and an introduction to the history of jewelry and contemporary metalwork. (Required course fee) (*Fa, odd years*)

ART 250. (311) Electronic Imaging

4 credits

A study of the computer as a tool for the making and manipulation of images. This course will introduce students to Photoshop and Illustrator. Although this course includes graphic designing techniques on the computer, it emphasizes photography in an electronic context. (*Fa, Sp*)

ART 258. Visual Communication**4 credits**

This course is designed to help students understand aesthetic issues in art and design. Students will become familiar with the field of visual communication. Students will develop skills communicating with text and image through a series of studio assignments requiring problem-solving, conceptualizing, and critical thinking. Course topics will focus on the history, culture, social and technological aspects of communicating visually along with the role of the maker in raising awareness and stimulating thought. Also offered as COM 258. (*Sp*) Prerequisite: GRC 106.

ART 291/391. Special Topics in Art**2-4 credits**

Study of a special topic in art that is not covered in regular course offerings. This could be a studio or art history based course. The topic will be announced before registration.

ART 298/398. Independent Study**4 credits**

Independent study of selected areas already covered by a studio course. (Required course fee) (*Fa, Sp*) Prerequisite: Approval of divisional dean and consent of instructor.

ART 300. Early Modernism to Present: Art History Survey**4 credits**

A survey of painting, sculpture, architecture and other visual arts from Postimpressionism (approximately 1880's) to present. Explores historical, philosophical and cultural influences on artistic practices in the development of western civilization. (*Sp*) Prerequisite: Junior standing, ART 104 recommended.

ART 301. Painting II**4 credits**

Intermediate level study of oil painting with an emphasis on self-expression and continued skill development. Subject matter will focus on abstract issues as well as introduction to narrative ideas. (Required course fee) (*Sp*) Prerequisites: ART 201 or consent of instructor.

ART 306. (302) Advanced and Life Drawing**4 credits**

A continuation of ART 202 with more thematic development. A minimum of one third of the course will be drawing from the nude model. Taught simultaneously with ART 206. (Required course fee) (*Sp*) Prerequisite: ART 206.

ART 309. Photography II – Fine Art**4 credits**

Advanced photographic techniques in both black and white and color with further development of creative expression. Adjustable camera required. (Required course fee) (*Sp, odd years*) Prerequisite: ART 209.

ART 310. Photography II – Commercial**4 credits**

Advanced photographic techniques in both black and white, color and digital with emphasis in commercial photography. Adjustable camera required. (Required course fee) (*Sp, even years*) Prerequisite: ART 209.

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ART 312. Video Art

4 credits

This course provides an introduction to the basic practices of time-based media, including animation, with emphasis on narrative, planning of action, and sequencing of images. Also offered as GRC 391. (*Fa*)

ART 313. Travel Journals

4 credits

Students will read and discuss travel writing from the region of study as well as practice the writing and drawing skills necessary to record experiences and observations. As part of the course students will travel over Spring Break, or during May term, to the country of focus. Also offered as NCEP 313. (*Sp, odd years*) Prerequisite: Consent of instructor.

ART 320. (405) Sculpture II

4 credits

This course is taught simultaneously with ART 220. Individually created problems in sculpture that focus on continued development of skills and on thematic development. (Required course fee) (*Sp*) Prerequisite: ART 220.

ART 325. (210) Ceramics II

4 credits

Individually created problems in ceramics as well as advanced study in glazing and firing. (Required course fee) (*Sp*) Prerequisite: ART 225.

ART 330. (403) Printmaking II

4 credits

This course is taught simultaneously with ART 230. Advanced study in graphics with opportunity for self-direction in a concentration on one or two media. (Required course fee) (*Fa*) Prerequisite: ART 230.

ART 340. Advanced Media Studies

4 credits

This course is designed so that students who have had the beginning and intermediate courses in a specific medium can continue their study in this area with specific focus. Students are expected to develop a body of work in a series. (Required course fee) (*Sp*) Prerequisites: The beginning and intermediate course in the same medium, or consent of the instructor.

ART 353. Methods of Teaching Secondary Art

2 credits

This course is not included in an art major or minor but is part of the professional education program. (*Fa*) Prerequisite: Admission to the Teacher Education Program.

ART 401. Painting III

4 credits

This course continues development in painting technique from Painting II, focusing on experiments in composition, exploring painting as process, and contemporary painting issues. In this course you will be required to do research and create a series of paintings. (Required course fee) (*Sp*) Prerequisite: ART 301.

ART 480. Internship in Art

4 credits

Supervised professional work experience. Written report required. Limited to two semesters (8 credits) which will apply toward degree. (*Fa, Sp, Su*) Prerequisite: Consent of instructor.

ART 490. Capstone in Art**4 credits**

Preparation for senior exhibitions through regular critiques and research into contemporary art issues. Professional development in writing and speaking about art as well as portfolio preparation. (*Fa*) Prerequisite: Senior standing.

FAR 105. Introduction to World Dance**F1 4 credits**

Examination of movements in dance within the context of world cultures. This course will include the analysis and practice of dance techniques from various cultures.

FAR 120. Introduction to Fine Arts Administration**4 credits**

An introduction to the theory and practice of arts administration. The course offers historical perspective for the position of the arts in the economy, education, and public policy in the United States and shares a basic framework for developing organizational vision, planning methods, fundraising, marketing approaches and fiscal management. Students are introduced to local arts organizations, their goals and challenges. (*Sp, even years*) Prerequisite: BUS 101.

FAR 221. Legal Issues in the Fine Arts**4 credits**

This course explores some of the pressing legal issues related to the arts in contemporary society, including intellectual property law (particularly copyright), employment law, contract law, agency law, licensing and cyberlaw, as well as nonprofit status, management and funding. Legal issues related to emerging media are considered, as are the broader ethical responsibilities of artists and arts organizations. (*Fa, even year*)

FAR 230. Book History**4 credits**

History of the printed book explores the history of communication through manuscript and printed format. From Egyptian papyrus scrolls in 1370 BC to Asian folded books in 930 AD to Johannes Gutenberg's 15th century 42-line Bible, this course examines the critical moments in communication and book design, typography, color use, and construction. (*Sp, alternate years*)