

Degree Type – Bachelor of Fine Arts (BFA)**Degree Title – Art****Focus: Graphic Design**

A Bachelor of Fine Arts with Graphic Design Concentration at UTRGV prepares students for serious professional work in the field. The curriculum emphasizes concept development and application, work with clients and professional development, including the establishment of a working portfolio. Students who graduate from the program are equipped for a broad range of practices in the design field. Our alumni have worked in a number of design-related areas such as interactive design, art direction, publication design, including print and advertising, multimedia and web design, motion graphics, photography and social service design in a variety of settings, including small boutique design studios, multi-national advertising agencies, and start-up consultancies. UTRGV Graphic Design alumni follow a wide range of individual paths, including running their own design studios, working for large corporations or specializing in web and interactive media. Some students also choose to earn a master's degree in the field or pursue other professional degrees, opening many possible horizons.

STUDENT LEARNING OUTCOMES:

- 1. Students will identify the chronology and the impact of the major periods of the differing aesthetic movements, styles, periods and concerns of design history broadly and graphic design history more specifically.**
- 2. The students' work will exhibit a high level of craftsmanship and creative activity.**
- 3. Students will show the ability to conduct advanced problem solving with regard to each stage of their production process.**
- 4. Students will show the ability to critically discuss and defend their field of study and their personal work.**
- 5. Students shall demonstrate a serious work ethic as well as the ability to incorporate constructive critical feedback.**
- 6. For the capstone course ARTS 4396, the concepts and intentions behind the students' work will be convincingly manifest in the final product, piece or installation, including a grammatically and semantically articulate artist's statement in English that is not general but instead specific to the motivations and steps taken to arrive at the exhibited display.**

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education Core requirements.

Required**Creative Arts – 3 hours**

Choose one:

- ARTS 1303 Art History I
- ARTS 1304 Art History II

B – MAJOR REQUIREMENTS – 78 HOURS (48 advanced)**1 – Graphic Design Core – 75 hours (48 advanced)**

Choose one:

- ARTS 1303 Art History I
- ARTS 1304 Art History II
- ARTS 1311 Design I
- ARTS 1312 Design II
- ARTS 1316 Drawing I
- ARTS 2363 Typography
- ARTS 2313 Design Communications I
- ARTS 2314 Design Communications II

ARTS 2316 Painting I
 ARTS 2333 Printmaking I
 ARTS 3330 Image and Illustration
 ARTS 3331 Visual Communications
 ARTS 3333 Design and Production
 ARTS 3334 Photography as an Art Form
 ARTS 3335 Internship/Co-op for Graphic Design Majors
 ARTS 3337 Type Design
 ARTS 3338 Ideas and Styles
 ARTS 3354 History of Graphic Design
 ARTS 3396 Contemporary Art
 ARTS 4333 Graphic Design I
 ARTS 4334 Graphic Design II

Choose one:

ARTS 4336 Multimedia Production and Design
 ARTS 4388 Special Topics in Studio Art
 ARTS 4337 Digital Photography
 ARTS 4338 Interactive Design
 ARTS 4339 Portfolio for Graphic Design
 ARTS 4396 Bachelor of Fine Arts Senior Graphic Design Exhibit (Capstone)

2 – Advanced Art History Elective – 3 hours (3 advanced)

Choose from:

ARTS 3350 Pre-Hispanic Mesoamerican Art and Architecture
 ARTS 3351 Andean Pre-Hispanic Art and Architecture
 ARTS 3352 Art and Architecture of Asia, Africa and Oceania
 ARTS 3353 Italian Renaissance Art, 1415-1595
 ARTS 3355 History of Spanish Architecture, 711 to 1780 A.D.
 ARTS 3356 Mexican Viceregal Art and Architecture
 ARTS 3357 South American Viceregal Art and Architecture
 ARTS 3358 Nineteenth-Century European Art History
 ARTS 3359 History of Women in Art
 ARTS 4350 Modern Art History
 ARTS 4351 American Art
 ARTS 4352 Latin American Art and Architecture
 ARTS 4353 History of Photography
 ARTS 4354 Modern Mexican Art, 1785-1940
 ARTS 4355 Modern Mexican Art Since 1940
 ARTS 4356 Modern Art of South America and the Caribbean
 ARTS 4357 Latin@ Art History
 ARTS 4358 Research Methods in Latin American Art and Architectural History
 ARTS 4359 Seminar on Topics in Art History

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 51 HOURS

ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:

Progression requirements

A grade of 'C' or better in ARTS 2313, ARTS 3335 and ARTS 4333 before admission to

the second courses in these sequences, ARTS 2314, ARTS 3336 and ARTS 4334.

Graduation requirements

1. Native GPA of at least 2.0 and a grade of 'C' or better in ARTS 4396.
2. In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.