DESIGN AND VISUAL COMMUNICATION, BFA

The Bachelor of Fine Arts Degree in Design and Visual Communication offers students autonomy and agency in the face of an ever-changing cultural landscape. The study of graphic design, design methodologies, modes of production, and design histories, provides our students with the skillsets required to actively participate in visual culture, commerce, and communication.

Deeply rooted in community and focused on experimentation and collaboration, our dynamic DVC curriculum meets each student where they're at to foster self-expression, empathy, visual literacy, strategy, and a critical approach to the creation and production of wide array of design artifacts and touch points.

The DVC program places a high degree of value on diverse, equitable, and inclusive viewpoints and approaches. Our emphasis on personal growth and an entrepreneurial mindset prepares students to make meaningful contributions to the field, challenge the status quo, and carve their own path forward.

The aDream Lab, a digital fabrication and design laboratory, offers students access to develop their work with professional-grade 3D printers, vinyl cutter, laser cutter, vacuum former, heat press, wide-format color printer, die-cutting printer, DSLR cameras, photo sweep, lighting kit, fabrication tools, and rapid prototyping supplies. All design students are expected to have their own personal computer.

Additional studio and curricular resources with the Department of Art and Design support interdisciplinary projects. This includes facilities for digital fabrication and design, motion capture, VR and AR as well as the wide range of studio disciplines within the department. In addition, students draw on the extraordinary resources of UW-Milwaukee's courses, centers, films, lectures, and galleries, and especially the extensive research and special book collections of the Golda Meir Library and the American Geographical Society Library, one of the premier collections of its kind in North America, containing over 1.5 million items supporting instruction, research, and outreach at the University of Wisconsin-Milwaukee and around the world.

Requirements

Laptop Requirement

Preparing for a future defined by digital technology is an important step in developing artists. Our digitally integrated curriculum helps you achieve a professional level with leading art-related software and practices.

Laptop ownership is strongly recommended for *all* undergraduates. However, it's required for the programs below. For more information please visit the Peck School of the Arts admission page (https://uwm.edu/arts/apply/).

- Art & Design (BA and BFA Programs)
- Dance (BA and BFA Programs)
- Film, Video, Animation & New Genres (BA and BFA Programs)
- Music (Composition & Technology Program)
- Theatre (BFA Production and BA Theatre Education Programs)

Credit Overview

Code	Title	Credits
University Core (p. 1)		45
First Year Program (p. 1)		15
Art & Design Core (p. 2)		15
Degree Requirements (p. 2)		48
Total Credits		**123**

University Core

Code	Title	Credits
General Education Requirements [1]		
Compentencies [1]		
English Parts A & B [2]		
Math Parts A & B [2]		
Foreign Language [2]		
Distribution Requirements [1]		
ARTHIST 101	Ancient and Medieval Art and Architecture (counts as Humanities GER)	3
ARTHIST 102	Renaissance to Modern Art and Architecture (counts as Humanities GER)	3
Social Science		6
Natural Science (1 course with lab)		6
Cultural Diversity [2]		
Electives		
General Electives outside PSOA		12
Art & Design History		
ART 124	Design Survey	3
Art in PSOA		
ART 309	Issues in Contemporary Art:	3
Select 3 areas in PSOA outside Art & Design [3]		9
Total Credits		**45**

[1] Learn more about the General Education Requirements (https://catalog.uwm.edu/policies/undergraduate-policies/#bachelorsdegreegeneraleducation).

[2] Credit may be utilized in required curriculum areas.

[3] In 3 different Art areas: Dance, Film, Music, Theatre.

First Year Program

Code	Title	Credits
2.5 cumulative GPA required:		
ART 101	Drawing I	3
ART 106	Art Survey: Creative Practice, Culture and Context	3
ART 108	2D Studio: Concept, Color and Composition	3
ART 109	3D Studio: Form, Idea and Technique	3
ART 118	Digital Arts: Culture, Theory, Practice	3
Total Credits		**15**

Art & Design Core

Code	Title	Credits
200-level Studio Requirements		
ART 221	Introduction to Design	3
ART 223	Introduction to Typography	3
200-level Studio Electives		
Choose 3 credits from the following:		3
ART 218	Moving Images and Sound in Art & Design	
ART 253	Introduction to Photography	
ART 277	Design for Digital Fabrication	
Choose 3 credits not already taken from the following:		3
ART 201	Drawing II	
ART 212	Creative Technologies	
ART 218	Moving Images and Sound in Art & Design	
ART 243	Introduction to Painting	
ART 253	Introduction to Photography	
ART 261	Introduction to Sculpture	
ART 271	Introduction to Jewelry and Metalsmithing	
ART 277	Design for Digital Fabrication	
ART 278	Introduction to Industrial Craft	
ART 291	Introduction to Print and Narrative Forms	
Critical Thinking		
ART 509	Art & Design Seminar: (OWC-B)	3
Total Credits		**15**

Design and Visual Communication Major Requirements

Code	Title	Credits
Required Core Sequence		
ART 321	Design and Visual Communication I	3
ART 323	Typography II	3
ART 421	Design and Visual Communication II	3
ART 422	Design Methodologies: Process, Communication & Theory (QL-B)	3
Required Interaction Design Course		
ART 324	Web Design	3
Interaction Design Electives		
Chose 3 credits from the following:		3
ART 325	Web Design II	
ART 424	Topics in Web, Interaction and Screen Design:	
Required Professional Practice		
Choose 3 credits from the following:		3
ART 408	Nonprofit Information Technology	
ART 524	Professional Practice in Design:	
ART 608	Art and Design Internship	
Design and Visual Communication Electives		
Choose 12 credits not already taken:		12

ART 325	Web Design II	
ART 329	Package Design	
ART 378	Industrial Processes and Fabrication	
ART 405	Product Realization	
ART 408	Nonprofit Information Technology	
ART 423	Experimental Typography	
ART 424	Topics in Web, Interaction and Screen Design:	
ART 426	Motion Graphics	
ART 427	Advanced Design Workshop:	
ART 478	Digital Fabrication and Craft	
ART 524	Professional Practice in Design:	
ART 526	Research in Universal Design and Fabrication	
ART 578	Research in Digital Fabrication and Craft:	
ART 608	Art and Design Internship	
ART 391	Intermediate Print & Narrative Forms: (Book Arts & Letterpress or Screenprinting)	
ART 350	Intermediate Color Photography and Digital Imaging	
or ART 313	Creative Coding	
or ART 327	Digital Media Workshop:	
or ART 357	Intermediate Studio Lighting	
or ART 458	Photographic Materials and Processes	
Capstone Course		
ART 529	Design & Visual Communication III: Capstone & Exhibition	3
Art and Design Electives		
Choose 12 credits. DVC students should consider taking any courses listed above not already taken, or courses in other studio media that augment their research interests, as part of the Art & Design Elective credits.		12
Total Credits		**48**

Design and Visual Communication Portfolio Review

All DVC-intended students are required to participate in the annual Portfolio Review after completing ART 124 Design Survey, ART 221 Introduction to Design and ART 223 Introduction to Typography. DVC-intended students must apply to the annual Portfolio Review, which is held at the end of every Spring semester. Students who pass the portfolio review are admitted to the Design and Visual Communication BFA program, and subsequently enroll in ART 321 Design and Visual Communication I for the following Fall semester. Students enrolled in ART 221 and ART 223 are provided the guidelines, timeline and rubric for the Portfolio Review.

Plan of Study

Recommended Four-Year Sequence for Design & Visual Communication BFA

Year 1		
Fall		**Credits**
(Includes OWC-A and QL-A Requirements.) Students must be aware of the prerequisites for the 200-level course they wish to take in the second semester of the First Year and enroll in the appropriate First Year Program courses in fall.		
ART 101	Drawing I	3

Course	Title	Credits
ART 106	Art Survey: Creative Practice, Culture and Context	3
ART 108	2D Studio: Concept, Color and Composition	3
University Core [1]		3
University Core [1]		3
	Credits	**15**
Spring		
ART 109	3D Studio: Form, Idea and Technique	3
ART 118	Digital Arts: Culture, Theory, Practice	3
200-level studio in Art		3
ARTHIST 101	Ancient and Medieval Art and Architecture [2]	3
University Core [1]		3
	Credits	**15**
Year 2		
Fall		
ART 221	Introduction to Design	3
200-level studio in Art		3
Art & Design Elective [3]		3
ART 124	Design Survey	3
ART 309	Issues in Contemporary Art: (Art & Design Lecture Series)	3
	Credits	**15**
Spring		

All DVC-intended students are required to participate in the annual Portfolio Review after completing ART 124 Design Survey, ART 221 Introduction to Design and ART 223 Introduction to Typography. DVC-intended students must apply to the annual Portfolio Review, which is held at the end of every Spring semester. Students who pass the portfolio review are admitted to the Design and Visual Communication BFA program, and subsequently enroll in ART 321 Design and Visual Communication I for the following Fall semester. Students enrolled in ART 221 and ART 223 are provided the guidelines, timeline and rubric for the Portfolio Review.

Course	Title	Credits
ART 223	Introduction to Typography	3
ARTHIST 102	Renaissance to Modern Art and Architecture [2]	3
Choose one of the following:		3
DVC Elective [4]		
ART 324	Web Design	
Art & Design Elective [3]		3
University Core [1]		3
	Credits	**15**
Year 3		
Fall		
ART 321	Design and Visual Communication I	3
Choose one of the following:		3
DVC Elective [4]		
ART 324	Web Design	
Art & Design Elective [3]		3
ART 509	Art & Design Seminar:	3
University Core [1]		3
University Core [1]		3
	Credits	**18**
Spring		
ART 323	Typography II	3
DVC Elective [4]		3
Choose one of the following:		3
DVC Elective [4]		
Professional Practice course [5]		
ART 424	Topics in Web, Interaction and Screen Design:	
University Core [1]		3
University Core [1]		3
	Credits	**15**
Year 4		
Fall		
ART 421	Design and Visual Communication II	3
ART 422	Design Methodologies: Process, Communication & Theory	3
Choose one of the following:		3
DVC Elective [4]		
Professional Practice course [5]		
ART 424	Topics in Web, Interaction and Screen Design:	
University Core [1]		3
University Core [1]		3
	Credits	**15**
Spring		
ART 529	Design & Visual Communication III: Capstone & Exhibition	3
Choose one of the following:		3
DVC Elective [4]		
Professional Practice course [5]		
ART 424	Topics in Web, Interaction and Screen Design:	
DVC Elective [4]		3
Art & Design Elective [3]		3
University Core [1]		3
	Credits	**15**
	Total Credits	**123**

1. Consult your academic advisor in the Peck School of the Arts Student Services Office for requirements in the Core Curriculum. PSOA Arts Distribution Requirement is part of the 45-credit Core: 9 credits outside of Art & Design, in 3 of the 4 other departments in PSOA: Dance, Music, Theatre, or Film, Video, Animation, and New Genres.
2. Six credits (ARTHIST 101 and ARTHIST 102) count as Humanities GER.
3. Any Art & Design course not already taken except ART 100 and ART 107.
4. DVC Electives (choose 12 credits not already taken): ART 325, ART 329, ART 378, ART 405 ART 408, ART 423, ART 424, ART 426, ART 427, ART 478, ART 524, ART 526, ART 528, ART 608 (option to choose one course maximum - ART 391: Book Arts & Letterpress or ART 391: Screenprinting), (option to choose one course maximum - ART 313, ART 327, ART 350, ART 357, ART 458).
5. Professional Practice course selections include ART 408, ART 524, or ART 608.

Art & Design Undergraduate Admission Requirements

To be admitted in good standing, applicants (incoming freshmen and transfer students) must meet general University requirements (https://catalog.uwm.edu/admission-costs/undergraduate-admission/). After being admitted to UWM and indicating Art as your chosen major, no further steps are required for acceptance into the Department of Art & Design.

Scholarships

Declared majors in Art & Design should fill out the general scholarship application and department application (if applicable) by logging in to the Panther Scholarship Portal.

In addition, incoming undergraduate students should visit the Peck School of the Arts scholarship page for details on portfolio submissions.

Advancement to Major

Students accepted into the Art & Design program receive priority registration over non-art majors. To advance to the Art & Design major, students must complete the requirements outlined below:

1. Complete First Year Program courses (15 credits; see course list below).

2. Oral and Written Communications Competency Part A (OWC-A).
3. Quantitative Literacy Competency Part A (QL-A).
4. A cumulative GPA of 2.5 or higher.
5. Students pursuing the Design and Visual Communication BFA have additional requirements: complete ART 124, ART 221, and ART 223 with a B- or better; and pass the Design and Visual Communication Portfolio review.
6. Students should complete the above to advance to major within the first 45 credits.

Code	Title	Credits
ART 101	Drawing I	3
ART 106	Art Survey: Creative Practice, Culture and Context	3
ART 108	2D Studio: Concept, Color and Composition	3
ART 109	3D Studio: Form, Idea and Technique	3
ART 118	Digital Arts: Culture, Theory, Practice	3
Total Credits		**15**

Appeal Process

An appeal process is established for students who do not meet the department's criteria for classification, GPA, and area of concentration enrollment management requirements. The appeal process will provide an opportunity for individual students to request advancement to the art major or enrollment into courses as exceptions to the department's enrollment policies based on defined, pre-determined conditions. All appeals are to be directed to the Undergraduate Advisor or PSOA advisor, who will forward the appeals to the department chair or appropriate appeals committee. The department chair or appeals committee will consult with the First Year Program Director, area head, faculty, advisors, and student if necessary before making a decision.

Advising

Location: Theatre 120
Hours: M–Th 9 a.m. to 4 p.m. | Fri. 9 a.m. to 2 p.m. *(closed on university holidays)*
Contact: 414-229-4763 | Contact Form (https://uwm.edu/arts/contact/)

Academic advising is an important aspect of long-term academic success. At the Peck School of the Arts, we offer professional advising in the undergraduate disciplines of art, dance, film, music and theatre.

Our advisors provide students with individualized appointments to assist them in areas such as: degree requirements, major options, course selection, campus resources, college success strategies, graduation assessment, academic policies and procedures, and more.

For more information please visit the Peck School of the Arts advising and student services page (https://uwm.edu/arts/students/advising/).

Honors in the Major

Honors in the Major is granted to students who have earned a GPA of 3.500 or greater in the major and the academic department's recommendation.

High Honors in the Major is granted to students who have earned a cumulative GPA of 3.500 or greater and the academic department's recommendation.

Departmental Honors are granted to students recommended by their academic department for Honors excellence in performance not reflected in the GPA.

Dean's Honors are granted to students with major achievements in one or more of the arts.

College of the Arts and Architecture Dean's Honor List

GPA of 3.750 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (https://catalog.uwm.edu/honors-college/) section of this site.

Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.