ART, BFA: DESIGN AND VISUAL COMMUNICATION

The competitive field of Design requires practitioners who are intellectually curious, inventive, dedicated, critical, collaborative, and proactive life-long learners. Our students meet that need by developing as strategists, problem-identifiers, problem-solvers, and business partners.

Students in Design and Visual Communication are required to have a laptop computer for their coursework by the first week of class, beginning with ART 221 and for all subsequent courses in Design and Visual Communication. Visit uwm.edu/arts/apply/laptop/ for more information.

Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Core (p. 1)</td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>First Year Program (p. 1)</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Art &amp; Design Core (p. 1)</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>BFA Degree Requirements (p. 2)</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Area of Concentration (p. 2)</td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>130</td>
</tr>
</tbody>
</table>

University Core

The minimum number of credits required to complete the Bachelor of Arts is 120; the minimum number of credits required to complete the Bachelor of Fine Arts is 130. Students who need background preparation courses in math, English, foreign language, and chemistry may need additional credits.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>English Parts A &amp; B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Math Parts A &amp; B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign Language</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distribution Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTHIST 101</td>
<td>Ancient and Medieval Art and Architecture (counts as Humanities GER)</td>
<td>3</td>
</tr>
<tr>
<td>ARTHIST 102</td>
<td>Renaissance to Modern Art and Architecture (counts as Humanities GER)</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Natural Science (1 course with lab)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Cultural Diversity</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced ARTHIST course</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Select 3 arts areas outside Art and Design</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Select 3 credits in an arts area</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Select 9 credits outside Peck School of the Arts</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>45</td>
</tr>
</tbody>
</table>

First Year Program

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 101</td>
<td>Drawing I</td>
<td>3</td>
</tr>
<tr>
<td>ART 106</td>
<td>Art Survey</td>
<td>3</td>
</tr>
<tr>
<td>ART 108</td>
<td>2D Concepts</td>
<td>3</td>
</tr>
<tr>
<td>ART 109</td>
<td>3D Concepts</td>
<td>3</td>
</tr>
<tr>
<td>ART 118</td>
<td>Digital Arts: Culture, Theory, Practice</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Art & Design Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 201</td>
<td>Drawing II</td>
<td>2</td>
</tr>
<tr>
<td>ART 208</td>
<td>Color Studio</td>
<td></td>
</tr>
<tr>
<td>ART 212</td>
<td>Introduction to Digital Studio: A/V Strategies</td>
<td>3</td>
</tr>
<tr>
<td>ART 221</td>
<td>Introduction to Design</td>
<td>4</td>
</tr>
<tr>
<td>FILM 222</td>
<td>Introduction to Digital Filmmaking</td>
<td></td>
</tr>
<tr>
<td>ART 223</td>
<td>Introduction to Typography</td>
<td></td>
</tr>
<tr>
<td>ART 224</td>
<td>Dynamic Typography</td>
<td></td>
</tr>
<tr>
<td>ART 227</td>
<td>Design Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 238</td>
<td>Fiber Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 243</td>
<td>Introduction to Painting</td>
<td></td>
</tr>
<tr>
<td>ART 249</td>
<td>Painting and Drawing Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 253</td>
<td>Introduction to Photography</td>
<td>5</td>
</tr>
<tr>
<td>ART 269</td>
<td>Sculpture Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 277</td>
<td>Design for Digital Fabrication</td>
<td></td>
</tr>
<tr>
<td>ART 279</td>
<td>Jewelry and Metalsmithing Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 289</td>
<td>Ceramics Workshop:</td>
<td></td>
</tr>
<tr>
<td>ART 291</td>
<td>Introduction to Print and Narrative Forms</td>
<td></td>
</tr>
<tr>
<td>ART 299</td>
<td>Printmaking Workshop:</td>
<td></td>
</tr>
<tr>
<td>Select 3-6 credits of the following:</td>
<td></td>
<td>3-6</td>
</tr>
<tr>
<td>ART 231</td>
<td>Introduction to Fibers</td>
<td></td>
</tr>
<tr>
<td>ART 261</td>
<td>Introduction to Sculpture</td>
<td></td>
</tr>
<tr>
<td>ART 271</td>
<td>Introduction to Jewelry and Metalsmithing</td>
<td></td>
</tr>
<tr>
<td>ART 281</td>
<td>Introduction to Ceramics</td>
<td></td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

1. Complete 9 credits total, not applicable if fulfilled as part of degree curriculum.
2. Required for Painting and Drawing concentration.
Degree Requirements

Art & Design Electives
Select 21 credits (15 credits must be 300-level and above studio courses) 21

Total Credits 21

Design and Visual Communication Concentration

After admission into Design and Visual Communication, students must:

1. Complete ART 321 and ART 323 with a grade of B- or better to enroll in ART 421 and ART 423.
2. Complete ART 421 and ART 422 with a grade of B- or better to enroll in ART 529.
3. Complete ART 529 as Senior Capstone Experience concurrently with ART 606.
4. Complete ART 324 and either ART 325 or ART 424. These required courses are not part of the core sequence, and may be taken any time after prerequisites are met.
5. Complete two of the six following courses (6 credits): ART 423, ART 425, ART 524, ART 526, ART 528, or either ART 325 or ART 424 not taken in point 4.
6. Complete 9 credits of Design and Visual Communication Expanded Studies (ES) all outside the Peck School of the Arts. See your advisor in the Peck School of the Arts Student Services Office for an updated list of recommended courses.

Students may petition to substitute for some or all of the DVC Expanded Studies courses. Likely candidates would be students with a high GPA who have tested out of freshman English; double majors; and students with a keen and credible interest in another area of study. Petitions to substitute for courses will be evaluated on a case-by-case basis by Design faculty and will be subject to an appeals process.

Required Courses

Code Title Credits
Design and Visual Communication Introductory
ART 221 Introduction to Design (credit from Art & Design core) 3
ART 124 Design Survey 3
ART 223 Introduction to Typography 3

Design and Visual Communication Core

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 3

Required Interaction Design Courses
ART 324 Web Design 3

Required Core Choices
Select two of the following:
ART 325 Web Design II (whichever course is not taken in Required Interaction Design Courses)
or ART 424 Topics in Web, Interaction and Screen Design:
ART 423 Experimental Typography 3
ART 426 Motion Graphics 3
ART 427 Advanced Design Workshop: (subtitle) 3
ART 524 Professional Practice in Design: 3
ART 526 Research in Universal Design and Fabrication (subtitle) 3
ART 528 Print Production and Presentation Techniques 3

Design and Visual Communication Capstone
ART 529 Design and Visual Communication III (Senior Capstone) 3
ART 606 BFA Exhibition in Design 1
Total Credits 34

Art BFA in Design and Visual Communication – Recommended Curriculum

Year 1

Fall
ART 101 Drawing I 3
ART 106 Art Survey 3
ART 108 2D Concepts 3
University Core 1 3
University Core 1 3
Credits 15

Spring
ART 109 3D Concepts 3
ART 118 Digital Arts: Culture, Theory, Practice 3
200-level studio in Art 3
University Core 1 3
University Core 1 3
Credits 15

Year 2

Fall
Students are reminded that admission to the Art & Design Program requires completion of the 36-credit Art-Intended requirements and that all First Year Program courses must be completed in the first 45 credits (usually in fall semester of sophomore year). Portfolio review for students in Design and Visual Communication is held in spring semester only. Portfolio review guidelines are available from the area. 2
ART 221 Introduction to Design 3
ART 124 Design Survey 3
Art & Design Elective 3
ART/HIST 101 Ancient and Medieval Art and Architecture 3 3
University Core 1 3
Credits 15

3 Required for Digital Studio Practice concentration.
4 Required for Design and Visual Communication concentration.
5 Required for Photography and Imaging concentration.
Art, BFA: Design and Visual Communication

Applicants to the Art & Design program must also submit a portfolio of artworks and additional supporting materials, as described below, for review by Art & Design faculty:

1. Art & Design Portfolio form. Complete the form and send it in with the packet. (Form is online at uwm.edu/arts/apply/ (http://uwm.edu/arts/apply/))
2. Portfolio of artworks. Provide 8-10 examples of artwork you created in the past two years. If your portfolio includes drawings, we recommend that you include at least three drawings from observation (not photographs). Identify each image by media, size, and year of completion in a separate document. JPEG files at 2000px max preferred.
3. Statement of Intent. Upload a one-page pdf that describes how your interests and past experiences relate to your intended college choice and career path. Students who have little to no prior formal art training are encouraged to write a more extensive statement.

Art & Design awards art scholarships based on this incoming portfolio. To be eligible for department-level scholarships, incoming freshmen & transfers must complete the requirements above by December 15. Portfolios will be accepted after this date for general admission to the department.

General information: 414-229-4763; art-admission@uwm.edu; uwm.edu/arts/apply. 

**Appeal Process**
An appeal process is established for students who do not meet the department’s criteria for admissions, classification, GPA, and area of concentration enrollment management requirements. The appeal process will provide an opportunity for individual students to request admission as an 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.

**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 following: 36 credits outlined below with a cumulative GPA of 2.5 or higher:

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. Complete 9 credits required 200-level studios (see course list below).
6. 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.
7. Students should complete the above to advance to major within the first 45 credits.

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 Students must complete ART 124, ART 221, and ART 223 to be eligible for portfolio review.
3 The 12 Art History credits count in the Core Curriculum. Six credits (ARTHIST 101 and ARTHIST 102) count as Humanities GER.

### Art & Design Undergraduate Admission Requirements

To be admitted in good standing, applicants (incoming freshmen and transfer students) must meet general University requirements (http://catalog.uwm.edu/admission-costs/undergraduate-admission).

#### Year 1

**Fall**
- ART 101: Art History and Criticism
- ART 224: Studio Art I, IIB
- ART 309: Art History Seminar
- ART 324: Web Design

**Spring**
- ART 223: Introduction to Typography (Counts as 2D 200 level)
- Art & Design Elective
- ART 309: Issues in Contemporary Art
- ART 324: Web Design
- ART 3102: Renaissance to Modern Art and Architecture
- University Core 1

**Credits:** 18

#### Year 2

**Fall**
- ART 321: Design and Visual Communication I
- ART 424: Topics in Web, Interaction and Screen Design: (subtitle) or ART 325: Web Design II
- Art & Design Elective
- Advanced Art History choice 3
- University Core 1

**Credits:** 15

**Spring**
- ART 323: Typography II
- DVC Required Core Choice
- ART 509: Art & Design Seminar: (subtitle)
- Art & Design Elective
- Advanced Art History choice 3
- University Core 1

**Credits:** 18

### Year 3

**Fall**
- ART 421: Design and Visual Communication II
- ART 422: Design Methodologies: Process, Communication & Theory
- DVC Required Core Choice
- Art & Design Elective
- Art & Design Elective
- University Core 1

**Credits:** 18

**Spring**
- ART 529: Design and Visual Communication III
- Art & Design Elective
- Art & Design Elective
- University Core 1
- ART 606: BFA Exhibition in Design

**Credits:** 16

**Total Credits:** 130

---

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. Students must complete ART 124, ART 221, and ART 223 to be eligible for portfolio review.
3. The 12 Art History credits count in the Core Curriculum. Six credits (ARTHIST 101 and ARTHIST 102) count as Humanities GER.
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 101</td>
<td>Drawing I</td>
<td>3</td>
</tr>
<tr>
<td>ART 106</td>
<td>Art Survey</td>
<td>3</td>
</tr>
<tr>
<td>ART 108</td>
<td>2D Concepts</td>
<td>3</td>
</tr>
<tr>
<td>ART 109</td>
<td>3D Concepts</td>
<td>3</td>
</tr>
<tr>
<td>ART 118</td>
<td>Digital Arts: Culture, Theory, Practice</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Advising**

**Location:** Theatre 120  
**Hours:** 9AM-4PM Monday through Thursday, 9AM-2PM Fridays  
(.closed on university holidays)  
**Contact:** (414) 229-4763

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

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

For more information on Peck School of the Arts advising, please visit [http://uwm.edu/arts/advising/](http://uwm.edu/arts/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.

**Honors in the Peck School of the Arts**

**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 Degree and Honors Degree with Thesis**  
Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College [http://catalog.uwm.edu/opportunities-resources/honors-college](http://catalog.uwm.edu/opportunities-resources/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.