

# ART & DESIGN RESOURCE GUIDE

*FALL 2025*

# ART & DESIGN CONTACT INFORMATION

## NMU SCHOOL OF ART & DESIGN

### School of Art & Design

Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855

906-227-2194 [voice]  
906-227-2276 [fax]

**Jane Milkie** *Associate Dean & Director*  
906-227-2194  
jmillkie@nmu.edu

**Marlina Martinez** *Executive Administrative Assistant*  
906-227-2194  
mmartine@nmu.edu

**Karey LaJoye** *Principal Account Clerk*  
906-227-2787  
kalajoye@nmu.edu

## DEVOS ART MUSEUM

### DeVos Art Museum

Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855  
906-227-1481 [voice]  
906-227-2276 [fax]

**Emily Lanctot** *Director and Curator*  
906-227-1481  
elancot@nmu.edu

\_\_\_\_\_ *Collections and Outreach*  
906-227-2136  
\_\_\_\_\_@nmu.edu

## SCHOOL TECHNICIANS

\_\_\_\_\_ *IT Support Specialist*  
906-227-2111  
\_\_\_\_\_@nmu.edu

## BUILDING HOURS

Please See Website For Current Hours:  
<https://art.nmu.edu/department/resources/building.html>

## ART STUDIO HOURS

Please See Website For Current Hours:  
<https://art.nmu.edu/department/resources/building.html>

## DEVOS ART MUSEUM HOURS

Please See Website For Current Hours:  
<https://art.nmu.edu/department/resources/building.html>

## SCHEDULING APPOINTMENTS

Students need to schedule appointments with a 24 hour notice with faculty. Some faculty may be using online systems for appointments so make sure you check the syllabus for the class.

## STUDENT SUCCESS ADVISORS

**Ezra Asohan**  
906-227-1784 or 906-227-1501  
easohan@nmu.edu

**Simon Moesch**  
906-227-1784 or 906-227-1501  
smoesch@nmu.edu

# ART & DESIGN FACULTY INFORMATION

## ART EDUCATION

**Michael Letts**  
906-227- 1485  
miletts@nmu.edu

## ART HISTORY

**Steven M Leuthold**  
906-227- 1489  
sleuthol@nmu.edu

**Mitsutoshi Oba**  
906-227- 2862  
moba@nmu.edu

## CERAMICS

**Brian Kakas**  
906-227- 1491  
bkakas@nmu.edu

## DRAWING/PAINTING

**Taimur Amin Cleary**  
906-227- 1484  
tcleary@nmu.edu

## DIGITAL CINEMA

**Gabrielle McNally**  
906-227- 2024  
gmcnally@nmu.edu

## ELECTRONIC ART & ANIMATION

**Stephan Larson**  
906-227- 1488  
stlarson@nmu.edu

## FOUNDATIONS

**Tracy Wascom**  
906-227- 2193  
twascom@nmu.edu

## GRAPHIC DESIGN SOCIAL MEDIA DESIGN MANAGEMENT

**Tom Adolphs**  
906-227- 1483  
tadolp@nmu.edu

**Keith Ellis**  
906-227- 1861  
keiellis@nmu.edu

## INDUSTRIAL DESIGN

**Alexander Fekete**  
906-227-2104  
afekete@nmu.edu

## ILLUSTRATION

**Steven Hughes**  
906-227- 1482  
sthughes@nmu.edu

## METALWORKING/JEWELRY

**Dale Wedig**  
906-227- 1490  
dwedig@nmu.edu

## PHOTOGRAPHY

**Christine Lenzen**  
906-227- 2162  
clenzen@nmu.edu

## WOODWORKING/FURNITURE

**Jason Schneider**  
906-227- 1486  
jasschne@nmu.edu

## PART-TIME FACULTY

**Nathan Bett**  
nabett@nmu.edu

**Emily Lanctot**  
elancot@nmu.edu

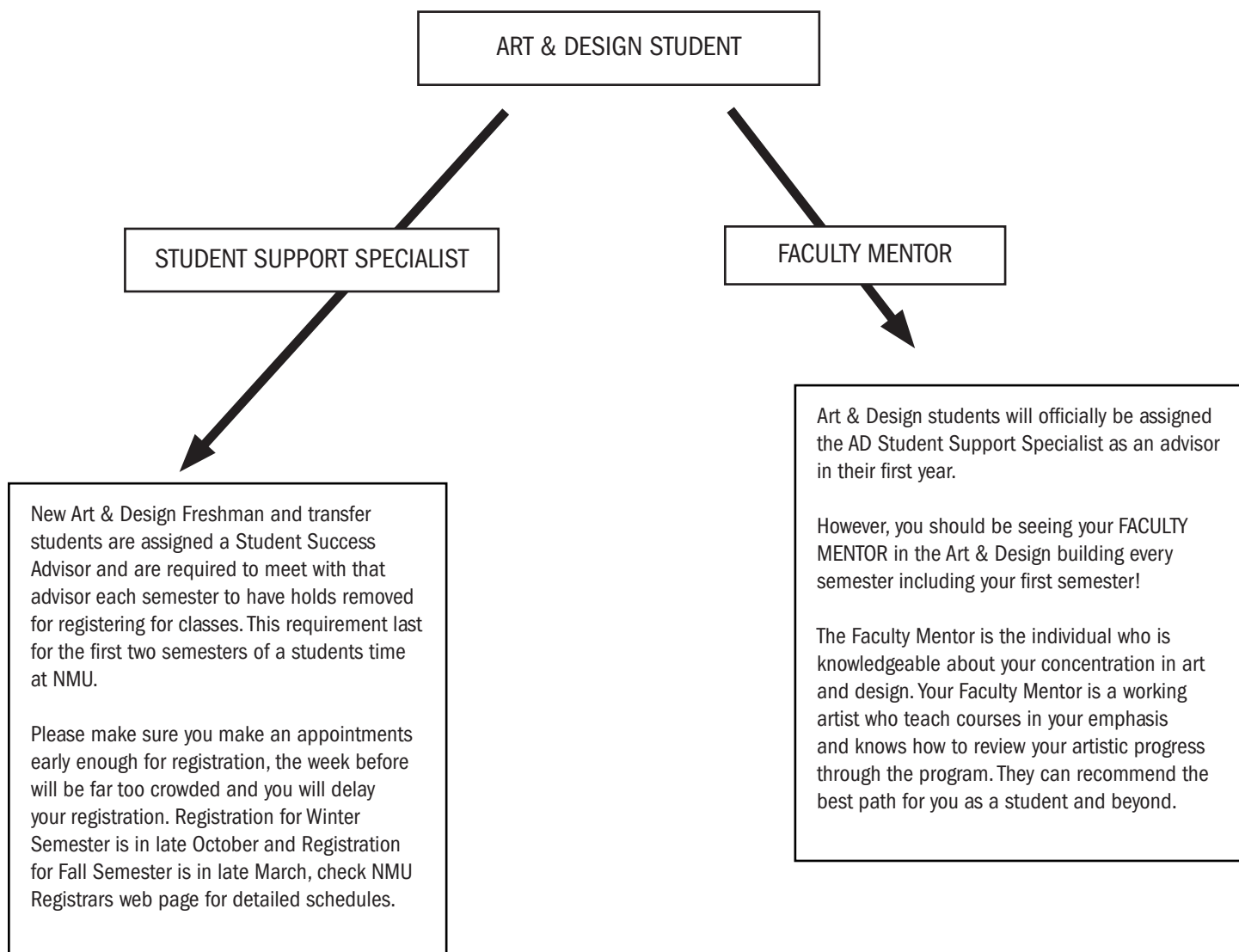
**Jessy Fleury**  
jfleury@nmu.edu

**Chris Moore**  
chmoore@nmu.edu

**Alison Taras**  
ataras@nmu.edu

Part-time faculty office phone: 906-227-2283  
Main Art & Design office phone: 906-227-2194

# ART & DESIGN ADVISING



## AD Student Success Advisor

**Simon Moesch**  
906-227- 1784 or 906-227-1501  
smoesch@nmu.edu

## AD Student Success Advisor

**Ezra Asohan**  
906-227- 1784 or 906-227-1501  
easohan@nmu.edu

# ART & DESIGN DEGREE PLANNERS

## GENERAL EDUCATION REQUIREMENTS

Same requirements for all NMU Baccalaureate Students

## TYPE OF DEGREE

ART & DESIGN BFA DEGREE 120CR

EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD
<input type="checkbox"/> EN111	<input type="checkbox"/> APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADDITIONAL GRADUATION REQUIREMENTS						
<input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT						

## ART & DESIGN CAPSTONE

Advanced courses leading to the Senior Capstone Project, usually taken in your last semester.

GENERAL EDUCATION REQUIREMENTS 30-40CR		EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD
		<input type="checkbox"/> EN111	<input type="checkbox"/> APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADDITIONAL GRADUATION REQUIREMENTS								
<input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT								
ART & DESIGN COURSES 92		FOUNDATIONS 24CR		ART HISTORY 12CR		ART & DESIGN CAPSTONE 30CR		ART & DESIGN CAPSTONE 16CR
		<input type="checkbox"/> AD101 4cr PROCESS & DESIGN		<input type="checkbox"/> AD110 4cr ARTS AND ART HISTORY		<input type="checkbox"/> AD303 3cr INDIVIDUAL ART REVIEW		<input type="checkbox"/> AD485 4cr THEORIES AND PRACTICES
		<input type="checkbox"/> AD102 4cr FOUNDATIONAL DRAWING		<input type="checkbox"/> ART HISTORY ELECTIVE		<input type="checkbox"/> 300 LEVEL AD ELECTIVE		<input type="checkbox"/> AD499 4cr SENIOR CAPSTONE
		<input type="checkbox"/> 2D STUDIO 4cr AD108 FOUNDATIONAL AD118 ILLUSTRATION AD208 PRINTING AD268 PRINTING: DIGITAL		<input type="checkbox"/> ART HISTORY ELECTIVE		<input type="checkbox"/> 300 LEVEL AD ELECTIVE		<input type="checkbox"/> 400 LEVEL AD ELECTIVE
		<input type="checkbox"/> 3D STUDIO 4cr AD209 FOUNDATIONAL DESIGN AD218 CERAMICS AD248 SCULPTURE AD255 METALS/CLAY/TEXTILE				<input type="checkbox"/> 300 LEVEL AD ELECTIVE		<input type="checkbox"/> 400 LEVEL AD ELECTIVE
		<input type="checkbox"/> DIGITAL STUDIO 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN				<input type="checkbox"/> AD ELECTIVE		<input type="checkbox"/> AD ELECTIVE
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		<input type="checkbox"/> AD218 GRAPHIC DESIGN				<input type="checkbox"/> AD ELECTIVE		<input type="checkbox"/> AD ELECTIVE

ART & DESIGN BFA DEGREE 120CR						
GENERAL EDUCATION REQUIREMENTS 30-40CR						
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____ APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> LAB SCIENCE	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____
ADDITIONAL GRADUATION REQUIREMENTS						
<input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT						
FOUNDATIONS 24CR		ART HISTORY 12CR	ART & DESIGN CORE 30CR	ART & DESIGN CAPSTONE 16CR		
<div><input type="checkbox"/> <b>AD101</b> 4cr PROCESS &amp; DESIGN</div> <div><input type="checkbox"/> <b>AD102</b> 4cr FOUNDATIONAL DRAWING</div> <div><input type="checkbox"/> <b>2D STUDIO</b> 4cr AD217 PHOTOGRAPHY AD219 ILLUSTRATION AD20A PAINTING: ACRYLIC AD20B PAINTING: OIL</div> <div><input type="checkbox"/> <b>3D STUDIO</b> 4cr AD209 INDUSTRIAL DESIGN AD210 CERAMICS AD216 SCULPTURE AD223 METALS/JEWELRY AD224 WOODWORKING</div> <div><input type="checkbox"/> <b>DIGITAL STUDIO</b> 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN AD234 ELECTRONIC ART &amp; ANIMATION</div> <div><input type="checkbox"/> <b>AD270</b> 4cr CONCEPTS &amp; CULTURE [INTI]</div>		<div><input type="checkbox"/> <b>AD110</b> 4cr IDEAS IN ART HISTORY</div> <div><input type="checkbox"/> <b>ART HISTORY</b> ELECTIVE</div> <div><input type="checkbox"/> <b>ART HISTORY</b> ELECTIVE</div>	<div><input type="checkbox"/> <b>AD303</b> 2cr INDIVIDUAL ART REVIEW</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> AD ELECTIVE 4cr</div> <div><input type="checkbox"/> AD ELECTIVE 4cr</div> <div><input type="checkbox"/> AD ELECTIVE 4cr</div>	<div><input type="checkbox"/> <b>AD485</b> 4cr THEORIES AND PRACTICES</div> <div><input type="checkbox"/> <b>AD499</b> 4cr SENIOR CAPSTONE PROJECT</div> <div><input type="checkbox"/> 400 LEVEL AD ELECTIVE 4cr</div> <div><input type="checkbox"/> 400 LEVEL AD ELECTIVE 4cr</div>		
MANY COURSES HAVE <b>A/B</b> DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B.  * AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. *		ART HISTORY COURSES MAY BE USED AS AD ELECTIVE COURSES. BE AWARE THAT THE PREREQUISITES FOR AD303 INCLUDE A MINIMUM OF 8CR OF 300/400 LEVEL AD STUDIO COURSES IN AN EMPHASIS WITH A 2.6 GPA IN THOSE COURSES.				
FALL 2025						

ART & DESIGN BS/BA DEGREE 120CR							
GENERAL EDUCATION REQUIREMENTS 30-40CR							
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD	
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____ APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> LAB SCIENCE	<input type="checkbox"/> _____	
BA DEGREE REQUIRES LANGUAGE 200 + LEVEL			ADDITIONAL GRADUATION REQUIREMENTS				
FOUNDATIONS 20CR			<input type="checkbox"/> WORLD CULTURES REQUIREMENT				
			<input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT				
			<input type="checkbox"/> MATH COMPETENCY REQUIREMENT				
ART & DESIGN COURSES 46CR + OPEN ELECTIVES 34-44CR			ART DESIGN CORE 10CR	ART DESIGN CAPSTONE 8CR	OPEN ELECTIVES 34-44CR		
<div><input type="checkbox"/> AD101 4cr PROCESS &amp; DESIGN</div> <div><input type="checkbox"/> 2D STUDIO 4cr AD217 PHOTOGRAPHY AD219 ILLUSTRATION AD220A PAINTING: ACRYLIC AD220B PAINTING: OIL</div> <div><input type="checkbox"/> 3D STUDIO 4cr AD209 INDUSTRIAL DESIGN AD210 CERAMICS AD216 SCULPTURE AD223 METALS/JEWELRY AD224 WOODWORKING</div> <div><input type="checkbox"/> DIGITAL STUDIO 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN AD234 ELECTRONIC ART &amp; ANIMATION</div> <div><input type="checkbox"/> AD270 4cr CONCEPTS &amp; CULTURE (NMTI)</div>			<div><input type="checkbox"/> AD303 2cr INDIVIDUAL ART REVIEW</div> <div><input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr <input type="checkbox"/> 300 LEVEL AD ELECTIVE 4cr</div>		<div><input type="checkbox"/> _____ 4cr 400 LEVEL AD ELECTIVE</div> <div><input type="checkbox"/> AD499 4CR SENIOR CAPSTONE PROJECT</div>		<input type="checkbox"/> _____ 4cr
			ART HISTORY 8CR		NOTE: → STUDENTS IN THE BA/BS DEGREE WILL HAVE BETWEEN 34-44 OPEN CREDITS THAT CAN BE USED FOR ADDITIONAL ART COURSES OR FOR COURSES IN OTHER PROGRAMS AT NML.		<input type="checkbox"/> _____ 4cr
			<div><input type="checkbox"/> AD110 4cr IDEAS IN ART HISTORY</div> <div><input type="checkbox"/> ART HISTORY 4cr ELECTIVE</div>		A MAXIMUM OF 20CR OF ART AND DESIGN COURSES MAY BE USED IN THIS CATEGORY.		<input type="checkbox"/> _____ 4cr
			MANY COURSES HAVE A/B DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B.  * AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. *		ART HISTORY COURSES MAY BE USED AS AD ELECTIVE COURSES. BE AWARE THAT THE PREREQUISITES FOR AD303 INCLUDE A MINIMUM OF 8CR OF 300/400 LEVEL AD STUDIO COURSES IN AN EMPHASIS WITH A 2.6 GPA IN THOSE COURSES.		<input type="checkbox"/> _____ 4cr
							<input type="checkbox"/> _____ 4cr
<input type="checkbox"/> _____ 4cr							

ART & DESIGN BFA DEGREE, DIGITAL CINEMA 120CR						
GENERAL EDUCATION REQUIREMENTS 30-40CR						
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____ <small>APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE</small>	<input type="checkbox"/> _____ <small>THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE</small>	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> LAB SCIENCE	<input type="checkbox"/> _____
ADDITIONAL GRADUATION REQUIREMENTS						
<input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT						
FOUNDATIONS 20CR		ART HISTORY & FILM STUDIES 12CR	CINEMA CORE 26CR	ART & DESIGN CORE 10CR		
<input type="checkbox"/> <b>AD101</b> 4cr PROCESS & DESIGN  <input type="checkbox"/> <b>AD217</b> 4cr PHOTOGRAPHY  <input type="checkbox"/> <b>AD 212</b> 4cr DIGITAL CINEMA  <input type="checkbox"/> <b>3D STUDIO</b> 4cr AD209 INDUSTRIAL DESIGN AD210 CERAMICS AD216 SCULPTURE AD223 METALS/JEWELRY AD224 WOODWORKING  <input type="checkbox"/> <b>AD270</b> 4cr CONCEPTS & CULTURE [INTJ]		<input type="checkbox"/> <b>AD110</b> 4cr IDEAS IN ART HISTORY  <input type="checkbox"/> <b>SELECT 1 FROM:</b> 4cr EN125 INTRODUCTION TO FILM EN225 HISTORY OF WORLD CINEMA  <input type="checkbox"/> <b>SELECT 1 FROM:</b> 4cr EN325 AUTHORSHIP IN THE CINEMA EN326 NATIONAL CINEMA EN364 STUDIES IN GENRE, FILM EN425 TOPICS IN FILM THEORY	<input type="checkbox"/> <b>AD312</b> 4cr ADVANCED PRODUCTION  <input type="checkbox"/> <b>AD448A</b> 4cr DOCUMENTARY FILMMAKING  <input type="checkbox"/> <b>AD448B</b> 4cr FICTION FILMMAKING  <input type="checkbox"/> <b>TH132</b> 2cr ACTING 1  <input type="checkbox"/> <b>TH352</b> 4cr DIRECTING THEORY  <input type="checkbox"/> <b>BC271</b> 4cr AUDIO PRODUCTION  <input type="checkbox"/> <b>SELECT 1 FROM:</b> 4cr BC275 MULTI-CAMERA PRODUCTION BC371P AUDIO FOR POST BC470 MASS COMMUNICATION LAW	<input type="checkbox"/> <b>AD303</b> 2cr INDIVIDUAL ART REVIEW  <input type="checkbox"/> <b>SELECT 1 FROM:</b> 4cr AD218 GRAPHIC DESIGN AD334B MOTION DESIGN  <input type="checkbox"/> _____ 4cr AD ELECTIVE		
				<input type="checkbox"/> <b>AD449</b> 4cr PROFESSIONAL PRACTICE  <input type="checkbox"/> <b>AD485</b> 4cr THEORIES & PRACTICES  <input type="checkbox"/> <b>AD499</b> 4cr SENIOR CAPSTONE PROJECT		
MANY COURSES HAVE <b>A/B</b> DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B.  * AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. *				BE AWARE THAT THE PREREQUISITES FOR AD303 INCLUDE A MINIMUM OF AD312 AND EITHER 448A OR 448B WITH A 2.6 GPA IN THOSE COURSES.		
ART & DESIGN COURSES 80CR						
FALL 2025						



ART & DESIGN BFA DEGREE, GRAPHIC DESIGN 120CR						
GENERAL EDUCATION REQUIREMENTS 30-40CR						
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____ APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> LAB SCIENCE	<input type="checkbox"/> _____
ADDITIONAL GRADUATION REQUIREMENTS						
<input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT						
FOUNDATIONS 24CR		ART HISTORY 12CR	GRAPHIC DESIGN CORE 18CR		ART & DESIGN CAPSTONE 16CR	
<input type="checkbox"/> <b>AD101</b> 4cr PROCESS & DESIGN <input type="checkbox"/> <b>AD102</b> 4cr FOUNDATIONAL DRAWING <input type="checkbox"/> <b>2D STUDIO</b> 4cr AD217 PHOTOGRAPHY AD219 ILLUSTRATION AD220A PAINTING: ACRYLIC AD220B PAINTING: OIL <input type="checkbox"/> <b>3D STUDIO</b> 4cr AD209 INDUSTRIAL DESIGN AD210 CERAMICS AD216 SCULPTURE AD223 METALS/JEWELRY AD224 WOODWORKING <input type="checkbox"/> <b>DIGITAL STUDIO</b> 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN AD234 ELECTRONIC ART & ANIMATION <input type="checkbox"/> <b>AD270</b> 4cr CONCEPTS & CULTURE [INTI]		<input type="checkbox"/> <b>AD110</b> 4cr IDEAS IN ART HISTORY <input type="checkbox"/> <b>ART HISTORY</b> ELECTIVE <input type="checkbox"/> <b>ART HISTORY</b> ELECTIVE  <b>ART / DESIGN ELECTIVES</b> 12CR <input type="checkbox"/> <b>AD ELECTIVE</b> 4cr <input type="checkbox"/> <b>AD ELECTIVE</b> 4cr <input type="checkbox"/> <b>AD ELECTIVE</b> 4cr	<input type="checkbox"/> <b>AD303</b> 2cr INDIVIDUAL ART REVIEW <input type="checkbox"/> <b>AD318A</b> 4cr GRAPHIC DESIGN: TYPOGRAPHY & LAYOUT  <b>SELECT 3 FROM:</b> AD318B GR DESIGN: STORYTELLING & PRODUCTION AD388 WEB DESIGN AD319A ILLUSTRATION: DIGITAL MEDIA AD319B ILLUSTRATION: NARRATIVE FIGURE AD334A DIGITAL MODELING & SCULPTING AD334B MOTION DESIGN  <input type="checkbox"/> <b>GRAPHIC DESIGN ELECTIVE</b> 4cr <input type="checkbox"/> <b>GRAPHIC DESIGN ELECTIVE</b> 4cr <input type="checkbox"/> <b>GRAPHIC DESIGN ELECTIVE</b> 4cr		<input type="checkbox"/> <b>AD418</b> 4cr GR DESIGN: INTERACTIVE DESIGN & USER EXPER <input type="checkbox"/> <b>AD488</b> 4cr BRANDING & SOCIAL MEDIA <input type="checkbox"/> <b>AD485</b> 4cr THEORIES & PRACTICES <input type="checkbox"/> <b>AD499</b> 4cr SENIOR CAPSTONE PROJECT	
MANY COURSES HAVE <b>A/B</b> DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B.  * AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. *						
ART & DESIGN COURSES 82CR						
FALL 2025						

ART & DESIGN EDUCATION DEGREE 125CR									
GENERAL EDUCATION REQUIREMENTS 30-40CR									
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION	INTEGRATIVE THINKING	PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD			
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____ APPROVED GEC ART HISTORY COURSES CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ THE AD270 COURSE CAN BE USED HERE BUT TOTAL DEGREE CREDITS MUST BE 120 OR ABOVE	<input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> LAB SCIENCE	<input type="checkbox"/> _____			
ADDITIONAL GRADUATION REQUIREMENTS									
<input type="checkbox"/> WORLD CULTURES REQUIREMENT							<input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT		
<input type="checkbox"/> MATH COMPETENCY REQUIREMENT									
FOUNDATIONS 24CR		ART HISTORY 8CR		AD STUDIO COURSES 22CR		ART EDUCATION 12CR			
<input type="checkbox"/> AD101 4cr PROCESS & DESIGN	<input type="checkbox"/> AD110 4cr IDEAS IN ART HISTORY	<input type="checkbox"/> AD303 2cr INDIVIDUAL ART REVIEW	<input type="checkbox"/> AD248 4cr INTRO ART EDUCATION	<input type="checkbox"/> EDU210 3cr CHILD & ADOLESCENT DEV		<input type="checkbox"/> EDU210A 1cr EXPLORATORY: CHILD & ADOLESCENT DEV			
<input type="checkbox"/> AD102 4cr FOUNDATIONAL DRAWING	<input type="checkbox"/> AD355 4cr TWENTIETH CENT ART [HUME]	<input type="checkbox"/> 300 LEVEL STUDIO 4cr	<input type="checkbox"/> AD302 4cr MEDIA & METHODOLOGY	<input type="checkbox"/> EDU300 1cr PROFESSIONAL SEMINAR III		<input type="checkbox"/> EDU319 3cr TEACHING READING FOR SEC			
<input type="checkbox"/> 2D STUDIO 4cr AD217 PHOTOGRAPHY AD219 ILLUSTRATION AD220A PAINTING: ACRYLIC AD220B PAINTING: OIL	<input type="checkbox"/> AD377 4cr MAKING IN 21ST CENT [HUME]	<input type="checkbox"/> 300 LEVEL STUDIO 4cr	<input type="checkbox"/> AD350 4cr CURRICULUM & THEORY	<input type="checkbox"/> EDU319A 1cr APPRENTICESHIP: TEACH READ		<input type="checkbox"/> EDU325 1cr CPI: NONVIOLENT CRISIS INTER			
<input type="checkbox"/> 3D STUDIO 4cr AD210 CERAMICS AD222 CERAMICS		<input type="checkbox"/> 400 LEVEL STUDIO 4cr	<input type="checkbox"/> AD 248 and AD 302 require a grade of "B" or better.	<input type="checkbox"/> EDU363 3cr UNDERSTANDING STUDENTS DISABILITIES & DIVERSE LRN		<input type="checkbox"/> EDU400 3cr PROFESSIONAL SEMINAR IV			
<input type="checkbox"/> DIGITAL STUDIO 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN AD234 ELECTRONIC ART & ANIMATION		<input type="checkbox"/> ART/DESIGN ELECTIVE 4cr	<input type="checkbox"/> PROFESSIONAL EDUCATION 30CR	<input type="checkbox"/> EDU100 1cr PROFESSIONAL SEMINAR I		<input type="checkbox"/> EDU450 9cr INTERNSHIP: 7-12			
<input type="checkbox"/> AD270 4cr CONCEPTS & CULTURE [INTJ]		<input type="checkbox"/> AD485 4CR THEORIES AND PRACTICES		<input type="checkbox"/> EDU101 3cr EXPLORING PERSP ON US SCHOOLING [PERS]		<input type="checkbox"/> EDU200 1cr PROFESSIONAL SEMINAR II			
MANY COURSES HAVE A/B DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B. ART HISTORY COURSES MAY BE USED AS AD ELECTIVE COURSES. BE AWARE THAT THE PREREQUISITES FOR AD303 INCLUDE A MINIMUM OF 8CR OF 300/400 LEVEL AD STUDIO COURSES IN AN EMPHASIS WITH A 2.6 GPA IN THOSE COURSES. * AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. *									
ART & DESIGN COURSES 54CR + EDUCATION COURSES 42CR									
FALL 2025									

ART & DESIGN ASSOCIATES APPLIED ARTS 60CR																			
GENERAL EDUCATION REQUIREMENTS 24CR																			
<div>REQUIRED 12CR</div> <div>CHOOSE 3 COURSES OR 12CR FROM THE FOLLOWING CATEGORIES 12CR</div>																			
<table><tr><th>EFFECTIVE COMMUNICATION</th><th>HUMAN EXPRESSION</th><th colspan="4"></th></tr><tr><td><input type="checkbox"/> _____ EN111</td><td><input type="checkbox"/> _____</td><td colspan="4"></td></tr><tr><td><input type="checkbox"/> _____ EN211</td><td></td><td colspan="4"></td></tr></table>		EFFECTIVE COMMUNICATION	HUMAN EXPRESSION					<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____					<input type="checkbox"/> _____ EN211					
EFFECTIVE COMMUNICATION	HUMAN EXPRESSION																		
<input type="checkbox"/> _____ EN111	<input type="checkbox"/> _____																		
<input type="checkbox"/> _____ EN211																			
<div>+</div> <table><tr><th>PERSPECTIVES ON SOCIETY</th><th>QUANTITATIVE REASONING AND ANALYSIS</th><th>SCIENTIFIC INQUIRY</th><th>SOCIAL RESPONSIBILITY DIVERSE WORLD</th></tr><tr><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td><td><input type="checkbox"/> _____</td></tr></table>		PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____										
PERSPECTIVES ON SOCIETY	QUANTITATIVE REASONING AND ANALYSIS	SCIENTIFIC INQUIRY	SOCIAL RESPONSIBILITY DIVERSE WORLD																
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____																
FOUNDATIONS 20CR	ART HISTORY 4CR	ART & DESIGN ELECTIVES 8CR																	
<div><input type="checkbox"/> <b>AD101</b> 4cr PROCESS &amp; DESIGN</div> <div><input type="checkbox"/> <b>2D STUDIO</b> 4cr AD217 PHOTOGRAPHY AD219 ILLUSTRATION AD220A PAINTING: ACRYLIC AD220B PAINTING: OIL</div> <div><input type="checkbox"/> <b>3D STUDIO</b> 4cr AD209 INDUSTRIAL DESIGN AD210 CERAMICS AD216 SCULPTURE AD223 METALS/JEWELRY AD224 WOODWORKING</div> <div><input type="checkbox"/> <b>DIGITAL STUDIO</b> 4cr AD212 DIGITAL CINEMA AD218 GRAPHIC DESIGN AD234 ELECTRONIC ART &amp; ANIMATION</div> <div><input type="checkbox"/> <b>AD270</b> 4cr CONCEPTS &amp; CULTURE [INTT]</div>	<div><input type="checkbox"/> <b>AD110</b> 4cr IDEAS IN ART HISTORY</div> <div>OR</div> <div><input type="checkbox"/> <b>AD230</b> 4cr HISTORY WORLD ART: ANCIENT TO MEDIEVAL [HUME]</div> <div>OR</div> <div><input type="checkbox"/> <b>AD240</b> 4cr HISTORY WORLD ART: RENISSANCE TO MODERN [HUME]</div> <div>OR</div> <div><input type="checkbox"/> <b>AD260</b> 4cr AMERICAN ART AND ARCHITECTURE [HUME]</div>	<div><input type="checkbox"/> _____ 4cr 100/200 LEVEL AD ELECTIVE</div> <div><input type="checkbox"/> _____ 4cr 100/200 LEVEL AD ELECTIVE</div> <div><b>NOTE:</b> <b>FOR STUDENTS THAT MAY LATER PURSUE A 4 YEAR BACHELOR DEGREE (BA, BS, BFA)</b> <b>200-LEVEL COURSES IN AN EMPHASIS ARE RECOMMENDED (FOR EXAMPLE, THE ILLUSTRATION EMPHASIS WOULD INCLUDE AD 219)</b> <b>BACHELOR DEGREE EMPHASIS INCLUDE:</b> CERAMICS, DIGITAL CINEMA, DRAWING/PAINTING, ELECTRONIC ART/ANIMATION, GRAPHIC DESIGN, INDUSTRIAL DESIGN, ILLUSTRATION, METALSMITHING/SCULPTURE, PHOTOGRAPHY, AND WOODWORKING/FURNITURE DESIGN.</div>																	
ART & DESIGN COURSES 32CR																			
FALL 2025																			

MANY COURSES HAVE **A/B** DESIGNATIONS. YOU MAY TAKE THE A/B SECTIONS IN ANY ORDER - YOU DO NOT HAVE TO TAKE A BEFORE B.

\* AD 181 MAY NOT BE USED FOR ART AND DESIGN ELECTIVE OR ART HISTORY CREDIT. \*

SOCIAL MEDIA DESIGN MANAGEMENT BS DEGREE 120CR									
GENERAL EDUCATION REQUIREMENTS 30-40CR						PROGRAM COURSES 68CR			
EFFECTIVE COMMUNICATION	QUANTITATIVE REASONING AND ANALYSIS	SOCIAL RESPONSIBILITY DIVERSE WORLD	INTEGRATIVE THINKING	HUMAN EXPRESSION	PERSPECTIVES ON SOCIETY	SCIENTIFIC INQUIRY	ADDITIONAL GRADUATION REQUIREMENTS <input type="checkbox"/> WORLD CULTURES REQUIREMENT <input type="checkbox"/> ENGLISH COMPETENCY REQUIREMENT <input type="checkbox"/> MATH COMPETENCY REQUIREMENT		
<input type="checkbox"/> _____ EN111 RECOMMENDED  <input type="checkbox"/> _____ EN211 RECOMMENDED	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____ SO101 RECOMMENDED  <input type="checkbox"/> _____	<input type="checkbox"/> _____ PY100 RECOMMENDED  <input type="checkbox"/> _____ LAB SCIENCE			
ART CORE 16CR		MARKETING CORE 16CR		CAPSTONE 4CR		PROGRAM ELECTIVES 12CR			
<input type="checkbox"/> AD101 4cr PROCESS & DESIGN  <input type="checkbox"/> AD218 4cr GRAPHIC DESIGN: FOUNDATIONS  <input type="checkbox"/> AD388 4cr WEB DESIGN  <input type="checkbox"/> AD181 4cr VISUAL LITERACY IN GLOBAL CULTURE [HUME]		<input type="checkbox"/> MKT230 4cr INTRODUCTION TO MARKETING  <input type="checkbox"/> MKT335 4cr CONSUMER BEHAVIOR ANALYSIS  <input type="checkbox"/> MKT432 4cr ADVERTISING AND INTEGRATED MARKETING  <input type="checkbox"/> MKT470 4cr E-COMMERCE AND DIGITAL MARKETING		<input type="checkbox"/> AD488 4cr BRANDING AND SOCIAL MEDIA		<input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr			
<b>PUBLIC RELATIONS CORE</b> 8CR  <input type="checkbox"/> PR231 4cr INTRODUCTION TO PUBLIC RELATIONS  <input type="checkbox"/> PR330 4cr PUBLIC RELATIONS MESSAGE DESIGN		<b>GENERAL ELECTIVES</b> 16CR  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr		<b>ART/DESIGN STUDIO PRODUCTION</b> 8CR  <input type="checkbox"/> _____ 4cr		<b>SELECT 3 FROM:</b> AD312 DIGITAL CINEMA: ADVANCED PRODUCTION AD318B DESIGN: STORYTELLING & PRODUCTION AD418 DESIGN: INTERACTIVE & USER EXPERIEN AD492 INTERNSHIP IN ART/DESIGN (1-4CR) EN217 NEWS WRITING & REPORTING PR350 SPORT PUBLIC RELATIONS & MEDIA COM320 NEW MEDIA LITERACY PR410 SPORT PUB REL - THEORY & STRATEGY PR430 PUBLIC RELATIONS CASE STUDIES MKT491 INTERNSHIP IN MARKETING (1-4CR)			



## 1<sup>ST</sup> SEMESTER 12-16CR

### FYE BLOCK REQUIRED

AD 101 Process/Design

AD 110 Ideas in A/D History

EN111 or EN211

+

1ST CHOICE

AD 102 Fnd Drawing  
BFA STUDENTS  
ART ED STUDENTS

OR

2D, 3D, or Digital  
Studio Foundations  
BA/BS STUDENTS

2ND CHOICE

GenEd COURSE

3RD CHOICE

200 Studio course  
in emphasis  
Best choice to take in  
second semester

## 2<sup>ND</sup> SEMESTER 12-16CR

### REQUIRED

200 Studio course  
in emphasis  
IF NOT TAKEN 1ST SEMESTER

OR

2D, 3D, or Digital  
Studio Foundations

+

1ST CHOICE

AD 102 Fnd Drawing  
BFA STUDENTS  
ART ED STUDENTS

OR

2D, 3D, or Digital  
Studio Foundations

2ND CHOICE

AD Elective

GenEd Course

GenEd Course

## 3<sup>RD</sup> SEMESTER 12-16CR

### REQUIRED

200 Studio course  
in emphasis  
IF ONLY OFFERED IN FALL

OR

2D, 3D, or Digital  
Studio Foundations

+

1ST CHOICE

AD 102 Fnd Drawing  
BFA STUDENTS  
ART ED STUDENTS

OR

2D, 3D, or Digital  
Studio Foundations

2ND CHOICE

Art History Elective

OR

AD Elective

GenEd Course

GenEd Course

# FIRST THREE SEMESTERS RECOMMENDATIONS FOR SOCIAL MEDIA

## SOCIAL MEDIA DESIGN MANAGEMENT

### 1<sup>ST</sup> SEMESTER 12-16<sup>CR</sup>

AD 101 Process/Design		
GenEd Course	OR	AD 218 Graphic Design Fnd
PY100 Intro to Psychology	OR	S0101 Intro to Sociology
EN111 or EN211	OR	GenEd Course

## SOCIAL MEDIA DESIGN MANAGEMENT

### 2<sup>ND</sup> SEMESTER 12-16<sup>CR</sup>

AD 181 Visual Literacy		
MKT230 Intro to Marketing		
PY100 Intro to Psychology	OR	S0101 Intro to Sociology
EN211	OR	GenEd Course

## SOCIAL MEDIA DESIGN MANAGEMENT

### 3<sup>RD</sup> SEMESTER 12-16<sup>CR</sup>

AD 218 Graphic Design Fnd	IF NOT TAKEN 1 <sup>ST</sup> SEMESTER		
PR231 Intro Public Relations			
PY100 Intro to Psychology	OR	S0101 Intro to Sociology	OR GenEd Course
AD 217 Photography Fnd	OR	AD 212 Digital Cinema Fnd	OR AD 234 Elec Art/Anim Fnd

# ART & DESIGN COMPLETE COURSE LISTINGS

## FOUNDATIONS

### AD 101 Process and Design

4 credit hours

Offered: Fall, Winter

An exploration of various technical methods of construction, production, and assembly used in the creation of art forms (2D, 3D, and time-based), integrated with an introduction to and application of the visual vocabulary of art (visual elements, principles of design, color theory).

### AD 102 Foundational Drawing

4 credit hours

Offered: Fall, Winter

Introductory drawing course focusing on the methods and knowledge needed to create various types of spatial illusions and translate observed information onto a two-dimensional surface.

### AD 270 Concepts and Culture

4 credit hours

Offered: Fall, Winter

Applies toward the Integrative Thinking (INTT) general education requirement.

Prerequisite: AD 101, 110 or 240 or 355 and sophomore standing.

This course engages in the direct experiential understanding and development of ideas and intentions within art and design. The emphasis is on understanding the relationship of art/design and its maker to culture at-large as a method of contextualizing a student's current and future work. The comparative study of cultural products, visual representation, and visual conditioning, both historically and in contemporary society, will be discussed.

## ART REVIEW

### AD 303 Individual Art Review

2 credit hours

Offered: Fall, Winter

Graded: S/U

Prerequisite: AD 101 and AD 270 with "C-" minimum grade; completion or concurrent enrollment in 2D Studio, 3D Studio, and Digital Studio Foundation courses with C- minimum grade; minimum of 8 credit hours of 300/400-level studio courses. Selection of a studio emphasis for AD 303; completion or concurrent enrollment in a 300-level studio course in the area of emphasis; permission of faculty mentor in studio emphasis; attain 2.6 average in 300/400-level studio emphasis coursework.

In this course students will develop resumes, statements of intent, and portfolio presentations to be reviewed and evaluated by a small panel of faculty. Emphasis is placed on evidence of technical mastery, control of composition and design, and the successful development of ideas and concepts within the portfolio.

**Note:** Although this course may be repeated, students receiving either two "U" grades or who withdraw twice from the course will not be allowed to continue in the program.

## CAPSTONE

### AD 485 Foundations: Theories and Practices

4 credit hours

Offered: Fall, Winter

Prerequisite: AD 270

Utilizing a range of analytical and practical frameworks this course includes an intensive examination of the methods, production, values, philosophies and theories surrounding art and design.

### AD 499 Senior Capstone Project

4 credit hours

Offered: Fall, Winter

Prerequisite: AD 303 (with a grade of S) and acceptance of the AD 499 Senior Capstone Project Application.

Development of a capstone project that demonstrates the student's mastery in their discipline. Approved projects will be exhibited in a school-approved gallery. Practices and expectations for professionals within the various fields of art and design will be discussed.



# ART & DESIGN COMPLETE COURSE LISTINGS

## ART HISTORY

### **AD 110 Ideas in Art and Design History**

*4 credit hours*

*Offered: Fall*

This course draws from the disciplines of art history, philosophy, psychology and the social sciences in order to consider questions of interest to art historians and artists alike: What are the functions of art? Which principles shape visual expression? How is visual art related to larger cultural forces including religious, political, economic and so on? What is the relationship between art, artists and audiences? The course objective is to investigate these questions in a way that is relevant to each student's own creative development.

### **AD 200 Native American Art and Architecture**

*4 credit hours*

*Offered: Fall*

*Applies toward the world cultures university requirement (WC) general education requirement.*

*Prerequisite: EN 111 recommended.*

A study of Native art and architecture from the pre-contact period to the present. A contextual approach is used to analyze material produced by the Anishinaabe, the Haudenosaunee and other indigenous peoples of North America.

### **AD 230 History of World Art: Ancient to Medieval**

*4 credit hours*

*Offered: Fall*

*Applies toward the Human Expression (HUME) general education requirement.*

An introduction to world art from prehistory to 1400. The course introduces issues of artistic structure, meaning, context, technique and style in relation to specific artistic traditions. Its content includes visual arts of Africa, the Americas, Asia and the West from prehistory through the Gothic period.

### **AD 240 History of World Art: Renaissance to Modern**

*4 credit hours*

*Offered: Winter*

*Applies toward the Human Expression (HUME) general education requirement.*

An introduction to world art from 1400 to the present. The course introduces issues of structure, meaning, context, technique and style in art in relation to specific artistic traditions. Content includes the visual arts of Africa, the Americas, Asia, the Pacific and the West from the Renaissance through Postmodernism.

### **AD 260 American Art and Architecture**

*4 credit hours*

*Offered: Fall, Winter, Summer*

*Applies toward the Human Expression (HUME) general education requirement.*

Chronological survey of the ideas and historical events determining the stylistic and aesthetic developments of American art and architecture.

### **AD 265 Art and Architecture of Japan**

*4 credit hours*

*Offered: Fall semester of odd-numbered years*

*Applies toward the world cultures university requirement (WC) general education requirement.*

Survey of the visual arts and architecture of Japan from prehistory to the present. Includes consideration of the core values that are expressed through Japanese art.

### **AD 280 History of Photography**

*4 credit hours*

*Offered: Fall*

A study of the photographic medium as a means of political, technological, philosophical and creative endeavors from the invention of the daguerreotype to digital imaging. The history will be presented within the context of the development genres demonstrating the reciprocal effect of the medium with society.

### **AD 281 History and Culture of Animation**

*4 credit hours*

*Offered: Fall*

*Applies toward the Human Expression (HUME) general education requirement.*

An introduction to the historical development of world animation from early optical devices for creating the illusion of motion to the latest computer-animated movies. While the history and culture of 2D animation is featured, stop-motion animation, 3D animation, and experimental animation (19th-21st centuries) are discussed as well.

### **AD 285 History of Graphic Expression**

*4 credit hours*

*Offered: Fall*

Chronological exploration of the history of graphic design and illustration from the era of the illuminated manuscript to the present. Emphasis is given to graphic expression in modern society from the mid-19th century on. Digital design and illustration are included.

# ART & DESIGN COMPLETE COURSE LISTINGS

## ART HISTORY

### AD 300 Art and Ideas in Asian Civilizations

4 credit hours

*Offered: Winter of odd-numbered years*

*Applies toward the world cultures university requirement (WC) general education requirement.*

*Prerequisite: EN 211 with a grade of "C" or better or HON 102 and HON 112 and junior standing.*

Engages the formative ideas and artistic traditions of India, China and Japan. Considers the intersection of social forms, intellectual patterns, religious beliefs and aesthetic expressions within each cultural tradition.

### AD 355 Twentieth Century Art and Architecture

4 credit hours

*Offered: Winter, odd numbered years*

*Applies toward the Human Expression (HUME) general education requirement.*

*Prerequisite: EN 211 with a grade of "C" or better or HON 102 and HON 112 and sophomore standing.*

Survey of visual art and architecture in the Western world from the second half of the 19th century through the present decade. The conceptual basis of the arts and their place in society is examined within a historical framework.

### AD 365 History of Modern Craft and Design

4 credit hours

*Offered: Winter*

*Prerequisite: Junior standing.*

History of modern craft and design considers the course of progressive design in the applied arts (craft, product and furniture design) from the nineteenth century to the present. Major movements in design history including the arts and crafts movement, art nouveau, modernism and postmodernism are investigated within a chronological framework. Social issues affecting design—from the relationship between design and consumerism, design and modern management practices, and design and national identity, to design ethics—will be considered within their historical contexts.

### AD376 Art, Gender, Psyche

4 credit hours

*Offered: Winter*

*Applies toward the Perspectives on Society (PERS) general education requirement.*

Iconographic and contextual exploration of visual images in historical and contemporary artworks through critical integration of two distinctive approaches: gender and psychoanalysis. Issues include creativities and struggles of major women artists in history, visual expressions of gender and sexuality, and imagery of the unconscious mind.

### AD 377 Making in the 21st century.

4 credit hours

*Offered: Winter semester, even numbered years*

*Applies toward the Human Expression (HUME) general education requirement.*

*Prerequisite: EN 211 with a grade of "C" or better or HON 102 and HON 112; and sophomore standing.*

Identity, the body, time, place, memory, language, spirituality, and science are just some of the subjects addressed in artworks since 1980. Focusing on thematic connections and cross-disciplinary intersections, this survey-based art history course covers the range of ideas explored in contemporary visual art, design, craft, and architecture.

## OTHER/SPECIAL COURSES

### AD 108 Artificial Intelligence & Visual Art

4 credit hours

*Offered: Fall*

*Applies toward the Integrative Thinking (INTT) general education requirement.*

Utilizing Artificial Intelligence tools, learn how to create visually compelling images, develop complex communications utilizing storytelling, and provide information in a visually persuasive format. Students will research a variety of AI software, exploring the benefits, expense, licensing, and ethical use of those tools. Students will then utilize the selected tools to create a series of images and presentations relevant to their personal interests and chosen majors.

### AD 181 Visual Literacy in Global Culture

4 Credit Hours

*Offered: Winter*

*Applies toward the Human Expression (HUME) general education requirement.*

An introduction to visual literacy, which is the ability to read visual images, to verbally describe them, and to understand their intended and implied meanings. A basic terminology for visual literacy will be studied in order to examine images from fine arts, advertisements, news, movies, video games, etc.

**NOTE: May not be used for AD Art History or AD Elective credit. Course is designed for students not majoring in Art/Design.**

# ART & DESIGN COMPLETE COURSE LISTINGS

## OTHER/SPECIAL COURSES

### AD 215 Printmaking: Foundations

4 Credit Hours

Offered: Winter

Introduction to the techniques of screen printing and the intaglio process (etching). Emphasis is placed on skill development and the creation of original prints.

### AD 235 Game Design

4 credit hours

Offered: Winter

Applies toward the Integrative Thinking (INTT) general education requirement.

Prerequisite: Completion of the Written English Competency requirement and sophomore, junior, or senior standing.

This course introduces the fundamentals of game design and game analysis. How does gameplay affect game design and development, and why is it such an essential element of making games? Students will design board, card, tabletop, or other non-digital games from the initial concept to playable prototypes. (The course will focus primarily on board, card, and tabletop games but the processes and theories also apply to video games.)

### AD 295 Special Topics in Art and Design

1-4 Credit Hours

Offered: On demand

Prerequisite: Freshman or sophomore standing.

A course providing art and design experiences not emphasized in regular course offerings.

*Note: May be repeated if topic differs.*

### AD 298 Directed Study

1-4 credit hours

Offered: On demand

Prerequisite: Freshman or sophomore standing and instructor's permission.

A course arranged by contract with the instructor of a particular studio area.

### 344 Sustainable Practices in Art & Design

4 credit hours

Offered: Winter, odd numbered years

Prerequisite: AD101 and at least one 300-level AD studio course; or instructor permission.

With an emphasis on sustainable practices related to making art and design, the course will focus on the body and mind, safe and thoughtful material use, and consideration of our long-term ecological impact on the world. This course is research-focused with a direct connection to personal studio practice. Open to all media in the School of Art & Design.

### AD 492 Internship in Art and Design

1-4 credit hours

Offered: On demand

Graded: S/U

Prerequisite: AD 101; completion of 2D, 3D, and Digital Foundations courses; AD 270; AD 303; cumulative undergraduate GPA 2.6; junior or senior standing; and instructor approval.

The object of this course is to provide Art and Design majors with professional work experience in their chosen area of concentration.

### AD 495 Special Topics in Art and Design

1-4 cr.

Offered: On demand

Prerequisite: Junior standing and instructor's permission.

A course providing art and design experiences not emphasized in regular course offerings.

*Note: May be repeated if topic differs.*

### AD 498 Directed Study

1-4 Credit Hours

Offered: On demand

Prerequisite: Junior standing and instructor's permission.

A course arranged by contract with the instructor of a particular studio area.

# ART & DESIGN COMPLETE COURSE LISTINGS

## 3D

### AD 216 Sculpture: Foundations

4 credit hours

Offered: Fall

An introduction to methods of synthesizing form in the production of sculpture. Process, techniques, design and composition will be emphasized in assigned projects throughout the semester. Mixed media.

### AD 311C Craft Fusion

4 credit hours

Offered: Winter, even numbered years

Prerequisites: Sophomore standing

Studio format fusion of craft and industrial design bridging human touch and serial production. Skill building in methodologies and hands-on techniques, ranging from traditional to experimental, with the aim of creating unique forms and practical objects that have potential for limited edition commercial release.

### AD 430 3D Design Practices

4 credit hours

Offered: Winter, even numbered years

Prerequisites: AD101, one 200-level 3D course (209, 210, 222, 223, or 224), and one 300-level 3D course (311a, 311b, 322a, 322b, 323a, 323b, 323c, 323d, 324a, or 324b); or instructor permission

This course is designed to further develop problem solving skills with emphasis in Ceramics, Sculpture, Metalsmithing/Jewelry Making, WoodWorking, and Industrial Design programs. Students will explore a personal approach to form by engaging with ideological and theoretical sources. Individual solutions for construction and products are emphasized with a focus on current trends and issues in 3D studio art fields.

### AD 444 Seating Design

4 credit hours

Offered: Winter, even numbered years

Prerequisites: AD 209 or AD 210 or AD 222 or AD 223 or AD 224; or instructor permission.

This course focuses on the materials and methods of designing and building objects used for seating, including the ergonomics, aesthetics, and structural needs. Emphasis is placed on developing personal creativity and design sensibility, while broadening both technical and material knowledge. All 3D media are welcomed (Wood, Metal, Clay, Industrial Design, etc.).

## ART EDUCATION

### AD 248 Introduction to Art Education

4 Credit Hours

Offered: Offered every third semester. Consult with adviser for which semester course will be offered.

Prerequisite: AD 101, AD 270, a minimum grade point average of 2.70 in the department and admission to a teacher education program. Students must have a portfolio review of previous work.

An introduction to art education and concepts of knowledge, values and skills with different media in the art classroom. Emphasis is placed on comprehensive art education, audiovisual productions, planning and organizing of an art room and writing lesson plans. A "B" or higher must be earned to take AD 302.

### AD 302 Media and Methodology for Art Education

4 Credit Hours

Offered: Offered every third semester. Consult with adviser for which semester course will be offered.

Prerequisite: Admission into pre-methods phase of the School of Education, Leadership and Public Service, ED 201, ED 231, ED 301 and AD 248. AD 248 with a minimum grade of "B" and a minimum GPA of 2.7 in the department.

To explore a variety of media used in the art classroom and to gain knowledge, values and skills in writing comprehensive art education lessons. To implement lesson plans in the schools/museums for practical application.

### AD 310 Art for the Elementary Classroom Teacher

2 Credit Hours

Offered: Fall, Winter

Prerequisite: Admission to teacher education.

A survey of a variety of teaching strategies to implement concepts of knowledge, values and skills in the art classroom. Emphasis is placed on design, creativity, visual structures, child development, artists, art criticism, aesthetics, lesson planning, and art production using a variety of media.

**Note: Will not be taught after the 2025-2026 academic year.**

### AD 350 Curriculum Theory and Objectives for Art Education

4 Credit Hours

Offered: Fall

Prerequisite: Admission to the methods phase of teacher education, AD 248 and AD 302 with a minimum grade of "B". Transfer and post-baccalaureate students must have a portfolio of their work approved by the department.

An examination of how the history of art education influences art curricula today. Emphasis is on a written 15-week curriculum, discussion of creative problem solving, discipline, motivation, evaluation and student-teaching experience.

**Note: May not be applied toward a non-teaching major or any minor in art and design. The art education courses listed above must be taken sequentially.**

# ART & DESIGN COMPLETE COURSE LISTINGS

## CERAMICS

### AD 210 Ceramics: Foundations

4 credit hours

Offered: Fall, Winter

Introduction to the methods and techniques of producing ceramic objects covering the various forming, finishing and firing techniques. Students experience techniques ranging from pinch, coil and slab construction.

### AD 222 Ceramics: Wheel Forms

4 credit hours

Offered: Fall

Development of the traditional skills of throwing, along with glazing and firing procedures. Supporting information is derived from historical and contemporary wheel-thrown forms.

### AD 322A Ceramics: Tableware Design

4 credit hours

Offered: Fall, even numbered years

Prerequisite: AD 101 and AD 222, or instructor permission.

Working with commercial restaurant considerations, pieces created in this course will explore both functional and visual aesthetics of serveware design. Students will have hands-on experience not only making tableware but working with a kitchen to help create the ultimate dining experience.

### AD 322B Ceramics: Surfaces

4 credit hours

Offered: Fall, odd numbered years

Prerequisite: AD 101 and AD 222, or instructor permission.

Combining traditional and experimental surface techniques, students will create a collection of ceramic pieces that develops their personal approach to the ceramic material. Expanded construction methods and image transfer are highlighted as investigations of surface interaction on ceramic objects.

### AD 430 3D Design Practices

4 credit hours

Offered: Winter, even numbered years

Prerequisites: AD101, one 200-level 3D course (209, 210, 222, 223, or 224), and one 300-level 3D course (311a, 311b, 322a, 322b, 323a, 323b, 323c, 323d, 324a, or 324b); or instructor permission

This course is designed to further develop problem solving skills with emphasis in Ceramics, Sculpture, Metalsmithing/Jewelry Making, WoodWorking, and Industrial Design programs. Students will explore a personal approach to form by engaging with ideological and theoretical sources. Individual solutions for construction and products are emphasized with a focus on current trends and issues in 3D studio art fields.

## DIGITAL CINEMA

### AD 212 Digital Cinema: Foundations

4 credit hours

Offered: Fall, Winter

Introduction to the concepts and practices of digital filmmaking exploring fiction, documentary, and experimental video production. Focuses on foundational approaches to filming and editing short-form cinematic works.

### AD 312 Digital Cinema: Advanced Production

4 credit hours

Offered: Winter

Prerequisite: AD 212 or BC 250, or instructor permission.

Development of the concepts and practices of digital filmmaking exploring fiction, documentary, and experimental video production. Focuses on advanced approaches to filming and editing short-form cinematic works emphasizing cinematography, post-production, and collaboration.

### AD 448A Digital Cinema: Documentary Filmmaking

4 credit hours

Offered: Fall, odd-numbered years

Prerequisite: AD 312 or instructor permission.

Continued development of the concepts and practices of digital filmmaking emphasizing documentary film production. Focuses on producing short-form cinematic works exploring various documentary modes, historical approaches, and ethics of representation.

### AD 448B Digital Cinema: Fiction Filmmaking

4 credit hours

Offered: Fall, even numbered years

Prerequisite: AD 312 or instructor permission.

Continued development of the concepts and practices of digital filmmaking emphasizing fiction film production. Focuses on producing short-form cinematic works exploring narrative structure, character development, and visual storytelling.

### AD 449 Digital Cinema: Professional Practice

4 credit hours

Offered: Winter

Prerequisite: AD 303 and either AD 448A or 448B, or instructor permission.

Continued development of the concepts and practices of digital filmmaking emphasizing the development, production, and realization of a capstone project. Focuses on professional production practices and career development.



# ART & DESIGN COMPLETE COURSE LISTINGS

## DRAWING/PAINTING

### **AD 220A Drawing/Painting Foundations: Acrylic**

*4 credit hours*

*Offered: Winter*

An introductory drawing/painting course focusing on properties of, and techniques for, controlling acrylic paint, both abstractly and representationally. Foundational principles in composition, color, and observation are introduced.

### **AD 220B Drawing/Painting Foundations: Oil**

*4 credit hours*

*Offered: Fall*

Introduction to foundational properties and techniques of oil paint as a medium. Emphasis is placed on representational techniques and subject matter. Approaches to developing personal style and content are introduced.

### **AD 320: Drawing/Painting: History and Influence**

*4 credit hours.*

*Offered: Fall, odd numbered years*

*Prerequisite: At least two of the following: AD219, AD220A, AD220B, AD319A, AD319B; or instructor permission.*

Students will produce several bodies of work that demonstrate understanding of the stylistic, historical, and conceptual context of their studio practice within the history of painting and drawing. Students may produce work in any combination of drawing and painting media. Emphasis is given to developing a personal style through self-directed research.

### **AD 420 Drawing/Painting: Seminar**

*4 credit hours*

*Offered: Winter, even numbered years*

*Prerequisite: At least three from: AD219, AD220A, AD220B, AD319A, AD319B, AD320, AD419; or instructor permission.*

Students will plan, research, and execute self-driven projects. The content of these projects will follow consistent and coherent themes determined by the student. Content will be supported by readings, discussions, writing, critiques, and guided exposure to professional opportunities in the field.

### **AD 431 Portfolio: Illustration & Painting**

*4 credit hours*

*Offered: Winter, odd numbered years*

*Prerequisite: AD 303, and at least two from AD319A, AD319B, AD320, AD419, or AD420; or instructor's permission*

Through individualized projects, students will refine their technical skills, artistic vision, and professional presentation to create portfolios and promotional materials that reflect their career goals and unique strengths.

## ELECTRONIC ART & ANIMATION

### **AD 234 Electronic Art & Animation: Foundations**

*4 credit hours*

*Offered: Fall, Winter*

Introduction to the concepts and practices of electronic art and animation. Topics vary and are based upon technology developments and professional practices in the field of electronic art and animation. (Topics may include 3D modeling, digital sculpting, 2D/3D animation, basic scripting, introductory game development, 3D printing, analog to digital workflows, augmented reality, and/or AI.)

### **AD 334A Digital Sculpting and Modeling**

*4 credit hours*

*Offered: Winter, even numbered years*

*Prerequisite: AD 101 or AD 234 or instructor's permission.*

Practical overview of the theory and practice of 3D digital sculpting and modeling with consideration to concept art, game/animation characters, illustration, scenic props, sculpture, collectible toys, and 3D printed objects. Commercial applications of digital sculpting and modeling will be explored in tandem with concepts focusing on form, design, and articulation.

### **AD 334B Motion Design**

*4 credit hours*

*Offered: Fall*

*Prerequisite: AD 101 or AD 234 or instructor permission.*

Practical overview of the fundamentals of motion graphics and animation with consideration to broadcast, cinema, web, app, and multimedia applications. Creative and commercial approaches to motion design will be explored while developing conceptual skills, aesthetic awareness, and pre-professional production workflow practices.

# ART & DESIGN COMPLETE COURSE LISTINGS

## GRAPHIC DESIGN

### **AD 218 Graphic Design: Foundations**

*4 credit hours*

*Offered: Fall, Winter*

Introduction to graphic design concepts with the development of technological and craft skills. Emphasis is placed on the use of process, typography, and composition as well as foundational skills in gestalt and color theory.

### **AD 318A Graphic Design: Typography and Layout**

*4 credit hours*

*Offered: Fall, Winter*

*Prerequisite: AD 218.*

Implementation of typographic systems in concept and composition. Emphasis is placed on process, letterform, and layout as well as typography's use in interactivity and social media.

### **AD 318B Graphic Design: Storytelling and Production**

*4 credit hours*

*Offered: Winter*

*Prerequisite: AD 218.*

Advanced studies in visual systems through conceptual development, production skills, and three-dimensional design. Emphasis is placed on a narrative approach to design.

### **AD 388 Web Design**

*4 credit hours*

*Offered: Fall*

*Prerequisite: AD 218.*

Advanced studies in the design and development of websites. Emphasis is placed on the conceptual development and layout of websites as well as their use in multiple devices and environments. Front-end HTML and CSS coding will be developed throughout the course.

### **AD 418 Graphic Design: Interactive Design and User Experiences**

*4 credit hours*

*Offered: Fall*

*Prerequisite: AD 303 or concurrent enrollment, AD 318A or AD 318B; or instructor permission.*

Students will learn to apply research, problem-solving, and the user's experience to interactivity. This course's focus is on app/software interfaces and other media, wayfinding, and the conceptual development of interaction and design.

### **AD 488 Branding and Social Media**

*4 credit hours*

*Offered: Winter*

*Prerequisite: Senior standing and AD318A*

A critical examination of branding strategies and implementation within the context of contemporary social media and design landscapes. Emphasis is placed on design research.

# ART & DESIGN COMPLETE COURSE LISTINGS

## ILLUSTRATION

### AD 219 Illustration: Foundations

4 credit hours

Offered: Fall, Winter

Introduction to the fundamental principles and techniques of illustration, with a focus on narrative picture-making using ink and watercolor media.

### AD 319A Illustration: Digital Media

4 credit hours

Offered: Fall, Winter

Prerequisite: AD 102 or AD 219, and AD 218; or instructor permission.

Digital media is employed as a tool for storytelling and visual communication, tailored to meet client needs. Explore how images effectively convey social messages through real-world illustration projects.

### AD 319B Illustration: Narrative Figure

4 credit hours

Offered: Fall, even numbered years

Prerequisite: AD 102 or AD 219 or instructor permission.

Exploration of the human figure as a structural form and vehicle for expression in narrative art and illustration. Emphasis is placed on anatomy, drawing and painting from observation, construction, gesture, composition, research, and creating reference to aid imagination.

### AD 419 Illustration: Advanced Studio

4 credit hours

Offered: Fall, odd numbered years

Prerequisite: AD 303 or concurrent enrollment, and either AD 319A or AD 319B; or instructor's permission.

Development of conceptual and problem-solving abilities within the framework of varied commercial situations, while encouraging personal artistic voice. Ideation, research, and the professional practice of an illustrator are emphasized.

### AD 431 Portfolio: Illustration & Painting

4 credit hours

Offered: Winter, odd numbered years

Prerequisite: AD 303, and at least two from AD319A, AD319B, AD320, AD419, or AD420; or instructor's permission.

Through individualized projects, students will refine their technical skills, artistic vision, and professional presentation to create portfolios and promotional materials that reflect their career goals and unique strengths.

## INDUSTRIAL DESIGN

### AD 209 Industrial Design: Foundations

4 credit hours

Offered: Fall, Winter

Studio format introduction into ideas becoming useful objects. Skill building in ideation, iteration, formgiving, and hands-on craftsmanship. Emphasis on playfulness, imagination, creativity, innovation, clear communication, and design awareness.

### AD 311A Industrial Design: Virtual Modeling + Prototyping

4 credit hours

Offered: Fall, odd numbered years

Prerequisite: Sophomore standing or instructor permission.

Intro to virtual modeling and product form sculpting intertwined with digital fabrication and rapid prototyping. Skill building focuses on 3D printing, laser cutting, and CNC milling alongside hands-on clay shaping, model-making, NURBS, and vector graphics handling.

### AD 311B Industrial Design: Body - Space and Comfort

4 credit hours

Offered: Fall, even numbered years

Prerequisite: AD 101 or AD 209 or instructor permission.

Studio format exploration of body influence on product form and vice versa. Body mechanics and measurements are complemented with study of behavior, rituals, needs and desires. Sensory qualities of physical materials explored with focus on the visual and tactile.

### AD 311C Craft Fusion

4 credit hours

Offered: Winter, even numbered years

Prerequisite: Sophomore standing.

Studio format fusion of craft and industrial design bridging human touch and serial production. Skill building in methodologies and hands-on techniques, ranging from traditional to experimental, with the aim of creating unique forms and practical objects that have potential for limited edition commercial release.

### AD 411A Industrial Design: Forming Future

4 credit hours

Offered: Winter, odd numbered years

Prerequisite: AD 303 or concurrent enrollment, AD 311A or AD 311B or instructor's permission.

Critical inquiry mixed with creative exploring, making and discussing. Culminating in proposing and executing thoughtful, applicable and sustainable design solutions. Focus on community, compassion, climate challenge, shared future and AI integration. Client-side deliverables and presentation materials skill building bridges to the post-graduation professional environment.



# ART & DESIGN COMPLETE COURSE LISTINGS

## METALSMITHING/JEWELRY

### **AD 216 Sculpture: Foundations**

*4 credit hours*

*Offered: Fall*

An introduction to methods of synthesizing form in the production of sculpture. Process, techniques, design and composition will be emphasized in assigned projects throughout the semester. Mixed media.

### **AD 223 Jewelry/Metalsmithing: Foundations**

*4 credit hours*

*Offered: Fall, Winter*

An introduction to the skills required to fabricate jewelry and small metal objects. Traditional techniques of sawing, soldering, hammering, texturing, and casting will be presented. Students will design and fabricate assignments from sheet and wire copper, brass, and nickel silver. All materials and tools are provided in the studio.

### **AD 323A Production Casting and Mold Making**

*4 credit hours*

*Offered: Fall, odd numbered years.*

*Prerequisite: AD 101 or AD 209 or AD 210 or AD 222 or AD 223 or AD 224, or instructor permission.*

Production casting and mold making for small metal outcomes: jewelry/sculpture. Individualized research of centrifugal, vacuum and gravity casting in combination with room temperature and vulcanized rubber molds.

### **AD 323B Sheet Metal Forming**

*4 credit hours*

*Offered: Winter, odd numbered years*

*Prerequisite: AD 101 or AD 209 or AD 210 or AD 222 or AD 223 or AD 224, or instructor permission.*

This course introduces sheet metal forming techniques including raising, sinking, folding and fabrication. Each student will produce a portfolio of finished works utilizing these techniques.

### **AD 323C Blacksmithing**

*4 credit hours*

*Offered: Winter*

*Prerequisite: AD 101 or AD 209 or AD 210 or AD 222 or AD 223 or AD 224, or instructor permission.*

Development of skills and knowledge of basic blacksmithing in the production of utilitarian and non-utilitarian forged objects. Beginning through advanced techniques of forging hot steel are presented.

### **AD 323D Foundry Bronze and Aluminum Casting**

*4 credit hours.*

*Offered: Winter, even numbered years*

*Prerequisite: AD 101 or AD 209 or AD 210 or AD 222 or AD 223 or AD 224; or instructor permission.*

Development of skills and concepts in the production of sculpture using the techniques of foundry style investment bronze and aluminum casting. Concentration is focused on learning various methods of casting, mold preparation, venting, gating and investing for gravity pour procedures. Students will also learn the operation of the kiln, furnace, and pouring procedures.

# ART & DESIGN COMPLETE COURSE LISTINGS

## PHOTOGRAPHY

### **AD 217 Photography: Foundations**

*4 credit hours.*

*Offered: Fall, Winter, Summer*

Introduction to the technical and compositional aspects of digital photography. Through creative assignments, students are encouraged to explore and develop their unique strengths and interests within the medium.

### **AD 317A Photography: Digital Methods**

*4 credit hours*

*Offered: Fall, Winter*

*Prerequisite: AD 212 or AD 217 or instructor permission.*

Students expand their knowledge of digital photography, focusing on advanced digital techniques and creative processes while developing their individual photographic practices.

### **AD 317B Photography: Analog Methods**

*4 credit hours*

*Offered: Fall*

*Prerequisite: AD 212 or AD 217 or instructor permission.*

Introduction to analog photography processes. Through creative projects, students are encouraged to explore the various qualities of analog techniques while continuing to advance their individual photographic practices.

### **AD 417A Photography: Contemporary Practices**

*4 credit hours*

*Offered: Winter, odd numbered years*

*Prerequisite: AD 303 or concurrent enrollment, AD 317A or AD317B or instructor's permission.*

Design and implementation of individual advanced projects while exploring contemporary theoretical and critical photographic concepts.

### **AD 417B Photography: Professional Practices**

*4 credit hours*

*Offered: Winter, even numbered years*

*Prerequisite: AD 303 or concurrent enrollment, AD 317A or AD317B or instructor's permission.*

Design and implementation of individual advanced projects while gaining knowledge of professional practices within the photographic field.

## WOODWORKING/FURNITURE

### **AD 224 Woodworking: Foundations**

*4 credit hours*

*Offered: Fall, Winter*

This course is an introduction to the language, tools, and techniques used in creating functional wood objects. Students will develop their personal creativity and design sensibility, while broadening their technical knowledge of wood materials. We will focus on the concepts and methods of designing and building functional solid wood and plywood objects.

### **AD 324A Woodworking: Boxes & Cabinets**

*4 credit hours*

*Offered: Fall, even numbered years*

*Prerequisite: Sophomore standing or instructor permission.*

Introduction to joinery techniques used in creating functional solid wood and plywood cabinetry. Emphasis is placed on the design and construction of doors, drawers, carcasses, and the use of store bought and handmade hardware.

### **AD 324B Woodworking: Form, Volume, and Function**

*4 credit hours*

*Offered: Fall, odd numbered years*

*Prerequisite: Sophomore standing or instructor permission.*

This course is structured to give students an advanced understanding of the technical skills necessary to create volume and form when creating furniture and sculpture objects with solid wood and plywood.

### **AD 444 Seating Design**

*4 credit hours*

*Offered: Winter, even numbered years*

*Prerequisite: AD 209 or AD 210 or AD 222 or AD 223 or AD 224; or instructor permission.*

This course focuses on the materials and methods of designing and building objects used for seating, including the ergonomics, aesthetics, and structural needs. Emphasis is placed on developing personal creativity and design sensibility, while broadening both technical and material knowledge. All 3D media are welcomed (Wood, Metal, Clay, Industrial Design, etc.).

# ART & DESIGN COMPLETE COURSE LISTINGS

# ART & DESIGN COMPLETE COURSE LISTINGS

## SOCIAL MEDIA DESIGN MANAGEMENT

### AD 101 Process and Design

4 credit hours

Offered: Fall, Winter

An exploration of various technical methods of construction, production, and assembly used in the creation of art forms (2D, 3D, and time-based), integrated with an introduction to and application of the visual vocabulary of art (visual elements, principles of design, color theory).

### AD 181 Visual Literacy in Global Culture

4 Credit Hours

Offered: Winter

Applies toward the Human Expression (HUME) general education requirement.

An introduction to visual literacy, which is the ability to read visual images, to verbally describe them, and to understand their intended and implied meanings. A basic terminology for visual literacy will be studied in order to examine images from fine arts, advertisements, news, movies, video games, etc.

### AD 218 Graphic Design: Foundations

4 credit hours

Offered: Fall, Winter

Introduction to graphic design concepts with the development of technological and craft skills. Emphasis is placed on the use of process, typography, and composition as well as foundational skills in gestalt and color theory.

### AD 388 Web Design

4 credit hours

Offered: Fall

Prerequisite: AD 218.

Advanced studies in the design and development of websites. Emphasis is placed on the conceptual development and layout of websites as well as their use in multiple devices and environments. Front-end HTML and CSS coding will be developed throughout the course.

### AD 488 Branding and Social Media

4 credit hours

Offered: Winter

Prerequisite: Senior standing and AD318A

A critical examination of branding strategies and implementation within the context of contemporary social media and design landscapes. Emphasis is placed on design research.

### Art & Design Studio Production

Please see Electronic Art & Animation (AD 234, AD 334B), Digital Cinema (AD 212, 312), Graphic Design (AD 318B, AD 418), Photography (AD 217), and Special Course listings (AD 492) in previous sections.

### MKT 230 Introduction to Marketing

Offered: Fall, Winter, Summer

4 credit hours

Study of the basic marketing functions from a managerial standpoint. Emphasis is placed on the development of a marketing mix to enhance the operational performance of all organizations that undertake marketing activities. Students further develop marketing-related knowledge and skills through integrated assignments and exposure to additional topics in marketing; emphasis is on the strategic implications of marketing decision-making.

### MKT 335 Consumer Behavior Analysis

Offered: Fall

4 credit hours

Study of important psychological, sociological and cultural determinants of buying. Students are expected to make applications of concepts, theories and principles to specific marketing problems.

### MKT 432 Advertising and Integrated Marketing Communications

Offered: Winter

4 credit hours

Study of the need to consider consumer needs and experiences in developing advertising and sales promotion campaigns for both traditional firms and new service firms. Students are expected to make applications of concepts, theories and principles to specific marketing problems.

### MKT 470 E-Commerce and Digital Marketing

Offered: Contact department for information

4 credit hours

Prerequisites: MKT 230, junior standing or instructor's permission.

As e-commerce and the usage of social media and mobile devices continue to grow in importance from a marketing perspective, a variety of strategic issues and implementation challenges arise when either transforming a firm's existing business model or developing a new one. An understanding of existing and emerging issues and successful practices related to marketing in a digital environment will be developed.

### MKT 491 Internship in Marketing

Offered: On Demand : 1-4 credit hours

Prerequisites: Junior standing or instructor's permission.

Professional experience for qualified marketing students. Working relationships will be established with organizations. Students are required to write a paper and will be evaluated by their faculty supervisor in consultation with the employer.

# ART & DESIGN COMPLETE COURSE LISTINGS

## SOCIAL MEDIA DESIGN MANAGEMENT

### **PR 231 Introduction to Public Relations**

*Offered: Fall*

*4 credit hours*

*Prerequisites: Admission to PR 231 requires a 2.25 GPA.*

The theory and practice of public relations, its function in organizations and its role in society. Topics include the history, communication theories and ethics of public relations, areas of practice in public relations and career opportunities.

### **PR 330 Public Relations Message Design**

*Offered: Winter*

*4 credit hours*

*Prerequisites: EN 211 and a "C" or better in PR 231.*

Focus is on research, writing and planning skills unique to public relations. Topics include news releases and media kits, backgrounders and position papers, newsletters and brochures, advocacy advertising and special event design.

### **PR 350 Sport Public Relations and Media**

*Offered: Every Three Semesters*

*4 credit hours*

*Prerequisites: A 2.25 GPA, declaration of a major in Public Relations, and a "C" or better in PR 231.*

Students learn about the sport public relations field with a focus on publicity and promotion techniques used to attract fan attention and generate revenue. Unique aspects related to media relations and social media promotion are also covered.

### **PR 410 Sport Public Relations - Theory & Strategy**

*Offered: Every Three Semesters*

*4 credit hours*

*Prerequisites: A 2.25 GPA, declaration of a major in Public Relations, and a "C" or better in PR 231 and PR 350.*

Focuses on the major theories and promotional strategies that inform the practice of sport public relations. Case examples are analyzed and discussed to improve student recognition of best practices.

### **PR 430 Public Relations Case Studies**

*Offered: Fall*

*4 credit hours*

*Prerequisites: A "C" or better in PR 231 and PR 330 and junior standing.*

Examination of how public relations is done by agencies and organizations. Internal (employee-member) and external campaigns are studied as the discussion of public relations theories begun in PR 231 is extended.

### **COM 320 New Media Literacy**

*Offered: Fall*

*4 credit hours*

The study of various forms of "new" media. Topics include description of and practices associated with various forms of new media, the ethics associated with usage, and the impact of new media on society.

### **EN 217 News Writing and Reporting**

*Offered: Fall, Winter*

*4 credit hours*

*Prerequisites: EN211*

The mechanics of hard news reporting and writing in a converged media environment. Frequent exercises and critiques.