The art of visual communication
BFA in Graphic Design

Siena Heights University graphic design students are considered artists, and are encouraged to approach design as an artistic endeavor. The graphic design major encourages students to integrate their own personal and cultural values into their visual communication designs.

The goal of the program is to provide students with a mastery of the creative process and the tools necessary to produce an advanced portfolio which will include print, web and time-based media. The investigation of visual culture theory and the history of graphic design introduce students to the historical and critical perspective of the profession, providing a solid background from which to begin their own design journey. Near the end of the program, students will take the required Portfolio and Senior Exhibition courses and prepare a resume and other materials for employment, exhibit opportunities and graduate school. Finally, the program culminates in an internship, a gallery show and portfolio presentation teaching students the practical skills needed to enter the professional field of graphic design with confidence.

The program utilizes state-of-the-art Macintosh computers and the latest software, including the Adobe Creative Suite, as well as an array of high-end black-and-white and color printers. Scanners, graphic tablets, and large format inkjets are also part of the digital experience. Students also have use of traditional studio settings, including photography and printmaking.

NASAD Accredited

The Siena Heights University art program has been a member in good standing of the National Association of Schools of Art and Design (NASAD) since 1988. Accreditation by NASAD signifies that the Siena Heights art program has an established set of curricular standards and guidelines for educating their students. NASAD currently accredits approximately 300 schools and is the only national accreditation agency for art.
The graphic design program at Siena teaches you to push boundaries and think differently. Having an artist’s skillset while being a graphic designer in this day and age is extremely important. It makes you original and innovative. Learning to think like an artist has changed my life. I now think like an artist in everything I do. The whole experience has been amazingly rewarding.

— Angie Raymond
BFA 2010

Mission of Studio Angelico

The mission of Studio Angelico, a community of artists and educators, is to stimulate, challenge, support and educate students to become:

- educated viewers with visual literacy and critical thinking,
- professional artists with technical and creative direction,
- thoughtful and responsible citizens in a global community.

We seek through dialogue and practice to work together within a liberal arts context to appreciate, understand and communicate the diversity and complexity of the human experience as expressed through the visual arts.

Studio Angelico — A Community of Artists

The Art Department's primary goal is to develop the visual artist. Students are encouraged to take risks, speculate, explore, research, create and pursue artworks of quality. Students are asked to deal in materials and in ideas, to explore past perceptions of the world of art and their interior and exterior worlds of imagination and values. These expectations call for a commitment to study, a disciplined approach to work and a willingness to integrate personal and cultural values in their artwork. In these ways students are called to be purposeful, competent and ethical, thereby supporting the mission of Siena Heights University.

There are approximately 60 students majoring in art at Siena Heights. The Studio prepares them to become professional artists, to teach, and to work in a variety of arts related fields.

Studio Angelico, the name of the building that houses the Art Department at Siena Heights University, has been a center for art and art education for more than sixty years. Named for Fra Angelico, the Renaissance painter of the Dominican Order who lived in 15th century Florence, the Studio continues a long tradition of valuing quality, creativity, craftsmanship, and reflection in the making of art.
Art: Graphic Design (BACHELOR OF FINE ARTS DEGREE)

I. Course Requirements for Major in Graphic Design
A. Graphic Design Courses .......................... 27 semester hours
   1. ARG 147 Introduction to Graphic Design .............3
   2. ARG 247 Typography ................................3
   3. ARG 256 Web Design ................................3
   4. ARG 258 Animation and Video ........................3
   5. ARG 347 Corporate Identity ..........................3
   6. ARG 348 Publication Design ..........................3
   7. ARG 442 Information Design ..........................3
   8. ARG 446 Integrative Design ..........................3
   9. ARG 448 Graphic Design Internship ...................3
B. Supportive Courses in Art .......................... 39 semester hours
   1. ART 105 Foundations I: Core Concepts .................3
   2. ART 107 Foundations II: Core Concepts ...............3
   4. ART 111 Foundations IV: Digital Concepts ..............3
   5. ART 116 Introduction to Digital Photography ..........3
   6. ART 119 Introduction to Prints and Books ............3
   7. ART 101 Introduction to Ceramics .....................3
   or ART 121 Introduction to Sculpture ....................3
   8. Select one of the following (may not double count) ....3
      ART 101 Introduction to Ceramics .................3
      ART 113 Jewelry Making I ..........................3
      ART 115 Introduction to Painting .....................3
      ART 121 Introduction to Sculpture .................3
      ART 432 Materials & Methods-Strategies for Teaching Art
9. Approved Art Studio Electives ......................... 12
10. ART 395 Portfolio .................................. 3
11. ART 495 Senior Exhibition ............................1
C. Art and Design History Courses ...................... 12 semester hours
   1. ARH 246 History of Graphic Design ..................3
   2. ARH 435 Visual Culture ............................3
   3. Two Courses from the following: .....................6
      ARH 210 American Art ..........................3
      ARH 230 Non-Western Topics ........................3
      ARH 240 Ancient to Medieval Art ....................3
      ARH 242 Film Study and Analysis ......................3
      ARH 244 Renaissance to Modern Art .................3
      ARH 351 Early Twentieth-Century Art .................3
      ARH 440 Late Twentieth-Century Art ..................3
      ARH 445 History of Photography .......................3
D. Cognate Requirements ............................... 9 Semester hours
   1. TSC 101 Fundamentals of Speech Communication .......3
   2. Select two of the following (may not double count) ....3
      BAM 201 Business Communication ...................3
      CIS 460 Web Development Project .................3
      ENG 217 Rhetoric ................................3
      ENG 245 Communications Theory ....................3
      ENG 342 Creative Writing ..........................3
   3. Upper-level elective (select one from this list) ..........3
      ARH 351 Early Twentieth-Century Art .................3
      ARH 440 Late Twentieth-Century Art ..................3
      ARH 445 History of Photography .......................3
      ARG 147 Introduction to Graphic Design .............3
      ARG 247 Typography ................................3
      ARG 347 Corporate Identity ..........................3
      ARG 348 Publication Design ..........................3
      ARG 442 Information Design ..........................3
      ARG 446 Integrative Design ..........................3
      ARG 448 Graphic Design Internship ...................3
E. Total for Major ................................... 87 semester hours
II. Liberal Arts ...................................... 22-23 semester hours
III. General Electives .................................. 10-11 semester hours
IV. Total for Degree .................................. 120 semester hours
V. Other Requirements
   1. All Art and Graphic Design majors must successfully complete the Faculty Critique process beginning in the sophomore year.
   2. All Bachelor of Fine Arts students must complete a one-person exhibition.
   3. Graphic Design majors must earn a grade of “C” or better in all art and art history courses.
   4. Any student wishing to continue in sequential art courses must have earned a grade of “C” or better in all designated prerequisites.

MINOR IN GRAPHIC DESIGN
I. Course Requirements for Minor
A. Program Requirements ................................ 15 semester hours
   1. ARG 147 Introduction to Graphic Design .............3
   2. ARG 247 Typography ................................3
   3. ARG 347 Corporate Identity ..........................3
   4. ARG 348 Publication Design ..........................3
   5. ARG 442 Information Design ..........................3
B. Cognate Requirements ................................. 9 semester hours
   1. ART 111 Foundations IV: Digital Concepts ..............3
   2. Lower-level elective (select one from this list) ..........3
      ARG 256 Web Design ................................3
      ARG 258 Animation and Video .........................3
      ARH 246 History of Graphic Design ....................3
      ART 116 Introduction to Digital Photography ...........3
      ART 119 Introduction to Prints and Books .............3
   3. Upper-level elective (select one from this list) ..........3
      ARG 446 Integrative Design ..........................3
      ARH 445 History of Photography .......................3
   C. Total for Minor ................................... 24 semester hours
II. Other Requirements
   1. Except for students seeking the BFA in Graphic design, students may double count the requirements for this minor with their major requirements.

Please consult a university catalog for the most up-to-date degree information.