

ART AND DESIGN (BFA)

Offered at: San Luis Obispo Campus

The Department of Art and Design provides students with a diverse program of study, including courses in: art history, digital media, graphic and interaction design, photography, video, and visual art. Art and Design courses integrate hands-on creative work with critical thinking; visual and conceptual experimentation; interdisciplinary collaboration; and a commitment to diversity, equity, and inclusion.

Students are admitted into the Bachelor of Fine Arts (BFA) degree program through submission of a portfolio in their chosen concentration: Graphic Design, Photography and Video, or Studio Art. The Department offers minors in Art History, Photography, and Studio Art. We also offer two affiliate minors: Computing for Interactive Arts and the Media Arts, Society and Technology minor. There are a number of Art and Design Courses that fulfill general education requirements in the 3A and 3B areas.

The department is also home to the University Art Gallery that showcases nationally and internationally known artists, designers, and photographers, as well as creative work from students, alumni, and faculty.

Concentrations

Graphic Design

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As a discipline and a profession, graphic design is diverse and expanding. It encompasses: branding, package design, interaction design, environmental graphic design, publication design, and motion design. Students in the graphic design concentration study a variety of subjects relevant to the field, including: typography, identity design, user experience design, user interface design, animation, illustration, book arts, and design history. Our curriculum emphasizes a human-centered approach; students research, analyze, prototype, and design creative concepts and solutions for businesses, social, and cultural contexts. Our program encourages students to think innovatively, ethically, and inclusively, and to engage in hands-on creative exploration and problem solving. Graduates in the graphic design area obtain competitive positions in design studios, creative agencies, in-house creative departments, and in the entertainment and tech industries.

The Graphic Design concentration in the Department of Art and Design is distinct from the Design Reproduction Technology (<http://www.grc.calpoly.edu/students/design-reproduction-technology-drt/>) concentration in the Graphic Communication Department (<http://www.grc.calpoly.edu/>), which focuses on the technical and electronic aspects of preparing design pieces for reproduction in print media. In contrast, the emphasis of the Graphic Design concentration is on the preparation of a professional portfolio that showcases one's creative and conceptual design abilities.

Photography and Video

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The study and practice of the lens-based arts of photography and video. Emphasis is placed on concept development, photographic expression, and creative problem solving. Production skills with studio and location lighting are emphasized using digital image making, large format photography and video/cinematic production. This is a diversified, commercially oriented program stressing preparation for careers in advertising, illustration, video and cinema production, corporate and editorial photography, portraiture and digital image making for both online and print. The study of photographic history, cinema styles and contemporary practices is integral to the program. The program culminates in the creation of a professional portfolio in both still and motion that can allow the graduate to enter the professional workforce or apply for graduate study.

Studio Art

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The studio art concentration is a program designed for students who are seeking a comprehensive study of visual art for their undergraduate education. This program is distinctive in its depth of required coursework across a range of contemporary art practices, from two-dimensional media in painting and drawing, to three- and four-dimensional media in sculpture and time-based art. The upper division curriculum allows students to specialize in a discipline pertinent to their career choice in the visual arts. Courses in portfolio preparation, professional practices, and a senior project prepare the student to enter the workplace or pursue advanced degrees.

Our concentration is small and rigorous. Students are able to work closely with their art professors and peers, while having access to the resources of a larger, nationally-ranked university. Students within the concentration are presented with an environment where imagination, intellectual rigor, self-expression, cultural competency, and skill development are expected and explored within a community dedicated to their success. The studio art concentration is committed to cultivating creative professionals with a worldview that is informed by issues of diversity, inequality, and power.

Program Learning Objectives

1. Produce a strong body of work and/or professional portfolio.
2. Apply comparative reasoning in evaluating works of art and design.
3. Use verbal, visual, and technical vocabulary related to art and design that demonstrates cultural competency and a world view informed by issues of diversity, inequality, and power.

4. Effectively and professionally work in teams and participate in interdisciplinary, collaborative endeavors with people who have beliefs, attitudes, and behaviors that are different from their own.
5. Critically examine the role that visual language plays in global culture through research, innovative thinking, writing, and creative expression.
6. Demonstrate integrity and make ethical decisions in professional practice and/or creative expression
7. Establish and maintain a rigorous creative practice that is productive and professional.
8. Demonstrate a commitment to learning, inquiry, and discovery.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/>) section of this catalog, including:

- 40 units of upper-division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: Up to 3 units of credit/no credit grading may be selected for courses in Major or Concentration. In addition, no more than 12 units of cooperative or internship courses can count towards your degree requirements.

Code	Title	Units
MAJOR COURSES		
ART 1101	Fundamentals of Drawing (3A) ¹	3
ART 1102	2D Design	3
ART 1103	3D Design	3
ART 1104	4D Design	3
ART 1141	Design Thinking and Methods	3
ART 2201	Visual Culture and Society: Analysis and Practice (4B) ¹	3
ART 2212	Renaissance to Modern Art	3
ART 2215	Global Contemporary Art	3
ART 2260	Camera and Light	3
Select from the following: ²		3
ART 1184	Beginning Sculpture	
ART 2282	Beginning Painting	
Select from the following:		3
ART 3359	Portfolio: Graphic Design	
ART 3379	Portfolio: Photo Video	
ART 3399	Portfolio: Studio Art	
Upper-Division Art History Elective		
Select from the following: (Upper-Division 3) ¹		3
ART 3310	Art of the Americas	
ART 3311	Nineteenth Century Art of Europe and the United States	
ART 3314	History and Contemporary Practices of Photography	
ART 3317	Asian Art Survey	
ART 3320	Michelangelo	
ART 3321	Themes in Renaissance Art	
ART 3322	Themes in Modern and Contemporary Art	
ART 3323	New Media Art History	
ART 3324	Politics of Abstraction	
Select any 3000 - 4000 level ART courses not already used to meet the Major or Concentration requirement ³		8
Concentration		
(See list of Concentrations below)		39
GENERAL EDUCATION (GE)		
(See GE program requirements below)		34
FREE ELECTIVES		

Free Electives ⁴

3

Total Units
120
¹ Required in Major or Support; also satisfies General Education (GE) requirement.

² ART 1184 and ART 2282 are required in the major and the Studio Art concentration. The course taken to fulfill the major course requirement cannot be double-counted in the concentration.

³ A maximum of 3 units from Art History courses.

⁴ If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.

Concentrations

Graphic Design

Code	Title	Units
REQUIRED COURSES		
ART 2241	Graphic Design I	3
ART 2242	Typography I	3
ART 2243	Interaction Design I	3
ART 3313	Design History	3
ART 3341	Graphic Design II	3
ART 3342	Typography II	3
ART 3343	Interaction Design II	3
ART 4441	Design Collaborative Studio	3
ART 4444	Motion Design	3
ART 4459	Senior Project - Design Portfolio	3
Design Electives		
Select from the following:		9
ART 3331	Concept Art and Storyboarding	
ART 3332	Three-dimensional Design and Modeling for Animation and Interactive Art	
ART 3333	Social Justice Art: Activist Cultures, Politics, and Pedagogies	
ART 3350	Book Arts	
ART 3351	Illustration I: Tools and Techniques	
ART 3385	Time-Based Art	
ART 4400	Special Problems for Advanced Undergraduates	
ART 4446	Brand Identity and Advertising	
ART 4451	Illustration II: Practice and Development	
ART 4485	Cooperative Education Experience	
ART 4495	Cooperative Education Experience	

Total Units
39

Photography and Video

Code	Title	Units
REQUIRED COURSES		
ART 2261	Creative Lighting	3
ART 2263	Black and White Photography	3
ART 3314	History and Contemporary Practices of Photography	3
ART 3370	Digital Video	4
ART 4479	Senior Project - Portfolio Photo Video	4
Select from the following:		4
ART 3362	Photographic Expression	
ART 3363	Large Format Photography	
Select from the following:		4
ART 3364	Editorial Storytelling	
ART 3365	Advertising Photography	

Select from the following:

4

ART 4472	Video Art and Expanded Cinema
ART 4473	Documentary Video
ART 4474	Narrative Video

Select from the following:

3

ENGL 3371	Film Styles and Genres
ENGL 3372	Film Directors
ENGL 3387	Fiction Writing

Electives

Select from the following:

4

ART 3323	New Media Art History
ART 3362	Photographic Expression
ART 3363	Large Format Photography
ART 3364	Editorial Storytelling
ART 3365	Advertising Photography
ART 4400	Special Problems for Advanced Undergraduates
ART 4435	Animation, Video, and Interactive Design
ART 4472	Video Art and Expanded Cinema
ART 4473	Documentary Video
ART 4474	Narrative Video
ART 4485	Cooperative Education Experience
ART 4495	Cooperative Education Experience
GRC 3200	Color Management

Select any 3000-4000 level ART courses not already used to meet the Major or Concentration requirement

3

Total Units
39

Studio Art

Code	Title	Units
REQUIRED COURSES		
ART 1184 or ART 2282	Beginning Sculpture ¹ Beginning Painting	3
ART 2281	Intermediate Drawing	3
ART 3382	Intermediate Painting	3
ART 3384	Intermediate Sculpture	4
ART 3386	Junior Studio Art Practice	4
Select from the following: 4		
ART 3385	Time-Based Art	
ART 4484	Advanced Sculpture	
Select from the following: 4		
ART 4481	Advanced Figure in Studio Art	
ART 4482	Advanced 2-D	
ART 4486	Senior Studio Art Practice	4
ART 4499	Senior Project - Studio Portfolio	4
Art History Upper-Division Elective		
Select from the following: 3		
ART 3310	Art of the Americas	
ART 3311	Nineteenth Century Art of Europe and the United States	
ART 3313	Design History	
ART 3314	History and Contemporary Practices of Photography	
ART 3317	Asian Art Survey	
ART 3320	Michelangelo	
ART 3321	Themes in Renaissance Art	

ART 3322	Themes in Modern and Contemporary Art	
ART 3323	New Media Art History	
ART 3324	Politics of Abstraction	
ART 3327	Intersectional Feminist Art Histories	
Art Elective		
Select from the following:		3
ART 3329	Curatorial Studies	
ART 3361	Studio Lighting	
ART 3393	Materials and Methods	
ART 4400	Special Problems for Advanced Undergraduates	

Total Units **39**

¹ ART 1184 and ART 2282 are required in the major and the Studio Art concentration. The course taken to fulfill the concentration requirement cannot be double-counted in the major.

General Education (GE) Requirements

- 43 units required, 9 of which are specified in Major and/or Support.
- If any of the remaining 34 Units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
- See the complete GE course listing (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: 1A (English Composition), 1B (Critical Thinking), 1C (Oral Communication), and 2 (Mathematics and Quantitative Reasoning).

Lower-Division General Education

Area 1	English Communication and Critical Thinking	
1A	Written Communication	3
1B	Critical Thinking	3
1C	Oral Communication	3
Area 2	Mathematics and Quantitative Reasoning	
2	Mathematics and Quantitative Reasoning	3
Area 3	Arts and Humanities	
3A	Arts (3 units in Major) ¹	0
3B	Humanities: Literature, Philosophy, Languages other than English	3
Area 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	
4A	American Institutions (Title 5, Section 40404 Requirement)	3
4B	Social and Behavioral Sciences (3 units in Major) ¹	0
Area 5	Physical and Life Sciences	
5A	Physical Sciences	3
5B	Life Sciences	3
5C	Laboratory (may be embedded in a 5A or 5B course)	1
Area 6	Ethnic Studies	
6	Ethnic Studies	3

Upper-Division General Education

Upper-Division 2/5	Mathematics and Quantitative Reasoning or Physical and Life Sciences	3
Upper-Division 3	Arts and Humanities (3 units in Major) ¹	0
Upper-Division 4	Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)	3

Total Units **34**

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

Coming soon