

2009-2010

B.A. in Design

College of Fine and Performing Arts

What Is the Study of Design?

The design area of the Department of Art identifies design as the visual communication of ideas. The program utilizes a curriculum that emphasizes the process of problem solving and encourages students to make connections between culture and design, and their role as visual communicators. Students learn to combine personal expression and critical thinking as they create solutions that connect industry to an audience and themselves to the world.

Why Should I Consider This Major?

Career opportunities are found in all segments of industry, both in the private and public sector. Western Design graduates go on to work in advertising agencies, design firms, in-house departments, paper companies, printing firms, as well as serving as private consultants in corporate identity, environmental graphic design, packaging, publication and web design. They work as Designers, Art Educators, Production Managers, Web Designers and Digital Image Makers.

How to Declare:

For students in Design, application is made with a portfolio of work: 12 slides (recent pieces recommended) with rationales for each piece—see *Catalog* for further details.

The portfolio will be reviewed by Department of Art faculty and evaluated on the basis of a demonstrated understanding of the elements of visual art, technical proficiency and originality. Admission deadline for the Department of Art is March 1 of each year. Portfolio must be received in the Department of Art on March 1, not postmarked March 1.

Send portfolio to:

Review Committee
Western Washington University
Fine Arts Complex, Room 116
516 High Street,
Bellingham, WA 98225-9068

Mid-Program Checkpoint:

Students intending to complete a Bachelor's of Arts degree in Design within four years should complete the following courses by the start of their junior year. Students are expected to follow all prerequisite requirements for courses and seek early departmental advisement.

Coursework:

Begin Art 100-level courses (ART 110, 120).
Art History 240 or 241

Other Activities:

Meet with departmental advisor once ready to begin 200 level courses.
Once 12 credits of 200 or 300 level are complete, students must develop a formal plan of study with an advisor.

Contact Information:

Art Department Website:
<http://www.ac.wwu.edu/~artdept/>

Department Chair:
Madge Gleeson
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General Information:
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Sample Careers:

Graphic Designer
Web Designer
Design Production Manager
Art Director
Digital Image Maker
Creative Director



Design Major Requirements: 79 Credits

100-level Courses: 6 credits

ART 110 Form and Content I: Drawing (3)

ART 120 Form and Content II: 2-D/Color (3)

Students must meet with an advisor before taking 200-level courses.

200-level courses: 18 credits

A/HI 240 Visual Culture of Western Europe in the 19th Century (3)

Or 241 Visual Culture of W. Europe & America in the 20th Century (3)

DSGN 211 Foundations of Visual Communication (3)

DSGN 251 Computers in Visual Problem-Solving (4)

DSGN 252 Drawing and Visualization (4)

DSGN 270 Graphic Design I (4)

After completing the 200-level design classes, students must meet with an advisor to write a formal place of study and declare the Design Major.

300-level courses: 28 credits

DSGN 354 New Media (5)

DSGN 371 Graphic Design II (5)

DSGN 372 Design Production Processes (3)

DSGN 373 Design Production Application (2)

DSGN 379 Typography (5)

DSGN 312 Graphic Design in the 20th Century (4)

4 credits in a 300-level Art History

After successful completion of the junior portfolio review, students are cleared to enroll in the 400-level design classes with emphasis in design production, graphic design or new media. Admission to the senior level is selective and by no means guaranteed.

Choose one Emphasis in 400-level Courses:

Design Production Emphasis: 27 credits

DSGN 377 Book Arts Production (5)

DSGN 456 Design for the Internet (5)

DSGN 473 Advanced Design Production (5)

DSGN 477 Senior Projects in Design Production (5)

DSGN 479 Prof. Practices in Graphic Design, New Media & Design Production (3)

4 credits in upper-division Art History

Graphic Design Emphasis: 27 credits

DSGN 456 Design for the Internet (5)

DSGN 470 Advanced Graphic Design (5)

DSGN 471 Three-Dimensional Graphic Design (5)

DSGN 476 Senior Projects in Graphic Design (5)

DSGN 479 Professional Practices in Graphic Design, New Media & Design Production (3)

4 credits in upper-division Art History

New Media Emphasis: 27 credits

DSGN 451 Digital Video (5)

DSGN 456 Design for the Internet (5)

DSGN 457 Interactive Design (5 credits)

DSGN 459 Senior Projects in New Media (5 credits)

DSGN 479 Professional Practices in Graphic Design, New Media and Design Production (3 credits)

4 credits in upper-division Art History

These courses are offered within this major and may be used to satisfy GUR or Writing Proficiency requirements.

HUM: A/HI 240, 241, DSGN 211

WP: Three Writing Proficiency points are required for graduation (they are noted as WP1, WP2, and WP3). Check [Classfinder](#) or [Online Timetable](#) for departmental offerings each quarter.

Other Art Options:

B.A. Art-Studio (70 credits)

B.A. Art History (72 credits)

B.F.A. Art Studio or Design (115 credits)

B.A.Ed. Art–P-12 (72 credits, plus 64 credits for secondary education professional program)

B.A.Ed. Art–Elementary (50 credits, plus 106 for the elementary education professional program)