ART, LIBERAL ARTS, GRAPHIC COMMUNICATIONS EMPHASIS, COMPREHENSIVE MAJOR

Liberal Arts (Code 020-007)

University Requirements

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<td>GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE</td>
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Credit Requirements

| Minimum total for graduation | 120 |
| Upper division credits (courses numbered 300 and higher) | 39 |
| Liberal Education Core | 36 |

Academic Concentrations

Grade Point Requirements

| Total | 2.00 average |
| Resident | 2.00 average |
| Major | 2.00 average |
| Minor | 2.00 average |
| Certificate | 2.00 average |

University Residency Requirements

| Minimum total | 30 |
| Senior year | 23 |
| Major, Standard, upper division in residence | 12 |
| Major, Comprehensive, upper division in residence | 21 |

Procedures Required for Graduation

Obtain admission to the degree program and/or the College offering it.
Apply for graduation on CampS.

1. Certain programs exceed this minimum.
2. See special requirements in each College.
3. See special requirements for the College of Education and Human Sciences.

Liberal Education Core

The University of Wisconsin-Eau Claire measures learning outcomes to ensure that its graduates have achieved a liberal education and prepared themselves to contribute to a complex society. Upon graduation, each undergraduate will have met the four learning goals of our liberal education core and the 11 learning outcomes they comprise.

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Knowledge Goal

| Knowledge Outcome 1 (K1): Natural Sciences | Two (2) learning experiences |
| Knowledge Outcome 2 (K2): Social Sciences | Two (2) learning experiences |
| Knowledge Outcome 3 (K3): Humanities | Two (2) learning experiences |
| Knowledge Outcome 4 (K4): Fine Arts | One (1) learning experience |

Skills Goal

| Skills Outcome 1 (S1): Written and Oral Communication | Two (2) learning experiences |
| Skills Outcome 2 (S2): Mathematics | One (1) learning experience |
| Skills Outcome 3 (S3): Creativity | One (1) learning experience |

Responsibility Goal

| Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity | Two (2) learning experiences |
| Responsibility Outcome 2 (R2): Global Perspectives | One (1) learning experience |
| Responsibility Outcome 3 (R3): Civic and Environmental Issues | One (1) learning experience |

Integration Goal

| Integration Outcome 1 (I1): Integration | Two (2) learning experiences |

Service-Learning Goal

Service-Learning 30 hours

College Degree Requirements

Bachelor of Arts or Bachelor of Science Degree (B.A./B.S.)

University Graduation Requirements. All candidates for degrees must fulfill the requirements for credits, curriculum, GPA, and University residency as specified in the section of this catalog titled University Graduation Requirements.

College Graduation Requirements: Grade Point Averages. All candidates for degrees in the College of Arts and Sciences must earn minimum resident and total GPAs of 2.00 in the major, the minor, and the certificate. The resident and total GPAs for the major are computed using all attempted credits applicable to the major including those offered by departments other than the major department. The resident and total GPAs for the minor and the certificate are computed similarly.

Major-Minor and Major-Certificate Requirements. A standard major (a minimum of 36 credits) must be supplemented by a minor (a minimum of 24 credits) or by a certificate (12 to 18 credits) to meet graduation requirements for completing a first and second degree program. No minor or certificate is
required with a Comprehensive Major (60 or more credits) or with two majors of 36 or more credits each.

Certain degree programs which include Comprehensive Majors may require more than the minimum of 120 credits for graduation.

Acceptable academic program combinations are determined at the college level. A major and a minor or a major and certificate or two majors (if available) may not be elected in the same department or program, except in the approved combinations listed here.

**College Credits.** Earn at least 90 credits in courses offered by the College of Arts and Sciences.

**Bachelor of Arts Degree in the College of Arts and Sciences (B.A.)**

Fulfillment of all University Graduation Requirements (which includes the Liberal Education Core); all College-level degree requirements (major and minor/certificate emphases, GPAs, earning at least 90 credits in Arts and Sciences course work); foreign language competency at the 102 level. Foreign language competency may be met in one of two ways: (1) Achieve a score on the foreign language placement test that qualifies the student to enter the 201-level course in a foreign language. (2) Earn a grade of at least C (not C-) or a mark of S in a 102-level foreign language course (or AIS 112 or AIS 122 / LANG 122 or CSD 103).

**Bachelor of Science Degree in the College of Arts and Sciences (B.S.)**

Fulfillment of all University Graduation Requirements (which includes the Liberal Education Core); all College-level degree requirements (major and minor/certificate emphases, GPAs, earning at least 90 credits in Arts and Sciences course work); mathematics competency at the MATH 111, MATH 112 or MATH 113 level. Mathematics competency can be met in one of three ways: (1) Achieve a score on the mathematics placement test that qualifies the student to enter MATH 114. (2) Earn a grade of at least C (not C-) or a mark of S in MATH 111, MATH 112, or MATH 113. (3) Achieve a satisfactory score on the MATH 112 competency test. This test may be attempted no more than two times.

**Major Requirements**

This degree is designed to provide students with a liberal arts experience in art or design, creating a well-rounded education that combines artistic interests with other academic disciplines. It provides an excellent technical, conceptual, creative, and aesthetic foundation for broader career options.

**Foundations Courses**  
ART 107 Foundations: Drawing and Composition 3  
ART 274 Graphic Design I: Compositional Principles of Graphic Design 3  
ARTH 109 Art of the 20th Century 3

**Area Requirements**

ART 275 Principles of Typography 3  
ART 276 Graphic Design III: Symbology 3  
ART 374 Visual Communication Design 3  
ART 375 Digital Design I: Website Development 3

**Advanced Course Requirements**

ART 477 Graphic Design VII: Advanced Portfolio Development 3  
ART 474 Electronic Media Design II: Multi-Media Interface Concepts 3  
or ART 476 Advanced Graphic Communications 3

**Art History Requirement**

ARTH 112 Survey: Renaissance to 20th Century Art 9  
ARTH 225 History of Graphic Design 9

**ARTH Elective**  
2

**Elective in Studio Art (ART) Courses**  
3

**Interdisciplinary Electives**  
9

Choose three courses from:  
CJ 184 Multimedia Communication 3  
CJ 202 Fundamentals of Speech 3  
CJ 260 Introduction to Integrated Strategic Communication 3  
CS 318 Fundamentals of Web Page Design 3  
CS 319 Introduction to Web Programming 3  
CS 320 Web Database Design and Implementation 3  
CS 322 Animation Programming 3

**Total Credits**  
60

1 Foundations courses should be completed in the first year of study.  
2 One 3-credit ARTH elective: ARTH 333 recommended.  
3 6 credits must be 300-level or above.

NOTE: Comprehensive Art majors must complete at least one of the following travel experiences:  
A) UWEC-approved International Study program;  
B) at least one of the department’s national field trips;  
C) at least two of the department’s regional field trips.