ART, GRAPHIC DESIGN, COMPREHENSIVE MAJOR

(Code 020-012)

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

Minimum total for graduation 1 120
Upper division credits (courses numbered 300 and higher) 39
Liberal Education Core 36

Academic Concentrations

Grade Point Requirements 2

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 Camp5.

1 Certain programs exceed this minimum.
2 See special requirements in each College.

Applicability of Credits Toward Graduation

Junior College or Two-Year College Credits. A maximum of 72 semester credits earned in a junior college or two-year college will be accepted as degree credits at UW-Eau Claire.

Extension Credits. Credits earned in credit outreach courses offered by UW-Eau Claire are treated as resident credits. Credits earned in extension courses offered by other units of the University of Wisconsin System are treated as transfer credits. All other (non-UW) extension and correspondence credits are normally limited to one-fourth of the total required for graduation from any curriculum.

WTCS Credits. A maximum of 72 semester credits earned in college parallel programs at Madison Area Technical College, Milwaukee Area Technical College, Nicolet Area Technical College, or Chippewa Valley Technical College may be accepted as degree credits at UW-Eau Claire. A set number of general education courses will be accepted from other technical schools. Occupational and technical courses may also be considered for transfer if the quality and content of the course work from the technical college is judged to be comparable to course work at UW-Eau Claire. Refer to the Transfer Credit Wizard (https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU_SS_CUSTOM.EAU_TRNCRDWZ.GBL) or contact the UW-Eau Claire Admissions Office for information about the current transfer policy.

USAFI Credit. UW-Eau Claire will accept up to 32 semester credits for work done through the United States Armed Forces Institute, under the provision for non-UW correspondence credit (see Extension Credits above).

Activity Credit (band, chorus, drama, KINS 100-184 courses) Students may count toward graduation no more than one credit of KINS 110-184 courses. Students may count toward graduation no more than four credits earned in any single activity course and no more than 12 credits resulting from any combination of activity courses (excluding KINS 110-184 courses).

Other Restricted Credits. For other University restrictions, see the following: Cooperative Education; Credit by Examination; Satisfactory/Unsatisfactory Registration; Transfer of Credits. College or departmental restrictions may also be placed on Independent Study (399-499 courses), Directed Study (395-495), and other types of credits.

APPLICABILITY OF CREDITS TOWARD GRADUATION

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
<th>Credit Restriction</th>
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<tbody>
<tr>
<td>Satisfactory/Unsatisfactory</td>
<td>maximum 12</td>
</tr>
<tr>
<td>Major, Standard</td>
<td>maximum 1 course</td>
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<tr>
<td>Major, Comprehensive</td>
<td>maximum 2 courses</td>
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<tr>
<td>Credit by Examination</td>
<td>maximum ¼ of total</td>
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<tr>
<td>Major or minor</td>
<td>maximum ½ of total</td>
</tr>
<tr>
<td>Two-Year College Credits</td>
<td>maximum 72 credits</td>
</tr>
<tr>
<td>Activity credit (band, chorus, drama, KINS 100-184)</td>
<td>maximum 1 credit</td>
</tr>
<tr>
<td>Total KINS 100-184</td>
<td>maximum 12 credits</td>
</tr>
<tr>
<td>Total Band, chorus, drama</td>
<td>maximum 4 credits</td>
</tr>
<tr>
<td>Single course band, chorus, drama</td>
<td>maximum 4 courses</td>
</tr>
<tr>
<td>Extension credits</td>
<td>no maximum</td>
</tr>
<tr>
<td>UW-System</td>
<td>maximum ¼ of total</td>
</tr>
<tr>
<td>Other extension/correspondence</td>
<td>maximum ¼ of total</td>
</tr>
<tr>
<td>USAFI</td>
<td>maximum 32 credits</td>
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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.

LIBERAL EDUCATION CORE REQUIREMENTS a minimum of 36 credits
Knowledge Goal
Knowledge Outcome 1 (K1): Natural Sciences
Two (2) learning experiences
One experience in laboratory science must be selected from either K1 or K2.
Knowledge Outcome 2 (K2): Social Sciences
Two (2) learning experiences
One experience in laboratory science must be selected from either K1 or K2.
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
One S1 must meet the University Writing Requirement
Skills Outcome 2 (S2): Mathematics
One (1) learning experience
One S2 to meet the University Mathematics Requirement
Skills Outcome 3 (S3): Creativity
One (1) learning experience
Responsibility Goal
Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity
Two (2) learning experiences
One R1 must satisfy Design for Diversity
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 Fine Arts
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 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 Fine Arts Degree in the College of Arts and Sciences (B.F.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 can 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).
Major Requirements
(Code 020-012)
This degree is designed as a specialty for students pursuing graduate studies or planning careers in Graphic Design. It provides the most immersive studio experience for graduating with a greater level of artistic development and focus. Students enrolling in the Comprehensive Major: Art, Graphic Design Emphasis will need to apply for a B.F.A. Review to remain in this major. The suggested time for this review is in the second year of study.
Seventy-five semester credits, including:
Department Requirements
Foundation Courses:
ART 107 Foundations: Drawing and Composition 3
ART 108 Foundations: Color and Composition 3
ART 110 Foundations: Three-Dimensional Art 3
ARTH 109 Art of the 20th Century 3
Art History Requirement:
ARTH 111 Survey: Ancient to Medieval Art 3
ARTH 112 Survey: Renaissance to 20th Century Art 3
Area Requirements
ART 274 Compositional Principles of Graphic Design 3
ART 275  Principles of Typography  3  
ART 276  Introduction to Visual Identity Design  3  
ART 374  Visual Communication Design  3  
ART 375  Digital Design I: Website Development  3  
ART 476  Advanced Graphic Communications  3  
ART 477  Professional Practices: Graphic Communication  3  

**Area Support Options, Choose Four:**  12  
- ART 241  Life Drawing I  
- ART 244  Introduction to Painting  
- ART 247  Water-Media I  
- ART 249  Introduction to Printmaking  
- ART 264  Beginning Sculpture  
- ART 278  3-D Computer Modeling  
- ART 281  Introduction to Photography as an Art Form  
- ART 332  Illustration Narratives  
- ART 342  Illustration Editorials  
- ART 376  Advanced Visual Identity Design  
- ART 383  Video for Art and Design  
- ART 384  Artist Books: Image & Text  
- ART 474  Digital Design II: Multimedia Development  

**Art History Requirement**  
ARTH 225  History of Graphic Design  3  

**Electives in Art (ART) or Art History (ARTH)**  18  

**Electives in Art History (ARTH)**  3  

**Total Credits**  75

1 Foundations courses should be completed in the first year of study.

**Additional B.F.A. Requirements**

Further details regarding each of the following requirements are provided by the Art & Design Department each semester.

1. To be accepted to continue in the B.F.A. program, students must pass the B.F.A. Entrance Review. To complete the Review, students must apply with a minimum of 18 Art & Design credits including ART 107, ART 108, ART 110, ARTH 109 plus two courses in studio art. The maximum number of Art credits taken (including current enrollment) prior to the B.F.A. Entrance Review is 30.

2. B.F.A. 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.

3. To complete the B.F.A. program, students must participate in a Senior Exhibition hosted in the University’s Foster Gallery (http://uwec.ly/fostergallery).

NOTE: Transfers, Changes of Major, and other exceptions must check with the Department and their faculty advisor to determine their position within the program and what requirements they will need to meet.