

ART, LIBERAL ARTS, GRAPHIC COMMUNICATIONS EMPHASIS, COMPREHENSIVE MAJOR

Liberal Arts (Code 020-007)

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 (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1)	36
Academic Concentrations (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16)	
Grade Point Requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14) ²	
Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average
University Residency Requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15)	
Minimum total	30
Senior year	23
Major, Standard, upper division in residence	12
Major, Comprehensive, upper division in residence	21
Certificate	25 percent of credits

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.

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	Credit Restrictions
Satisfactory/Unsatisfactory	
Total degree credit	maximum 12
Major, Standard	maximum 1 course
Major, Comprehensive	maximum 2 courses
Minor	maximum 1 course
Credit by Examination	
Total degree credit	maximum ¼ of total
Major or minor	maximum ½ of total
Two-Year College Credits	
Total degree credit	maximum 72 credits
Activity credit (band, chorus, drama, KINS 100-184)	
Total KINS 100-184	maximum 1 credit
Total Band, chorus, drama	maximum 12 credits
Single course band, chorus, drama	maximum 4 credits
Extension credits	
UW-System	no maximum
Other extension/correspondence	maximum ¼ of total

USAFI

USAFI	maximum 32 credits
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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 five learning goals of our liberal education core and the 12 learning outcomes they comprise.

LIBERAL EDUCATION CORE REQUIREMENTS	a minimum of 36 credits
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Knowledge Goal

Knowledge Outcome 1 (K1): Natural Sciences (http://catalog.uwec.edu/undergraduate/attribute-k1/)	Two (2) learning experiences
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One experience in laboratory science must be selected from either K1 or K2.	
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Knowledge Outcome 2 (K2): Social Sciences (http://catalog.uwec.edu/undergraduate/attribute-k2/)	Two (2) learning experiences
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One experience in laboratory science must be selected from either K1 or K2.	
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Knowledge Outcome 3 (K3): Humanities (http://catalog.uwec.edu/undergraduate/attribute-k3/)	Two (2) learning experiences
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Knowledge Outcome 4 (K4): Fine Arts (http://catalog.uwec.edu/undergraduate/attribute-k4/)	One (1) learning experience
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Skills Goal

Skills Outcome 1 (S1): Written and Oral Communication (http://catalog.uwec.edu/undergraduate/attribute-S1/)	Two (2) learning experiences
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One S1 must meet the University Writing Requirement (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header10)	
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Skills Outcome 2 (S2): Mathematics (http://catalog.uwec.edu/undergraduate/attribute-S2/)	One (1) learning experience
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One S2 to meet the University Mathematics Requirement (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header11)	
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Skills Outcome 3 (S3): Creativity (http://catalog.uwec.edu/undergraduate/attribute-S3/)	One (1) learning experience
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Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity (http://catalog.uwec.edu/undergraduate/attribute-R1/)	Two (2) learning experiences
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One R1 must satisfy Design for Diversity (http://catalog.uwec.edu/undergraduate/attribute-DDIV/#header13)	
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Responsibility Outcome 2 (R2): Global Perspectives (http://catalog.uwec.edu/undergraduate/attribute-R2/)	One (1) learning experience
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Responsibility Outcome 3 (R3): Civic and Environmental Issues (http://catalog.uwec.edu/undergraduate/attribute-R3/)	One (1) learning experience
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Integration Goal

Integration Outcome 1 (I1): Integration (http://catalog.uwec.edu/undergraduate/attribute-I1/)	Two (2) learning experiences
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Service-Learning Goal

Service-Learning (http://catalog.uwec.edu/undergraduate/attribute-SL/#header13)	30 hours
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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 (<http://catalog.uwec.edu/undergraduate/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 (<http://catalog.uwec.edu/undergraduate/arts-sciences/#academicprogramtext>).

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

Liberal Arts (Code 020-007)

This major 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.

Code	Title	Credits
Sixty semester credits, including:		
Department Requirements		
Foundations Courses (should be completed in the first year of study):		
ART 107	Foundations: Drawing and Composition	3
ART 108 or ART 110	Foundations: Two-Dimensional Design Foundations: Three-Dimensional Art	3
ART 116	Foundations: Digital Frameworks	3
ARTH 109	Art of the 20th Century	3
Area Requirements		
ART 275	Typography	3
ART 374	Graphic Design: Concepts and Experimentation	3
ART 375	User Experience and Web Design	3
ART 376	Identity Development and Design	3
Advanced Course Requirements		
ART 477	Portfolio and Professional Development	3
ART 476 or ART 474 or ART 373	Design for Community and People Digital Design: Expanded Media Motion Graphics	3
Art History Requirement		9
ARTH 112	Global Art History Since 1400	
ARTH 225	History of Graphic Design	
ARTH Elective (3 credits; ARTH 333 recommended)		
Electives in Studio Art (ART) Courses (Six credits must be at 300- or 400-level)		12
Interdisciplinary Electives		9
Choose three courses from:		
CJ 184	Multimedia Communication	
CJ 202	Fundamentals of Speech	
CJ 260	Introduction to Integrated Strategic Communication	

CS 318	Fundamentals of Web Page Design	
CS 319	Introduction to Web Programming	
CS 320	Web Database Design and Implementation	
CS 322	Animation Programming	
Total Credits		60

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Implement the Principles of Design.
- Create design concepts that demonstrate critical and analytical thinking.
- Develop creative solutions to artistic and intellectual problems.
- Demonstrate an understanding of design history.
- Conduct research about the contexts of design.
- Demonstrate awareness of diverse audiences.

Sample Degree Plan

Art, Liberal Arts, Graphic Communications Emphasis, Comprehensive Major, B.A.

The following is a sample degree plan, based on the 2023-2024 catalog. It is based on the 120-credit graduation requirement and assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, no repeated courses, and no remedial courses that may be required. This sample degree plan is intended for first-year students entering UW-Eau Claire in the fall semester. Your own degree plan may differ depending on the course of study selected (second major, minor, etc.). UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that may enable prepared students to fulfill their requirements in a timely period. This sample degree plan is just a guide. Please consult your advisor, your degree audit, and the catalog to create your own degree plan. *Note:* In order to earn the required minimum of 120 credits for the degree in four years, you should plan to take 15 credits each semester or 30 credits each year.

To earn a degree, students must fulfill all University Graduation Requirements, including the Liberal Education (LE) Core. LE Core course work in the following sample degree plan uses abbreviations such as LE-K1, LE-S2, LE-R3, and LE-I1 to represent the learning outcomes students will meet via completion of their liberal education course work. Please click (<https://catalog.uwec.edu/undergraduate/graduation-requirements/>)here for a description of the Liberal Education Core outcomes and requirements. Note that the LE Core may be completed through both course and non-course experiences.

Students in this major have the option to pursue either a Bachelor of Arts (B.A.) or a Bachelor of Science (B.S.) degree. The degrees are distinguished by foreign language competency for the B.A. and a higher level of mathematics competency for the B.S.

SOME TIME WITHIN THE FIRST YEAR

FIRST SEMESTER		
ART 107	Foundations: Drawing and Composition	3
ART 108	Foundations: Two-Dimensional Design (LE-S3)	3
OR		
ART 110	Foundations: Three-Dimensional Art	

LE Option: Knowledge 2 (LE-K2) Social Sciences	3
WRIT 114 Intensive Blugold Seminar in Critical Reading and Writing (LE-S1)	5
OR	
WRIT 116 Blugold Seminar in Critical Reading and Writing (LE-S1)	
SECOND SEMESTER	
ART 116 Foundations: Digital Frameworks	3
ARTH 109 Art of the 20th Century (LE-K4)	3
LE Option: Knowledge 1 (LE-K1) Natural Sciences	3
LE Option: Knowledge 3 (LE-K3) Humanities	3
LE Option: Skills 2 (LE-S2) Mathematics - University Mathematics Requirement	4
TOTAL CREDITS FIRST YEAR	30
SOME TIME WITHIN THE SECOND YEAR	
FIRST SEMESTER	
ART 275 Typography	3
ART Studio Art Elective	3
ART Studio Art Elective	3
LE Option: Knowledge 2 (LE-K2) Social Sciences	3
LE Option: Skills 1 (LE-S1) Written and Oral Communication - 101-Level Language Elective	4
SECOND SEMESTER	
ARTH 225 History of Graphic Design	3
ART 374 Graphic Design: Concepts and Experimentation	3
ART Studio Art Elective	3
ARTH 112 Global Art History Since 1400 (LE-K4)	3
LE Option: Skills 1 (LE-S1) Written and Oral Communication - 102-level Language Elective	4
TOTAL CREDITS SECOND YEAR	32
SOME TIME WITHIN THE THIRD YEAR	
FIRST SEMESTER	
ART 375 User Experience and Web Design	3
ART Upper Level Studio Art Elective ^b	3
CJ or CS Interdisciplinary Elective ^a	3
LE Option: Knowledge 1 (LE-K1L) Natural Sciences with Lab	4
LE Option: Integration (LE-I1)	3
SECOND SEMESTER	
ART 376 Identity Development and Design	3
ART Upper Level Studio Art Elective ^b	3
ARTH (Art History) Elective ^c	3
CJ or CS Interdisciplinary Elective ^a	3
LE Option: Responsibility 1 (LE-R1, DDIV) Equity, Diversity, and Inclusivity with Design for Diversity	3
TOTAL CREDITS THIRD YEAR	31
SOME TIME WITHIN THE FOURTH YEAR	
FIRST SEMESTER	
ART 474 Digital Design: Expanded Media	3
OR	
ART 476 Design for Community and People ^d	
CJ or CS Interdisciplinary Elective ^a	3
LE Option: Knowledge 3 (LE-K3) Humanities	3

LE Option: Responsibility 1 (LE-R1) Equity, Diversity, and Inclusivity	3
ELECTIVE	3
SECOND SEMESTER	
ART 477 Portfolio and Professional Development ^d	3
LE Option: Responsibility 2 (LE-R2) Global Perspectives	3
LE Option: Responsibility 3 (LE-R3) Civic and Environmental Issues	3
LE Option: Integration (LE-I1)	3
TOTAL CREDITS FOURTH YEAR	27

Minimum total for the baccalaureate degree = 120 credits

- a Interdisciplinary Elective – The Graphic Communications area of study requires the integration of courses from the Communication and Journalism and/or the Computer Science departments. Choose three courses from the following list:
- CJ 184: Multimedia Communication
 - CJ 202: Fundamentals of Speech
 - CJ 260: Introduction to Integrated Strategic Communication
 - CS 318: Fundamentals of Web Page Design
 - CS 319: Introduction to Web Programming
 - CS 320: Web Database Design and Implementation
 - CS 322: Animation Programming
- b Six credits of electives with the ART prefix must be upper level (courses numbered 300 and higher) to meet University requirements.
- c Recommended Art History elective – ARTH 333: Themes in Contemporary Art
- d ART 476 is only offered in the fall semesters, and ART 477 is only offered in the spring semesters.

Service-Learning

All candidates for the baccalaureate degree at the University of Wisconsin-Eau Claire must satisfactorily complete 30 hours of approved service-learning activity. This requirement is intended to provide students with an opportunity to serve their community, apply knowledge gained in the classroom, enhance their critical thinking skills, and become informed, active, and responsible citizens. A Service-Learning Guidebook is available on the Service-Learning website.

RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like Study Abroad, Intercultural Immersion, Internship, and/or Student/Faculty Collaborative Research into your time at UW-Eau Claire.

Liberal Education (LE) Core Guidance**Liberal Education Core (LE Core)**

The LE Core comprises 17 learning experiences across 11 learning outcomes. Students must complete a minimum of 36 credits in courses approved for the LE Core.

- K1 – Natural Sciences; two experiences (one lab science experience is required in K1 or K2).
- K2 – Social Sciences; two experiences (one lab science experience is required in K1 or K2).
- K3 – Humanities; two experiences.
- K4 – Fine Arts; one experience.
- S1 – Written and Oral Communication; two experiences (one experience must satisfy the University writing requirement).
- S2 – Mathematics; one experience (must satisfy the University math competency requirement).
- S3 – Creativity; one experience (can be fulfilled in a student's major).
- R1 – Equity, Diversity, and Inclusivity; two experiences (one experience must meet the UW System Design for Diversity (DD) requirement).
- R2 – Global Perspectives; one experience.
- R3 – Civic and Environmental Issues; one experience.
- I1 – Integration; two experiences (one experience can be fulfilled in a student's major).
- SL—Service Learning; 30 hours

Additional LE Core Information

- Most LE Core learning experiences are course based, and many courses meet more than one learning outcome (e.g., K3 and R2 or K1 and R3).
- Some learning experiences can also be met outside of a traditional course (e.g., undergraduate research (S3), study abroad (I1)).
- S1 – An English placement score that fulfills the University writing requirement fulfills one S1 experience.
- S1 – A foreign Language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.
- S1, R2 – A foreign language placement score that qualifies the student to enter the 202 level satisfies one experience in S1 and the R2 experience.
- S2 – A math placement score that qualifies the student to enter Math 111, 112, 113 or 114 fulfills the S2 experience.
- S3 – Completion of two credits from any approved music ensemble fulfills the S3 experience.
- I1 – Any semester long study abroad program can fulfill one I1 experience.