Visual Arts Program

Purpose Statement

The McPherson College visual arts department provides 1) high-quality art instruction within the content areas of art production, art history, art criticism, and aesthetic inquiry, 2) unique art programs within the visual arts major, including graphic design, graphic design marketing, studio, art teaching Licensure as well as a hybrid major of auto restoration design in conjunction with the technology department, and 3) venues for the fulfillment of academic and professional goals of students pursuing a visual arts-related career within a liberal arts context and an entrepreneurial environment at a small private college in Kansas.

Goals

The four primary goals of the visual arts department are to produce graduates who can 1) effectively execute and perform a variety of art skills with sensitivity and intelligence, 2) communicate the ability to analyze and critique works of art, 3) relate the creative process to life in personally meaningful ways, and 4) apply skills and knowledge to arts-related opportunities and professions. The visual arts department achieves these goals when graduates can:

- demonstrate knowledge of art elements and design principles;
- demonstrate performance in a variety of traditional and contemporary art media;
- demonstrate abilities to analyze and critique works of art in verbal and written form;
- demonstrate meaningful connections of art to life through the development of perceptual skills;
- research, identify, and interpret Western and non- Western cultural contributions to art;
- understand the qualities and the mentality needed to be a working, active artist and/or arts-related professional;
- meet State Department of Education standards for certification in the area of art for those pursuing art teaching licensure;
- demonstrate knowledge and skills with emerging technologies, both hardware and software, needed for opportunities and/or careers in the field of graphic design.

The visual arts department's curriculum is designed to meet the needs of students who want to 1) develop their artistic skills and refine their aesthetic values, 2) plan for careers as artists and graphic designers, and/or for employment in arts-related positions, 3) teach art in the public schools, and 4) further their education in graduate school.

Visual Arts Major: Graphic Design Emphasis

Requirements (56 required hours)

G-AR 101 Drawing I (2 hours)
G-AR 102 Painting I: Acrylics OR
G-AR 202 Painting II: Watercolors (2 hours)
AR 103 Elementary Design (3 hours)
AR 130 Design Software (2 hours)
AR 203 Photography I (2 hours)
AR 205 Multi-Media Software (2 hours)
AR 210 Drawing II: Figure Drawing (2 hours)
AR 230 Graphic Design I (3 hours)
AR 235 Graphic Design II (3 hours)
AR 303 Photography II (3 hours)
G-AR 310 Art History I (4 hours)
G-AR 311 Art History II (4 hours)
AR 312 Themes in Contemporary Art (3 hours)
AR 320 Typography and Logo Branding (2 hours)
AR 330 Graphic Design III (3 hours)
AR 335 Interactive Software (3 hours)
AR 340 Web-Based Design I (3 hours)
G-AR 350 Sculpture I (3 hours)
AR 450 Web-Based Design II (3 hours)
AR 470 Graphic Design Senior Show (1 hour)
AR 475G Graphic Design IV (3 hours)

Suggested Supporting courses

G-AR 102 Painting I: Acrylics OR
G-AR 202 Painting II: Watercolors (2 hours)
CM 210 Multi-Media Storytelling I (3 hours)

BA 327 Consumer Behavior (3 hours)
BA 360 Marketing Research (3 hours)
AR 388 Internship in Graphic Design (3 hours)

Majors in the graphic design emphasis are required to produce a senior exhibition during the spring semester of their senior year.

Visual Arts Major: Graphic Design Photography Emphasis

Requirements (56 required hours)

AR 103 Elementary Design (3 hours)
G-AR 101 Drawing I (2 hours)
G-AR 210 Drawing II (2 hours)
G-AR 102 Painting I: Acrylics **OR**
G-AR 202 Painting II: Watercolors (2 hours)
G-AR 350 Sculpture I (3 hours)
AR 203 Photography I (2 hours)
AR 303 Photography II (3 hours)
AR 333 Commercial Photography I (3 hours)
AR 363 Commercial Photography II (3 hours)
AR 403 Photography Portfolio Development (1 hour)
AR 130 Design Software (2 hours)
AR 230 Graphic Design I (3 hours)
G-AR 311 Art History II (4 hours)
AR 235 Graphic Design II (3 hours)
AR 330 Graphic Design III (3 hours)
AR 475G Graphic Design IV (3 hours)
AR 470 Graphic Design Senior Show (1 hour)
AR 205 Multimedia Software (2 hours)
AR 335 Interactive Software (3 hours)
AR 320 Typography and Logo Branding (2 hours)
AR 340 Web-Based Design I (3 hours)
AR 450 Web-Based Design II (3 hours)

Suggested Supporting courses

G-AR 102 Painting I: Acrylics **OR**
G-AR 202 Painting II: Watercolors (2 hours)
CM 210 Multimedia Storytelling I (3 hours)
BA 327 Consumer Behavior (3 hours)
BA 360 Marketing Research (3 hours)
AR 388 Internship in Graphic Design (3 hours)

Majors in the graphic design photography emphasis are required to produce a senior exhibition during the spring semester of their senior year.

Visual Arts Major: Graphic Design Marketing Emphasis

Requirements: 71 combined hours: 40 hours art + 31 hours business

G-AR 101 Drawing I (2 hours)
G-AR 102 Painting I: Acrylics OR
G-AR 202 Painting II: Watercolors (2 hours)
AR 103 Elementary Design (3 hours)
AR 130 Design Software (2 hours)
AR 203 Photography I (2 hours)
AR 230 Graphic Design I (3 hours)
AR 235 Graphic Design II (3 hours)
G-AR 311 Art History II (4 hours)
AR 330 Graphic Design III (3 hours)
AR 335 Interactive Software (3 hours)
AR 340 Web-Based Design I (3 hours)
G-AR 350 Sculpture I (3 hours)
AR 450 Web-Based Design II (3 hours)
AR 470 Graphic Design Senior Show (1 hour)
AR 475 Graphic Design IV (3 hours)

G-BA 101 Introduction to Business (3 hours)
EC 202 Survey of Economics (3 hours)
AC 205 Financial Accounting (3 hours)
AC 206 Managerial Accounting (3 hours)
BA 224 Principles of Management (3 hours)
BA 315 Business Law (3 hours)
BA 321 Marketing (3 hours)
BA 322 Advertising and Promotion (3 hours)
BA 327 Consumer Behavior (3 hours)
BA 360 Marketing Research (3 hours)
BA 375 Business Ethics (Jr. Seminar) (1 hour)

Suggested Supporting Courses

AR 205 Multi-Media Software (2 hours)
AR 305 Typography and Logo Branding (2 hours)
AR 303 Photography II (3 hours)

Majors in the graphic design marketing emphasis are required to produce a senior exhibition during the spring semester of their senior year.

Visual Arts Major: Studio Emphasis

Requirements: 52 required hours

G-AR 101 Drawing I (2 hours)
G-AR 102 Painting I: Acrylics (2 hours)
AR 103 Elementary Design (3 hours)
G-AR 131 Ceramics I (2 hours)
AR 130 Design Software (2 hours)
G-AR 202 Painting II: Watercolors (2 hours)
AR 203 Photography I (2 hours)
AR 210 Drawing II: Figure Drawing (2 hours)
AR 230 Graphic Design I (3 hours)
AR 231 Ceramics I (2 hours)
AR 303 Photography II (3 hours)
G-AR 310 Art History (4 hours)
G-AR 311 Art History II (4 hours)
AR 312 Themes in Contemporary Art (3 hours)
AR 315 Metalsmithing and Jewelry (3 hours)
AR 325 Concentrated Study (2 hours)
G-AR 350 Sculpture I (3 hours)
AR 355 Sculpture II (3 hours)
AR 425 Concentrated Study (2 hours)
AR 475A Senior Concentration (3 hours)

Suggested Supporting courses

AR 235 Graphic Design 2 (3 hours)
AR 340 Web-based Design (3 hours)
AR 335 Interactive Software (3 hours)

Majors in the studio emphasis are required to produce a senior exhibition during the spring semester of their senior year.

Digital Media: Visual Design emphasis

Requirements: 25 credit hours of digital media core courses and 27 credit hours of visual design emphasis.

AR 130 Design Software (2 hours)
AR 205 Multimedia Software (2 hours)
AR 230 Graphic Design I (3 hours)
CM 330 Persuasion and Social Influence (3 hours)
AR 335 Moving Image Software (3 hours)
AR 340/CM 350 Web Design I (3 hours)
CM 360 Videography I
AR 450/CM440 Web Design II (3 hours)

CM 410 Videography II (3 hours)

AR 103 Elementary Design (3 hours)
AR 203 Photography I (2 hours)
AR 235 Graphic Design II (3 hours)
AR 260 UX/UI Prototyping (2 hours)
AR 265 UX/UI Application (2 hours)
AR 303 Photography II (3 hours)
AR 320 Typography/Logo Branding (2 hours)
AR 330 Graphic Design III (3 hours)
AR 333 Commercial Photography I (3 hours)
AR 475G Graphic Design IV (3 hours)
AR 470 Graphic Design Senior Show (1 hour)

Suggested Supporting Courses:
BA 221 Marketing (3 hours)
BA 322 Advertising and Promotion (3 hours)
BA 327 Consumer Behavior (3 hours)
BA 427 Marketing Research (3 hours)
ET 101 Creativity and Innovation (3 hours)

Visual Arts Major: Licensure emphasis for teaching Art in the Public Schools (PK-12)

Requirements: 52 required hours. In addition to the required courses in the visual arts department, licensure art majors complete 44 hours in professional education requirements through the curriculum and instruction department.

G-AR 101 Drawing I (2 hours)
G-AR 102 Painting I: Acrylics (2 hours)
AR 103 Elementary Design (3 hours)
AR 130 Design Software (2 hours)
G-AR 131 Ceramics I (2 hours)
G-AR 202 Painting II: Watercolors (2 hours)
AR 203 Photography I (2 hours)
AR 210 Drawing II: Figure Drawing (2 hours)
AR 230 Graphic Design I (3 hours)
AR 231 Ceramics II (2 hours)
AR 303 Photography II (3 hours)
G-AR 310 Art History I (4 hours)
G-AR 311 Art History II (4 hours)
AR 312 Themes in Contemporary Art (3 hours)
AR 315 Metalsmithing and Jewelry (3 hours)
G-AR 350 Sculpture I (3 hours)
AR 355 Sculpture II (3 hours)
AR 358/EE 301 Elementary Art Methods (2 hours)
AR 401/CI 401 Secondary Art Methods (2 hours)
AR 475A Senior Concentration (3 hours)

Majors in the licensure emphasis are required to produce a senior exhibition during the spring semester of their senior year.

Graphic Design Minor

Requirements: 21 require hours

G-AR220 Graphic Design for Non-Art Majors (3 hours)
AR 235 Graphic Design II (3 hours)
AR 320 Typography & Logo Branding (3 hours)
AR 335 Interactive Software (3 hours)
AR 330 Graphic Design III (3 hours)
AR 340 Web Design I (3 hours)
AR 475G Graphic Design IV (3 hours)

Visual Arts Minor

A minor in the visual arts may be earned by completing 18 credit hours from four course categories: 1) two foundation courses for seven credit hours, 2) four credit hours in two-dimensional courses, 3) five credit hours in three-dimensional courses, and 4) three credit hours in graphic design.

Foundation Courses: 7 hours total

Choose one of three art history courses:

G-AR 310 Art History I, OR
G-AR 311 Art History II, OR
AR 312 Themes in Contemporary Art
AR 103 Elementary Design (3 hours)

Two-dimensional Courses: choose 4 hours total

G-AR 101 Drawing I (2 hours)
G-AR 102 Painting I (2 hours)
G-AR 202 Painting II (2 hours)
AR 203 Photography I (2 hours)
AR 210 Drawing II (2 hours)

Three-dimensional Courses: choose 4 hours total

G-AR 131 Ceramics I (2 hours)
AR 231 Ceramics II (2 hours)
AR 315 Metalsmithing and Jewelry (3 hours)
G-AR 350 Sculpture I (3 hours)
AR 355 Sculpture II (3 hours)

Graphic Design Course: 3 hours

G-AR 220 Graphic Design for Non-Art Majors (3 hours)