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)

Visual Arts Course Descriptions

G-AR 101 Drawing I

2 hours
An introduction to the techniques and aesthetics of drawing from observation, with an emphasis on the exploration and application of basic design principles. A variety of media will be presented, including pencil, ink, charcoal, and conté crayon. (Fall and Spring)

G-AR 102 Painting I: Acrylics

2 hours
This course provides an introduction to the techniques and aesthetics of opaque painting, with an emphasis on the exploration and application of color theory. Painting medium is acrylic paint. (Fall and Spring)

AR 103 Elementary Design

3 hours
This course will focus on the principles and elements of design. With the components of form, line, shape, value, texture, color, space, content, and style, students will learn to develop whole, integrated compositions. Emphasis will be placed on the formal and structural elements of design in various media in order to provide a visual vocabulary for how art works are created. (Fall)

AR 130 Design Software

2 hours
An introduction to graphic design software. Basic operating systems of Macintosh computers and software will be demonstrated as well as print-, photography-, and vector-based design techniques using Adobe Photoshop, Illustrator, and InDesign. (Fall)

G-AR 131 Ceramics I

2 hours
The emphasis of this course is in exploring clay and glaze as an art medium. This will be accomplished through an exploration of: hand building techniques and throwing on the potter's wheel, the various drying stages of clay, slip, stain and glaze application, the firing processes, and the historical and contemporary significance of clay as a functional and expressive medium for the ceramicist. This course is level 1 and is required for all art majors; no prerequisites. (Fall and Spring)

G-AR 202 Painting II: Advanced Explorations in 2D (Fall)**, Water color** (Spring)

2 hours
Advanced techniques and explorations of acrylic painting. (Fall)

2 hours
An introduction to the techniques and aesthetics of transparent watercolor painting, with an emphasis on the exploration and application of color theory. (Spring)

AR 203 Photography I

2 hours
An introduction to photography with an emphasis on developing a working familiarity of the concepts and techniques required to take aesthetic photographs using the 35mm single lens reflex camera as well as the development of aesthetic photographic prints. Students will become familiar with processes involved in both film and digital photography, including the traditional darkroom and digital software such as Adobe Photoshop. The history of photography in society and some alternative photographic processes will also be explored. (Spring).

AR 205 Multimedia Software

2 hours
A working overview of Adobe's Premiere Pro editing software. On mastering the concepts in this course, students will understand the main principles and functionality of audio and visual narrative editing. (Spring)

AR 210 Drawing II

2 hours
A continued experience with the techniques and aesthetics of drawing with an emphasis on the human figure from direct observation. Prerequisite: G-AR 101. (Spring)

G-AR 220 Graphic Design for Non-Art Majors

3 hours
An introduction to graphic design for non-art majors focusing on the foundation of graphics through design principles and elements. Topics will cover branding and advertising basics. Basic operating systems of Macintosh computers will be demonstrated as well as Adobe Photoshop, Illustrator, and an introduction to Apple Motion. No prerequisite; however, G-AR 101 Drawing I and AR 103 Elementary Design strongly recommended. (Spring)

AR 230 Graphic Design I

3 hours
An introduction to graphic design focusing on the foundation of graphics through design principles and elements. Topics over conceptual thinking, uses of typography & symbols, advertising & commercials, logos, corporate identity & packaging design will be covered. Prerequisite: AR 130 Design Software, G-AR 101 Drawing I and AR 103 Elementary Design strongly recommended. (Spring)

AR 231 Ceramics II

2 hours
An advanced experience in exploring clay and glaze as an art medium. This will be accomplished through an exploration of: hand building techniques and throwing on the potter's wheel, the various drying stages of clay, slip, stain and glaze application, the firing processes, and the historical and contemporary significance of clay as a functional and expressive medium for the ceramicist. Prerequisite: G-AR 131 (Spring)

AR 235 Graphic Design II

3 hours
A course focusing on using design principles and elements for three-dimensional packaging in relation to print media. Photoshop, Illustrator, and InDesign will be used. Prerequisite: AR 230 Graphic Design I (Spring)

AR 245/HI 245 The History of Automotive Design

3 hours
Discover and examine the technological and stylistic evolution of automotive design. This course will explore ways in which automobiles, by way of their design, reflect the technology and communicate the values of the culture that produced them. Prerequisites: None. (Spring)

AR 260 UX/UI Prototyping

2 hours
Build the expertise needed to design interactions between the consumer and the product. Create more natural and intuitive user experiences through analysis, prototyping, usability testing, and evaluation. (Fall, even years)

AR 265 UX/UI Application

2 hours
Learn to apply techniques and tools to improve the usability, accessibility, and pleasure with which people interact with digital interfaces. Using a project-based approach, become skilled at interaction design, information architecture, and interface design. (Fall, odd years)

AR 303 Photography II

3 hours
A continuation in the study of photography with a focus on stationary studio lighting techniques as applied to specific photography subjects, still life and product photography using the digital 35mm single lens reflex camera and software such as Light Room and Adobe Photoshop. Prerequisite: AR 203 Photography I or consent of the instructor. (Fall)

G-AR 310 Art History I

4 hours, Language Intensive
A study of art, its meanings and functions in society, and major trends in the evolution of art. Encompasses prehistoric through the Middle Ages. (Fall)

G-AR 311 Art History II

4 hours, Language Intensive
A study of major art movements and individual artists from the Renaissance to contemporary art. Interrelates art to diverse aspects of society, and explores meaning and function of art as an integral part of life. (Spring)

AR 312 Themes in Contemporary Art

3 hours
This course is a study of a variety of themes in contemporary visual art of the late 20th and early 21st centuries, designed for art majors and all students interested in contemporary art issues. Students will study works produced by contemporary artists beginning with the postmodern period through to the present day. The students will also begin to find their own place in today's art by producing one advanced piece of inter-media art and reflecting on it in writing. (Spring)

AR 315 Metalsmithing and Jewelry

3 hours
This studio course is an introduction to the techniques, materials, and aesthetics of jewelry and small metal sculpture design and fabrication. Students will design and fabricate jewelry and small sculpture utilizing stones and metals such as silver, copper, and brass. Basic metalsmithing techniques will be covered such as forging and shaping, silver solder, casting, enameling, as well as a variety of other assemblage methods. (Spring)

AR 320 Typography and Logo Branding

2 hours
A course focusing on type design with an emphasis on design techniques using typography in layout and logo branding using the font editing program Glyphs and and Adobe Illustrator. Prerequisite: AR130 Design Software (Fall)

AR 325 Concentrated Studies

2 hours
Advanced studies of a selected studio medium based on intense production, supplemented with research and/or written reviews of regional exhibitions. Structure of the course is mutually determined by the professor and student. May be repeated. (Fall and Spring)

AR 330 Graphic Design III

3 hours
A course focusing on advanced projects in graphic design, including print, packaging and multi-media. This course functions as a preparatory experience leading into AR 475G Graphic Design IV. Prerequisite: AR 235 Graphic Design II. (Fall)

AR 333 Commercial Studio Photography I

3 hours
This course focuses on important aspects of commercial studio photography, including but not limited to: professional practice, workflow, advanced use of digital camera, advanced lighting techniques for studio shoots. Prerequisites: Photography I and II or consent of instructor. (Spring, even years)

AR 335 Moving Image Software

3 hours

An introduction to Moving Image design software, including animation techniques using the following software: Adobe After Effects & Maxon Cinema 4D. Prerequisites: AR 103, Elementary Design, AR 130 Design Software, AR230 Graphic Design I, AR235 Graphic Design II, AR330 Graphic Design III. (Spring)

AR 340 Web Based Design I (Cross-Listed with CM 350 Web Design I)

3 hours
An introduction to web design, web usability, and standards-compliant web sites built with HTML and CSS. Prerequisite: AR 130 Design Software. AR 230 Graphic Design I recommended but not required. (Interterm)

G-AR 350 Sculpture I

3 hours
An introduction to the design, fabrication and aesthetics of sculpture. Emphasis will be on the exploration of common materials and methods used in sculpture. Processes of additive/subtractive, assemblage, and casting will be explored as students create work in clay, stone, metal, and found objects. (Spring)

AR 355 Sculpture II

3 hours
Advanced experiences in the design, fabrication and aesthetics of sculpture, with an emphasis on design/build and the exploration of more complex materials and methods used in sculpture. Prerequisite: G-AR 350 Sculpture I or consent of the instructor. (Fall, even years)

AR 358/EE 301 Methods for Teaching Art in the Elementary School

2 hours
A comprehensive study of elementary art curricula and methods relevant to today's educator in the public schools. Topics to be covered include: current techniques and materials, issues in art, basic art and design concepts, the developmental stages of children related to age-appropriate art teaching, and curriculum implementation. (Fall)

AR 363 Commercial Studio Photography II

3 hours
This course continues the study of commercial studio photography techniques. This includes, but is not limited to: advanced photo shoots for advertising, such as architectural, product, fashion, and street/journalism photography. Prerequisites: Photography I and II and preferably AR333 Commercial Studio Photography I or consent of instructor. (Spring, odd years)

AR 388 Internship in Graphic Design

3 hours
Students will apply to the graphic design program director for acceptance to enter an intern relationship with a local or regional business or graphic design firm for one semester with close monitoring from the graphic design program director. Acceptance of application for the internship is determined by the visual arts department faculty. Therefore, the student must be granted acceptance prior to enrollment. Prerequisites: AR 230 Graphic Design I, AR 235 Graphic Design II, and AR 330 Graphic Design III. An internship can be taken concurrently with Graphic Design III. (Spring)

AR 401/CI 401 Methods for Teaching Art in the Secondary School

2 hours
A comprehensive study of secondary art curricula and methods relevant to today's educator in the public schools. Topics to be covered include: the role of the art teacher in a public school system, developing a secondary art curriculum, exposure to Discipline Based Art Education, motivating students, developing realistic expectations, establishing criteria for grading, assessing individual needs in the classroom, and discipline in the classroom. (Spring)

AR 403 Photography Portfolio Development

1 hour
Students produce a professional portfolio including both still and motion imagery. The portfolio will reflect the student's personal style as well as display the student's ability in a variety of photographic genres. Prerequisites: Photography I and II and Commercial Studio Photography I and II or consent of instructor. (Fall, even years)

AR 425 Concentrated Studies

2 hours
Preparation for Senior Exhibition and/or highly advanced studies of a selected studio medium based on intense production, supplemented with research and/or written reviews of regional exhibitions. Structure of the course is mutually determined by the professor and student. May be repeated. (Fall and Spring)

AR 450 Web Based Design II (Cross-Listed with CM 440 Web Design II)

3 hours

A recap of HTML and CSS and a more detailed exploration of responsive design. Students will utilize grids for layout and explore advanced styling for building dynamic web pages. Focuses on the skills students need to competently create and maintain their work, using best practices advocated by professional web designers. Prerequsite: CM 340/AR 350 Web Design I. (Spring)

AR 470 Graphic Design Senior Show

1 hour

A course focused on preparation for the Senior Graphic Design Exhibition. Various design projects will be updated and executed. Graphic work produced will become the foundation for the students' Senior Exhibition. A senior exhibition is required and is a component of this course. Can be taken concurrently with AR 475G Graphic Design IV. (Fall and Spring)

AR 475A Senior Concentration

3 hours

A course that requires the senior art major to concentrate his/her work in a selected area of study. With the aim of this experience being to increase professional proficiency, the student will work under the close supervision of the professor. This course provides also an introduction to professional practices (application to exhibits, grant writing, gallery practice, amongst others) for working artists. A senior exhibition is required and is a component of this course. Instructor's approval required. (Fall or Spring of senior year)

AR 475G Graphic Design IV

3 hours

Advanced large-scale projects will be produced as final pieces to be used as the students' graphic portfolio. Professional development issues will be covered, including preparation for freelance work, billing clients, and constructing a personal portfolio to be sent to prospective employers. Prerequisite: AR 330 Graphic Design III. (Spring)