

# 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, graphic design photography, studio, art teaching Licensure as well as two hybrid majors, of digital media with an emphasis in visual design and 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** Moving Image 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

- 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** Multimedia Software (2 hours)
- AR 210** Drawing II (2 hours)
- AR 230** Graphic Design I (3 hours)
- AR 235** Graphic Design II (3 hours)
- AR 303** Photography II (3 hours)
- G-AR 311** Art History II (4 hours)
- AR 333** Commercial Photography I (3 hours)
- AR 363** Commercial Photography II (3 hours)
- AR 320** Typography and Logo Branding (2 hours)
- AR 330** Graphic Design III (3 hours)
- AR 335** Moving Image 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 403** Photography Portfolio Development (1 hour)
- 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** 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** Moving Image 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 130** Principles of Business Management (3 hours)  
**EC 202** Survey of Economics (3 hours)  
**AC 202** Survey of Accounting (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)

### **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** Moving Image 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**

(See also Digital Media: Communication emphasis in the Communication Program section in this catalog.)

**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** Moving Image 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)