

DESIGN AND VISUAL COMMUNICATION, BFA

Overview

The Bachelor of Fine Arts Degree in Design & Visual Communication (DVC) offers students autonomy and agency in the face of an ever-changing cultural landscape. The study of graphic design, design methodologies, modes of production, and design histories, provides our students with the skillsets required to actively participate in visual culture, commerce, and communication.

Deeply rooted in community and focused on experimentation and collaboration, our dynamic DVC curriculum meets each student where they're at to foster self-expression, empathy, visual literacy, strategy, and a critical approach to the creation and production of wide array of design artifacts and touch points.

The DVC program places a high degree of value on diverse, equitable, and inclusive viewpoints and approaches. Our emphasis on personal growth and an entrepreneurial mindset prepares students to make meaningful contributions to the field, challenge the status quo, and carve their own path forward.

The aDream Lab, a digital fabrication and design laboratory, offers students access to develop their work with professional-grade 3D printers, vinyl cutter, laser cutter, vacuum former, heat press, wide-format color printer, die-cutting printer, DSLR cameras, photo sweep, lighting kit, fabrication tools, and rapid prototyping supplies. All design students are expected to have their own personal computer.

Additional studio and curricular resources with the Department of Art & Design support interdisciplinary projects. This includes facilities for digital fabrication and design, motion capture, VR and AR as well as the wide range of studio disciplines within the department. In addition, students draw on the extraordinary resources of UW-Milwaukee's courses, centers, films, lectures, and galleries, and especially the extensive research and special book collections of the Golda Meir Library and the American Geographical Society Library, one of the premier collections of its kind in North America, containing over 1.5 million items supporting instruction, research, and outreach at the University of Wisconsin-Milwaukee and around the world.

Request Info (<https://uwm.edu/arts/request-information/>) | Visit (<https://uwm.edu/arts/visit/>) | Apply (<https://uwm.edu/arts/apply/>)

Faculty and Staff

Our inspirational faculty and staff make sure students feel welcome and empowered to think outside the box and explore all possibilities of making art at UWM. Visit the Peck School of the Arts directory (<https://uwm.edu/arts/directory/>) to meet these artists, explore their biographies and engage with recent work.

Scholarships and Aid

Financial constraints shouldn't hinder your artistic dreams. Our comprehensive range of scholarships and aid programs (<https://uwm.edu/arts/students/scholarships-aid/>) is designed to empower and support artists like you.

Study Abroad

We believe that a complete education in the arts should take you beyond the classroom and the local community. By studying abroad, you'll gain more than a change of scenery. You'll embark on a transformative educational experience and bring a global perspective to your field of study. Explore upcoming trips (<https://uwmilwaukee.studioabroad.com/?FuseAction=Programs.AdvancedSearch>) offered in partnership with the Center for International Education.

Requirements

Admission Requirements

Undergraduate applicants must meet general University admission requirements (<https://catalog.uwm.edu/admission-costs/undergraduate-admission/>) in addition to specific program requirements found on the Peck School of the Arts apply page (<https://uwm.edu/arts/apply/>).

Undergraduate Advising

Academic advising is a collaborative process that empowers students to realize their maximum educational potential. Students are encouraged to visit the Peck School of the Arts Advising & Student Services page (<https://uwm.edu/arts/students/advising/>) to meet with your advisor prior to each semester's registration period. Advisors provide students with individualized appointments to assist with degree requirements, course selection, campus resources, college success strategies, graduation assessment, academic policies and more.

Laptop Requirement

Preparing for a future defined by digital technology is an important step in developing artists. Our digitally integrated curriculum helps you achieve a professional level with leading art-related software and practices.

Laptop ownership is strongly recommended for *all* students. However, it's required for most majors. For more information, please visit the Peck School of the Arts admission page (<https://uwm.edu/arts/apply/>).

Advance to Major and Retention

Students accepted into the Art & Design program receive priority registration over non-art majors. To advance to the major students must complete the following requirements within the first 45 credits:

1. Complete First Year Program courses.
2. Complete general degree requirements.
3. Maintain a 2.5+ cumulative GPA.
4. Students pursuing a BFA in Design & Visual Communication (DVC) have additional requirements: complete ART 124 (<https://catalog.uwm.edu/search/?P=ART%20124>) with a grade of C or better, and ART 221 (<https://catalog.uwm.edu/search/?P=ART%20221>) and ART 223 (<https://catalog.uwm.edu/search/?P=ART%20223>) with a grade of B- or better, and pass the DVC portfolio review.

Enrollment Management

To maintain the highest quality of service to students, Art & Design programs or studios may select their own enrollment management mechanisms. These may include portfolio review, gateway courses, registration prioritizing (ex: majors only), higher GPA for the area of concentration, or others as appropriate. Students who successfully matriculate as BFA degree candidates should familiarize themselves

with area requirements and discuss them with area faculty to ensure comprehension.

Credits and Courses

Code	Title	Credits
University Core (p. 2)		45
First Year Program (p. 2)		15
Art & Design Core (p. 2)		15
Degree Requirements (p. 2)		48
Total Credits		123

University Core

Code	Title	Credits
General Education Requirements ¹		
<i>Competencies ¹</i>		
English Parts A & B ²		
Math Parts A & B ²		
Foreign Language ²		
<i>Distribution Requirements ¹</i>		
ARTHIST 101	Ancient and Medieval Art and Architecture (counts as Humanities GER)	3
ARTHIST 102	Renaissance to Modern Art and Architecture (counts as Humanities GER)	3
Social Science		
Natural Science (1 course with lab)		
Cultural Diversity ²		
Electives		
General Electives outside PSOA		
<i>Art & Design History</i>		
ART 124	Design Survey	3
<i>Art in PSOA</i>		
ART 309	Issues in Contemporary Art:	3
Select 3 areas in PSOA outside Art & Design ³		
Total Credits		45

¹ Learn more about the General Education Requirements (<https://catalog.uwm.edu/policies/undergraduate-policies/#bachelorsdegreegeneraleducation>).

² Credit may be utilized in required curriculum areas.

³ In 3 different Art areas: Dance, Film, Music, Theatre.

First Year Program

Code	Title	Credits
2.5 cumulative GPA required:		
ART 101	Drawing I	3
ART 106	Art Survey: Creative Practice, Culture and Context	3
ART 108	2D Studio: Concept, Color and Composition	3
ART 109	3D Studio: Form, Idea and Technique	3

ART 118	Digital Arts: Culture, Theory, Practice	3
Total Credits		15

Art and Design Core

Code	Title	Credits
200-level Studio Requirements		
ART 221	Introduction to Design	3
ART 223	Introduction to Typography	3
200-level Studio Electives		
Choose 3 credits from the following:		
ART 218	Moving Images and Sound in Art & Design	
ART 253	Introduction to Photography	
ART 277	Introduction to Digital Fabrication	
Choose 3 credits not already taken from the following:		
ART 201	Drawing II	
ART 212	Introduction to Creative Technologies: Computer Games and Interactive Art	
ART 218	Moving Images and Sound in Art & Design	
ART 243	Introduction to Painting	
ART 253	Introduction to Photography	
ART 261	Introduction to Sculpture	
ART 271	Introduction to Jewelry and Metalsmithing	
ART 277	Introduction to Digital Fabrication	
ART 278	Introduction to Making for Digital Fabrication	
ART 291	Introduction to Printmaking & Book Arts	
Critical Thinking		
ART 509	Art & Design Seminar: (OWC-B)	3
Total Credits		15

Design and Visual Communication Major Requirements

Code	Title	Credits
Required Core Sequence		
ART 321	Design and Visual Communication I	3
ART 323	Typography II	3
ART 421	Design and Visual Communication II	3
ART 422	Design Methodologies: Process, Communication & Theory (QL-B)	3
Required Interaction Design Course		
ART 324	Web Design	3
Interaction Design Electives		
Chose 3 credits from the following:		
ART 325	Web Design II	
ART 424	Topics in Web, Interaction and Screen Design:	
Required Professional Practice		
Choose 3 credits from the following:		
ART 408	Nonprofit Information Technology	
ART 524	Professional Practice in Design:	
ART 608	Art and Design Internship	

Design and Visual Communication Electives

Choose 12 credits not already taken: 12

ART 325	Web Design II
ART 329	Package Design
ART 378	Industrial Processes and Fabrication
ART 405	Product Realization
ART 408	Nonprofit Information Technology
ART 423	Experimental Typography
ART 424	Topics in Web, Interaction and Screen Design:
ART 426	Motion Graphics
ART 427	Advanced Design Workshop:
ART 478	Advanced Digital Fabrication and Craft:
ART 524	Professional Practice in Design:
ART 526	Research in Universal Design and Fabrication
ART 578	Research in Digital Fabrication and Craft:
ART 608	Art and Design Internship
ART 391	Intermediate Printmaking & Book Arts: (Book Arts & Letterpress or Screenprinting)
ART 350	Intermediate Color Photography and Digital Imaging
or ART 313	Creative Coding:
or ART 327	Digital Media Workshop:
or ART 357	Intermediate Studio Lighting
or ART 458	Photographic Materials and Processes

Capstone Course

ART 529	Design & Visual Communication III: Capstone & Exhibition	3
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Art and Design Electives

Choose 12 credits. DVC students should consider taking any courses listed above not already taken, or courses in other studio media that augment their research interests, as part of the Art & Design Elective credits. 12

Total Credits 48**Design and Visual Communication Portfolio Review**

All DVC-intended students are required to participate in the annual Portfolio Review after completing ART 124 Design Survey, ART 221 Introduction to Design and ART 223 Introduction to Typography. DVC-intended students must apply to the annual Portfolio Review, which is held at the end of every Spring semester. Students who pass the portfolio review are admitted to the Design and Visual Communication BFA program, and subsequently enroll in ART 321 Design and Visual Communication I for the following Fall semester. Students enrolled in ART 221 and ART 223 are provided the guidelines, timeline and rubric for the Portfolio Review.

Sample Plan of Study**Year 1****Fall**

(Includes OWC-A and QL-A Requirements.) Students must be aware of the prerequisites for the 200-level course they wish to take in the second semester of the First Year and enroll in the appropriate First Year Program courses in fall.

Credits

ART 101	Drawing I	3
ART 106	Art Survey: Creative Practice, Culture and Context	3
ART 108	2D Studio: Concept, Color and Composition	3
University Core ¹		3
University Core ¹		3

Credits 15**Spring**

ART 109	3D Studio: Form, Idea and Technique	3
ART 118	Digital Arts: Culture, Theory, Practice	3
200-level studio in Art		3
ARTHIST 101	Ancient and Medieval Art and Architecture ²	3
University Core ¹		3

Credits 15**Year 2****Fall**

ART 221	Introduction to Design	3
200-level studio in Art		3
Art & Design Elective ³		3
ART 124	Design Survey	3
ART 309	Issues in Contemporary Art: (Art & Design Lecture Series)	3

Credits 15**Spring**

All DVC-intended students are required to participate in the annual Portfolio Review after completing ART 124 Design Survey, ART 221 Introduction to Design and ART 223 Introduction to Typography. DVC-intended students must apply to the annual Portfolio Review, which is held at the end of every Spring semester. Students who pass the portfolio review are admitted to the Design and Visual Communication BFA program, and subsequently enroll in ART 321 Design and Visual Communication I for the following Fall semester. Students enrolled in ART 221 and ART 223 are provided the guidelines, timeline and rubric for the Portfolio Review.

ART 223	Introduction to Typography	3
ARTHIST 102	Renaissance to Modern Art and Architecture ²	3
Choose one of the following:		3

DVC Elective ⁴		
ART 324	Web Design	
Art & Design Elective ³		3
University Core ¹		3

Credits 15**Year 3****Fall**

ART 321	Design and Visual Communication I	3
Choose one of the following:		3

DVC Elective ⁴		
ART 324	Web Design	
Art & Design Elective ³		3
ART 509	Art & Design Seminar:	3
University Core ¹		3
University Core ¹		3

Credits 18**Spring**

ART 323	Typography II	3
DVC Elective ⁴		3
Choose one of the following:		3

DVC Elective ⁴		
Professional Practice course ⁵		
ART 424	Topics in Web, Interaction and Screen Design:	
University Core ¹		3
University Core ¹		3

Credits 15**Year 4****Fall**

ART 421	Design and Visual Communication II	3
ART 422	Design Methodologies: Process, Communication & Theory	3

Choose one of the following:	3
DVC Elective ⁴	
Professional Practice course ⁵	
ART 424 Topics in Web, Interaction and Screen Design:	
University Core ¹	3
University Core ¹	3
Credits	15
Spring	
ART 529 Design & Visual Communication III: Capstone & Exhibition	3
Choose one of the following:	3
DVC Elective ⁴	
Professional Practice course ⁵	
ART 424 Topics in Web, Interaction and Screen Design:	
DVC Elective ⁴	3
Art & Design Elective ³	3
University Core ¹	3
Credits	15
Total Credits	123

¹ Consult your academic advisor in the Peck School of the Arts Student Services Office for requirements in the Core Curriculum. PSOA Arts Distribution Requirement is part of the 45-credit Core: 9 credits outside of Art & Design, in 3 of the 4 other departments in PSOA: Dance, Music, Theatre, or Film, Video, Animation, and New Genres.

² Six credits (ARTHIST 101 and ARTHIST 102) count as Humanities GER.

³ Any Art & Design course not already taken except ART 100 and ART 107.

⁴ DVC Electives (choose 12 credits not already taken): ART 325, ART 328, ART 329, ART 378, ART 405, ART 408, ART 423, ART 424, ART 426, ART 427, ART 478, ART 524, ART 526, ART 608 (option to choose one course maximum - ART 391: Book Arts & Letterpress or ART 391: Screenprinting), (option to choose one course maximum - ART 313, ART 327, ART 350, ART 357, ART 458).

⁵ Professional Practice course selections include ART 408, ART 524, or ART 608.

Design and Visual Communication, BFA Learning Outcomes

Students graduating with the BFA in Design & Visual Communication from the Art & Design Department will be able to:

- Apply expertise in a range of design-focused software applications.
- Plan and carry out primary and secondary source research and apply research to design problems.
- Collaborate and co-create within a framework of design and related disciplinary activities.
- Engage local and regional communities and organizations in project development.
- Apply story-telling expertise.
- Apply public speaking and presentation skills.
- Create a high-quality professional portfolio.

Policies and Regulations

Academic Regulations

For information on University-wide Academic Action Policy and honors for scholarship, see Academic Policies (<https://catalog.uwm.edu/policies/undergraduate-policies/>).

Auditing Courses

No studio or performance courses may be audited.

Declaration of Submajor

In most instances, after two years of basic preparatory courses in the major, students choose an area of specialization within their respective departments, known as a submajor. Students must declare a submajor after they have accumulated 45 to 75 credits to assure completion of the appropriate curriculum requirements for graduation.

Grievance and Appeal Procedures

If you have concerns about a class or a grade, or if you've been dropped from a program and would like to appeal, follow the grievance procedures found under the resources section on the Peck School of the Arts Advising & Student Services page (<https://uwm.edu/arts/students/advising/>).

Independent Study

Under special conditions, juniors and seniors are permitted to take courses in independent study. For regulations on independent study, see the departmental advisor.

Program Changes

All program changes must be signed by the instructor and the Peck School of the Arts Office of Student Services. Certain other courses may also require this approval indicated in the semester's *Schedule of Classes*.

Second Bachelor's Degree Candidates

Students with good scholastic records who wish to earn a second bachelor's degree in the Peck School of the Arts must obtain the recommendation of the Peck School of the Arts department in which they wish to major before they can be accepted. Upon acceptance, students must earn in residence a minimum of 30 credits beyond the studies for the first degree and must satisfy all curriculum requirements.

Semester Credit Load

A full-time Peck School of the Arts student is one who takes a minimum of 12 credits per semester. Typically, Peck School of the Arts students are not permitted to carry more than 18 credits per semester. Students who have a 3.0+ cumulative GPA may, with the permission of the Peck School of the Arts Office of Student Services, carry up to 21 credits per semester.

Transfer Students

Transfer students from other universities and colleges or UWM units are accepted by the Peck School of the Arts provided they meet the UWM admissions criteria and have a 2.0+ cumulative GPA.

Honors in the Major

- **Honors in the Major** is granted to students who have earned a GPA of 3.500 or greater in the major and the academic department's recommendation.
- **High Honors in the Major** is granted to students who have earned a cumulative GPA of 3.500 or greater and the academic department's recommendation.
- **Departmental Honors** are granted to students recommended by their academic department for Honors excellence in performance not reflected in the GPA.
- **Dean's Honors** are granted to students with major achievements in one or more of the arts.

College of the Arts and Architecture Dean's Honor List

GPA of 3.750 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<https://catalog.uwm.edu/honors-college/>) section of this site.

Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.

Contact Information

Advising & Student Services
Theatre Building, Room 120

<https://uwm.edu/arts/contact/>