The visual and communication arts program (VACA) offers majors in art, digital media and communication, and photography. VACA also co-sponsors a marketing major with the business and leadership department. These majors provide preparation for students to pursue professional jobs in a variety of careers and to pursue graduate work in a variety of programs.

The department also offers a theater minor. Engaging in theater courses provides opportunities for students to enhance their creative expression as they foster community and contribute to the intellectual life of EMU through public performances.

In the context of an Anabaptist Christian university, students are pushed to go beyond the aesthetic to consider the community and the global aspects of their work. VACA encourages students to be transformers of cultural and community landscapes. In order to serve in this way, students need more than technical competency. They need to possess a conceptual and aesthetic framework that will allow them to communicate effectively, passionately and ethically. While intellectually rigorous, the VACA faculty seeks to nurture a profound appreciation for the spiritual, emotive and poetic aspects of human existence. The visual arts at EMU help students encounter a much bigger world that cannot always be described in

Faculty
Cyndi D. Gusler (chair)
Jerry L. Holsopple (technology director)
Steven D. Johnson
Justin Poole (theater program director)
Anna Westfall

Majors
 › Art
 › Digital Media and Communication
 › Marketing
 › Photography

Minors
 › Art
 › Digital Communication
 › Digital Video Production
 › Marketing
 › Photography
 › Theater

Teaching Endorsement
 › Visual Arts, Grades PreK-12

Other Program
 › Pre-Art Therapy Career Concentration

Careers in Visual and Communication Arts* include artist, art educator, photographer, graphic designer, video producer, web-producer, industrial designer, visual artist, web designer, video editor, journalist, photo-journalist, fine artist, interior designer, art therapist, community arts activist, production craftsperson, mobile media developer, advertising, broadcasting, screen printer, exhibit designer, gallery director, curator, fashion designer, theater set, lighting or sound designer, illustrator, arts administrator, framer, gallery preparator and graduate study in visual art, communication or film and video. Visit www.emu.edu/academics/concentrations for details on the Pre-Art Therapy Career Concentration. *Some art careers require education beyond the undergraduate level.
logical terms. This requires that students explore: the ethical and cultural problems inherent in mass communication and the artistic endeavor, the increasingly international thrust of communication, the multicultural nature of the audience, and the place of the Anabaptist vision in an image culture. Students are expected to move comfortably from the studio, to the gallery, to the field and to the screen in their creative activities.

Being a part of the visual and communication arts within the context of a liberal arts education is an ideal situation. Students may explore many other disciplines and interests alongside their major. This enhances their personal and artistic growth as well as making them more interesting to employers and graduate schools. The classes within the department encourage a commitment to hands-on work and critical analysis in a collaborative spirit so that students and faculty learn together. The VACA programs at EMU, particularly in the junior and senior years, encourage a high level of independent work and individual initiative. Students develop focused work habits that facilitate achievement beyond minimum classroom requirements.

The art major and art education endorsement provide preparation for students who will pursue professional art-related careers, independent art work and graduate work in art. The art major offers a variety of studio arts options after students finish a core curriculum.

The digital media and communication major focuses on the intersection of digital video, web and social media, audio, graphic design, and digital photography within an increasing array of delivery systems.

The major in marketing (co-sponsored with the business and leadership department) prepares graduates for marketing jobs and careers in businesses, nonprofits, NGOs, and higher education. Students will learn the impact marketing has on larger cultural forces and as a significant dimension of social change, advocacy and getting unique and challenging messages into the social dialogue. The marketing major consists of a common core (40 SH) and then one of two tracks (8-9 SH) for a total of 48-49 SH. The media and design track teaches a set of skills that enable students to create media forms ranging from the single image, to visual and text campaigns and longer form video storytelling. In addition to learning the technical skills of design, the management track prepares students for leadership and oversight roles of the marketing process.

The photography major builds a solid framework in digital photography grounded in aesthetic/critical theory, lighting, printing and field and studio work.

Local internships are available to upper-level students who have a cumulative grade point average of 2.5 or higher. Additional opportunities for internships in a variety of media forms and classes at D.C. colleges are available through the Washington Community Scholars’ Center (See the Special Programs section).

Senior Exhibits and Productions

VACA seniors in art, digital media and communication, or photography complete a major production or exhibit within their major. This senior exhibit/production represents a culminating event for every major—a chance to synthesize their learning experience in an outstanding body of work, to celebrate the accomplishments of a successful undergraduate career, and to showcase one’s best work for the broader community. As such, this requires significant teamwork and collaboration with student colleagues and faculty, along with substantial preparation of the work for presentation during the semester of graduation.
Marketing majors complete the capstone course MKTG 410 Strategic Marketing Management. 

**Portfolio Review Requirement for VACA Majors in Art, Digital Media and Communication, or Photography**

Incoming students may declare a major in art, digital media and communication, or photography. Visual and communication arts faculty will conduct a portfolio review after incoming first year students have been at EMU for three semesters. Transfer students (who have completed the equivalent of at least three semesters in a similar major elsewhere) will usually complete the review process after one semester at EMU. The VACA department chair may approve exceptions to the timeline. The chair will also approve an appropriate timeline for EMU students who change majors or for students who transfer in from a non-related program.

Students who do not pass the portfolio review will need to drop the major. They may continue to take VACA classes but will not have priority for course enrollment. Only VACA majors may enroll in Senior Thesis/Senior Exhibit, internships, and independent studies. Students who do not pass the review may re-apply to the major by requesting a new portfolio review after one year.

**Formal admission to the marketing major** typically occurs at the end of the student’s second year. Students must have minimally a 2.50 GPA in major courses. Students complete an application form that includes a CV, essay and two design projects. Students present the essay and design projects in a short pitch before a group of departmental faculty. Admitted students remain in good standing if their major GPA remains above 2.50. Students do not graduate with a major within which their GPA fails to reach 2.50.

**Major in Art**

*The major consists of 50 SH.*

**Core Courses**

- VACA 121 Drawing .................. 4
- VACA 141 Foundations of Design .... 4
- VACA 151 Photo I .................... 2
- VACA 142 Graphic Design I ........... 2
- VACA 381 Cinema and Visual Theory ... 2
- VACA 382 Contemporary Art .......... 2
- VACA 481 Senior Thesis ............. 2

**Additional Courses**

- *VACA 131 Three-Dimensional Design* .................. 4
- VACA 222 Painting .................... 4
- VACA 232 Ceramics .................... 4
- VACA 283 Art History: Western ... 4
- *VACA 384 Art History: World* ... 2
- VACA 434 Advanced Drawing ........ 2
- VACA 435 Advanced Painting ........ 2
- VACA 332 Intermediate Ceramics .... 2

**Recommended Courses:**

- VACA 242 Graphic Design II .......... 2
- VACA 243 Graphic Design III ....... 2

**Choose two of the following courses:**

- VACA 252 Photo II ................... 4
- VACA 262 Video Production .......... 4
- *VACA 323 Printmaking and Watercolor* .................. 4
- *VACA 335 Installation and Experimental Media* ........ 4

**Major in Art, PreK-12 Teaching Endorsement**

*Required courses for teacher licensure program (PreK-12) include the following:* 

**Education Curriculum**

*All ED courses must be passed with a grade of “C” or better.*

- ED 101 Exploring Teaching ............ 2
- ED 245 Learning and Classroom Environments ................. 3
- ED 275 Instructional Technology and Assessment ............ 3
- ED 301 Needs of Diverse Learners ... 3
ED 351 General Curriculum and Methods for Middle and Secondary Teaching ..................... 1
ED 395 Reading and Writing in the Content Area (6-12) ..................... 3
ED 401 Examining Foundations of Education ................................. 2
ED 411 Reflective Teaching Seminar and Portfolio ...................... 1
ED 461 Elementary Student Teaching (PreK-6) ..................... 7
ED 462 Middle/High School Student Teaching (6-12) ............... 7

Additional licensure requirements:
PSYC 202 Developmental Psychology 3

**Art Education Curriculum**

VACA 121 Drawing .............................. 4
*VACA 131 Three-Dimensional Design ...................... 4
VACA 141 Foundations of Design ... 4
VACA 142 Graphic Design I .............. 2
VACA 151 Photo I ............................ 2
VACA 222 Painting ................................ 4
VACA 232 Ceramics ............................ 4
VACA 283 Art History: Western ........... 4
*VACA 323 Printmaking and Watercolor .............. 4
VACA 384 Art History: World .............. 2
*VACA 397 Elementary School Art Methods .......................... 3
*VACA 398 Secondary School Art Methods .......................... 3
VACA 434 Advanced Drawing .............. 2
VACA 435 Advanced Painting .............. 2

*Choose one of the following courses:
VACA 381 Cinema and Visual Theory ........................................ 2
VACA 382 Contemporary Art ...................... 2

The first of two art methods courses (VACA 397 Elementary School Art Methods or VACA 398 Secondary School Art Methods) may be taken prior to admission to teacher education. The second art methods course requires admission to teacher education and enrollment in ED 351 General Curriculum and Methods. VACA 397 and VACA 398 must be passed with a grade of C or better. Teacher candidates must comply with all teacher education requirements listed in the education section.

**Major in Digital Media and Communication**

The major in digital media and communication consists of 50 SH.

**Core Courses**

VACA 121 Drawing .............................. 4
VACA 141 Foundations of Design ... 4
VACA 151 Photography I .............. 2
VACA 142 Graphic Design I .............. 2
VACA 381 Cinema and Visual Theory ........................................ 2
VACA 382 Contemporary Art .............. 2
VACA 481 Senior Thesis ...................... 2

**Additional Courses**

VACA 252 Photography II .............. 4
VACA 262 Video Production .............. 4
*VACA 263 Audio Production .............. 2
VACA 344 Web Design and Social Media ................................... 4
VACA 345 Advanced Photoshop .............. 4
VACA 364 Motion Graphics/After Effects .............. 2
VACA 367 Hybrid Storytelling .............. 4

*Choose one pair of classes (6 SH):
HUM 200 Foundations in Humanities .................... 2

*VACA 465 Visual Storytelling: Non-Fiction .............. 4

OR

*THR 361 Screenwriting .................... 2

*VACA 466 Visual Storytelling: Fiction .............. 4

*Choose one of the following courses:
VACA 242 Graphic Design II .............. 2
VACA 243 Graphic Design III .............. 2
VACA 434 Advanced Drawing ...... 2
VACA 435 Advanced Painting ...... 2
WRIT 210 News and Feature Writing .......... 3

Major in Marketing

*The major in marketing consists of 48-49 SH*

BUAD 221 Principles of Management .......... 3
CIS 211 Spreadsheet and Data Management .......... 1
MKTG 301 Principles of Marketing .......... 3
MKTG 311 Marketing Research .......... 3
*MKTG 321 Consumer Behavior .......... 3
*MKTG 330 Sales/E-Commerce .......... 3
MKTG 410 Strategic Marketing Management .......... 3
STAT 120 Descriptive Statistics .......... 2
VACA 141 Foundations of Design .......... 4
VACA 151 Photography I .......... 2
VACA 142 Graphic Design I .......... 2
VACA 242 Graphic Design II .......... 2
VACA 344 Web Design and Social Media .......... 4
VACA 381 Cinema and Visual Theory .......... 2
WRIT 210 News and Feature Writing .......... 3

Additional Courses

VACA 252 Photography II .......... 4
VACA 344 Web Design and Social Media .......... 4
VACA 345 Advanced Photoshop .......... 4
VACA 353 Alternative Photo Processes .......... 4
VACA 367 Hybrid Storytelling .......... 4
VACA 455 Portfolio and Vocation .......... 4

*Choose 8 SH from the following courses:
VACA 242 Graphic Design II .......... 2
VACA 243 Graphic Design III .......... 2
*VACA 335 Installation and Experimental Media .......... 4
VACA 354 Conservation Photography .......... 4
VACA 434 Advanced Drawing .......... 2
VACA 435 Advanced Painting .......... 2
WRIT 210 News and Feature Writing .......... 3

Minor in Marketing

*The major in photography consists of 50 SH.*

Core Courses

VACA 121 Drawing .......... 4
VACA 141 Foundations of Design .......... 4
VACA 151 Photography I .......... 2
VACA 142 Graphic Design I .......... 2
VACA 381 Cinema and Visual Theory .......... 2
VACA 382 Contemporary Art .......... 2
VACA 481 Senior Thesis .......... 2

Additional Courses

VACA 252 Photography II .......... 4
VACA 344 Web Design and Social Media .......... 4
VACA 345 Advanced Photoshop .......... 4
VACA 353 Alternative Photo Processes .......... 4
VACA 367 Hybrid Storytelling .......... 4
VACA 455 Portfolio and Vocation .......... 4

*Choose 8 SH from the following courses:
VACA 242 Graphic Design II .......... 2
VACA 243 Graphic Design III .......... 2
*VACA 335 Installation and Experimental Media .......... 4
VACA 354 Conservation Photography .......... 4
VACA 434 Advanced Drawing .......... 2
VACA 435 Advanced Painting .......... 2
WRIT 210 News and Feature Writing .......... 3

Minor in Art

*The 20 SH minor provides a focused experience in art for students wishing to supplement primary study in another discipline.*

(Art minors are strongly encouraged to take VACA 121 and VACA 141 as a beginning course sequence.)

VACA 121 Drawing .......... 4
VACA 141 Foundations of Design .......... 4

*Choose one of the following courses:
*VACA 131 Three-Dimensional Design .......... 4
VACA 232 Ceramics .......... 4

*Choose one of the following courses:
VACA 222 Painting .......... 4
*VACA 323 Printmaking and Watercolor .......... 4

*Choose 4 SH from the following courses:
VACA 151 Photography I .......... 2
VACA 283 Art History: Western .......... 4
VACA 382 Contemporary Art .......... 2
*VACA 384 Art History: World .......... 2
Minor in Digital Communication

The minor in digital communication consists of 18 SH.

VACA 142 Graphic Design I ........ 2
VACA 151 Photography I .......... 2
VACA 242 Graphic Design II ...... 2
VACA 243 Graphic Design III ... 2
VACA 252 Photography II ........ 4
VACA 381 Cinema and Visual Theory 2

Choose one of the following courses:
VACA 344 Web Design and Social Media .................. 4
VACA 367 Hybrid Storytelling ...... 4

The digital communication minor may not be combined with a digital media and communication major.

Minor in Digital Video Production

The minor in digital video production consists of 18 SH.

VACA 151 Photography I .......... 2
VACA 262 Video Production .... 4
*VACA 263 Audio Production .... 2
VACA 364 Motion Graphics/After Effects ................. 2
VACA 381 Cinema and Visual Theory .................. 2

Choose one pair of classes (6 SH):
HUM 200 Foundations in Humanities .................. 2

AND

*VACA 465 Visual Storytelling:
  Non-Fiction ................................ 4

OR

*THR 361 Screenwriting ............... 2

AND

*VACA 466 Visual Storytelling:
  Fiction ................................ 4

The digital video production minor may not be combined with a digital media and communication major.

Minor in Marketing

The field and practice of marketing sits at the intersection of business and design; EMU’s marketing minor introduces students to both fields. Students will learn the impact marketing has on larger cultural forces and as a contributing factor in social change, advocacy and getting unique and challenging messages into the social dialogue.

The marketing minor consists of the following courses for a total of 18-19 SH:
MKTG 301 Principles of Marketing . .3
VACA 141 Foundations of Design . .4

Choose two of the following courses:
MKTG 311 Marketing Research ........ .3
*MKTG 321 Consumer Behavior ........ .3
*MKTG 330 Sales/E-Commerce .......... .3
MKTG 410 Strategic Marketing Management .................. .3

Choose 5 SH from the following courses:
VACA 151 Photography I .......... 2
VACA 142 Graphic Design I ...... 2
VACA 242 Graphic Design II .... 2
VACA 344 Web Design and Social Media .................. 4
VACA 354 Conservation Photography 4
VACA 381 Cinema and Visual Theory .................. 2
WRIT 210 News and Feature Writing 3

Minor in Photography

The minor in photography consists of 18 SH.

VACA 141 Foundations of Design . .4
VACA 151 Photography I ........ 4
VACA 252 Photography II .... 4
VACA 455 Portfolio and Vocation . .4

Choose one of the following courses:
VACA 345 Advanced Photoshop .... 4
VACA 353 Alternative Photo Processes .................. 4
VACA 354 Conservation Photography 4
Minor in Theater

The theater minor allows students from all majors to gain experience in many areas of theater. Engaging in these courses provides opportunities for students to enhance their creative expression as they foster community and contribute to the intellectual life of EMU through public performances.

The minor consists of 18 SH.

THR 100 Acting for Stage and Screen 2
THR 200 Survey of World Theater History 2

Choose 8 SH from the following courses:

THR 210 Technical Theater .......... 2  
THR 230 Theater Topics ............ 2  
THR 300 Directing for the Theater . 2  
THR 360 Playwriting ............... 2  
*THR 361 Screenwriting ............ 2

Practica (6 SH)

Choose from two or more of the following areas of practical learning through participation in theater productions.

THR 281 Acting ......................... 1-3  
THR 350 Technical Theater .......... 1-3  
THR 351 Stage Management ........ 1-3  
THR 352 Assistant Directing ....... 1-3  
THR 353 Dramaturgy ............... 1-3

Marketing (MKTG)

See Business and Leadership section for additional Marketing courses.

481 Marketing Internship 1-3

Work experience designed to integrate practice and theory, to give MKTG majors insight into current policies, procedure, and problems in all types of organizations. Frequent consultation with and written reports to the faculty advisor guide the student's experience. Travel and personal expenses are the student's responsibility. Can be taken during the summer. Grading is on a Pass/Fail basis. This is highly recommended for MKTG majors. Prerequisite: Admission to the department, junior or senior standing, and a major GPA of at least 2.7. The internship director must approve the internship before it commences.

NOTE: Marketing (management track) majors who qualify for and desire an internship should take MKTG 481. Marketing (media and design track) majors who qualify for and desire an internship may choose either MKTG 481 or VACA 491.

Theater (THR)

100 Acting for the Stage and Screen 2

This course helps students of all disciplines unleash their creativity as they explore the fundamentals of acting for theater and cinema. Students will gain skills in speaking and textual analysis as they learn to connect with their bodies. This class will also make students more informed audience members of plays and films.

200 Survey of World Theater History 2

This course covers major movements in world theatre history, beginning with the Greeks and ending with contemporary experimental performance. Students will read plays and theoretical texts and watch films so that they gain a full understanding of the intersection of text, theory, and performance spectacle in world theatre styles. Much emphasis will be placed on non-Western performance styles.
210 Technical Theater  
This course covers basic stagecraft and design. It includes hands-on experience in rendering, model-building, and drafting that will allow students to realize their own creative design. Students may also contribute to the design and construction of public performances at EMU.

230-235 Theater Topics  
This course will cover a range of theatre styles. Often the topics covered will be interdisciplinary in nature. The work done in the course may feed into public theatre performances. It may be taken multiple times for credit. Possible topics include Movement, Devised Performance/Performance Art, Puppetry, Musical Theater, Yoga and Meditation for the Performer, and more.

300 Directing for the Theater  
Students learn basic principles of stage direction and apply them in production-oriented settings. This course may culminate in the direction of original student work, including short plays developed in the Playwriting course or devised/movement pieces. These may be performed publicly.

360 Playwriting  
Through various writing exercises and play readings students work towards crafting original short plays. Much emphasis is placed on helping students collaborate with actors as they workshop their plays/screenplays. Some plays may be selected for a showcase of new student plays during the academic year.

*361 Screenwriting  
Through various writing exercises and film viewings, students work towards crafting original short screenplays. Much emphasis is placed on helping students collaborate with actors as they workshop their screenplays. Students may also collaborate with VACA students on the development of narrative films or choose to created films based on their own screenplays through the VACA course entitled Visual Storytelling: Fiction. (Fall 2019)

Students may earn 1 credit per 40 hours of work on an EMU theater production. A total of 3 credit hours may be earned in one semester. Practicum credits may be earned in Acting (THR 281), Stage Management (THR 351), Assistant Directing (THR 352), Dramaturgy (THR 353), Technical Theater (THR 350).

Visual and Communication Arts (VACA)

121 Drawing  
This course is designed to develop confidence in drawing and build basic drawing and perceptual skills. A variety of drawing media, techniques and conceptual approaches will be used.

*131 Three-Dimensional Design  
Three-Dimensional Design develops a fundamental understanding of a variety of techniques, processes, and styles in three-dimensional media. Students will be challenged to become thoughtful of formal and conceptual concerns in art, while investigating the technical aspects of three-dimensional design. Students will gain practical experience by using various materials as well as by employing compositional and conceptual theories to create sculptures. (Spring 2021)
141 Foundations of Design
This foundational class for Visual and Communication Arts emphasizes visual skills and creative problem-solving related to principles of design in two-dimensional art. Students explore the elements of composition and color theory through hands-on studio work and digital design tools.

142 Graphic Design I
Using a process approach, students will learn to utilize Adobe Photoshop, Illustrator and InDesign as they pertain to contemporary graphic design. The class will explore the relationship between image, typography and other visual elements in order to learn the basics of good design.

151 Photography I
This hands-on course introduces students to digital imaging processes that include camera acquisition, digital image correction, and output. Students gain foundational skills in photographic composition and digital image manipulation as well as a basic understanding of how digital images may be employed in digital media and art production.

222 Painting
An introduction to painting in water-mixable oil or acrylic media. This course is designed to develop confidence in painting along with basic techniques and perceptual skills. A variety of approaches are used.

232 Ceramics
Ceramics is a comprehensive course designed to explore a variety of techniques and processes in clay. Sculptural and functional pieces will be created using both hand building and wheel techniques. Students will be challenged to become proficient in creating work, glazing, and will learn about firing processes.

242 Graphic Design II: Digital Layout
Using the creative process approach, students will work with typography and imagery in order to create effective layout solutions for print and digital media. Focus will be on Adobe InDesign and how it works in conjunction with Illustrator and Photoshop. Prerequisite: VACA 142.

243 Graphic Design III: Illustration and Drawing
The focus will be on Adobe Illustrator and the use of its tools to create digital illustrations and logo design. The emphasis will be on technical and creative process in order to provide a final visual solution. Prerequisite: VACA 142.

252 Photography II
Explore digital darkroom work and the technical, historical, and philosophical foundations of photography. Topics include image capture, color theory, image correction and interpretation, color management, digital output methods, archival printing, and contemporary practices and theory related to color and monochrome photography. Students learn how to create professional lighting setups in relation to multiple photographic genres. Prerequisite: VACA 151.

262 Video Production
This course is a practical hands-on introduction to the video camera and to non-linear editing. It covers operation of the camera, basic lighting and sound, camera movement and support. Issues of composition, content, aesthetics, continuity and creativity will be explored with exercises, labs and real-life shooting. The non-linear video editing will cover both technical and philosophical issues of editing. Productions will introduce both fiction and non-fiction forms. Prerequisite: VACA 151 or equivalent.
**263 Audio Production**
In this course students produce a variety of short and long form audio productions, from promotional spots to news features as well as music performances and audio portraits. Students will work with digital software editing programs to produce works utilizing a variety of recording and processing techniques. Course sections include psychoacoustics (sound and how we hear it), the production process (from idea to finished product), microphones (types and uses), live recording, audio processing and effects, editing, and numerous projects with a variety of applications. Students should consider taking this course while enrolled in VACA 262. (Fall 2019)

**283 Art History: Western**
An overview of important factual and conceptual elements of visual art and history spanning over thirty thousand years. The course covers aesthetic objects separately as works of art and examines religious, social, political, and philosophical concepts in historical and cultural contexts.

**323 Printmaking and Watercolor**
Relief printmaking is an ancient form favored by contemporary artists in which images are printed on paper from wood and other materials. Screen printing is a newer process in which ink is forced through fabric onto paper and other materials. These processes are used to develop rich, colorful prints with an emphasis on visual ideas and technique. An introduction to watercolor covers a variety of techniques including washes, wet-in-wet, wet-on-dry, mono-types, pen-and-ink with color tinting. Students will also have opportunity for skill development following demonstrations with guided and independent practice. When the weather is especially lovely, we'll move the classroom outside and enjoy painting en plein air. (Fall 2020)

**332 Intermediate Ceramics**
Building on the foundation of ceramics, students are challenged to expand their vocabulary of ceramic form and function. Hand building and wheel throwing techniques will be explored for both vessel and sculptural work. Technical understanding of surface treatments, firing techniques, glaze formulation, and ceramic processes are emphasized as tools used toward formal and conceptual success. Students have the opportunity to pursue more individual concerns in tandem with class directed assignments. In conjunction with increased technical proficiency, students will expand critical awareness through the investigation of conceptual, historical and contemporary art issues, ultimately increasing professionalism and the development of a personal aesthetic.

**335 Installation and Experimental Media**
In this course students will explore how installation and experimental art immerses the viewer in a multi-sensory experience. Through both traditional and nontraditional media such as photography, video, painting, ceramics, sculpture, etc., students will explore the impact of materials and techniques on form, content and the expressive possibilities of various materials on a space. Through experimentation, boundaries of traditional art practices will be challenged to transform the perception of space. (Spring 2020)

**344 Web Design and Social Media**
This class explores Web design and social media applications as they relate to expression and organizational communication. Students will construct web sites using both HTML coding and contemporary Web design software. Social media applications will be integrated in a holistic way as part of an overall communications strategy. Prerequisite: VACA 141 or equivalent.
345 Advanced Photoshop  
Students will study advanced Photoshop techniques with special emphasis on masking and compositing photographs. Students will practice layering, digital effects, and photo repair as well as investigating imaging in a theoretical and philosophical context. Prerequisite: VACA 151 and VACA 252.

353 Alternative Photo Processes  
Students will experiment with alternative acquisition and printing processes. Acquisition methods will cover pinhole, panoramic, HDR, legacy lens, and infrared processes. The history of photographic methods will be studied. The genre of landscape will be explored with several of the techniques. Students will print on alternative forms such as art and Japanese papers, metal surfaces, canvas and other media forms. Prerequisite: VACA 151 and VACA 252.

354 Conservation Photography  
Explores the intersection of photography and environmental conservation. Topics include aesthetic responses to the natural world, visual documentation of ecosystems, conservation advocacy and the relationship between human communities and the natural world. Students work in small groups on a semester-long documentation/storytelling project in conjunction with a partner organization. Prerequisite: VACA 151 (Fall 2020)

364 Motion Graphics/After Effects  
Explores the art and communication of merging video, the graphic arts and text into messages with multiple layers of meaning and artistic interest. Students will become adept at compositing; moving video, still images, text and line art. Layered Photoshop files will be animated into finished video. The primary forms studied for this class will be opening and closing logos, advertising, visual music and short form 2-D animated storytelling. Students should schedule this class in the same semester at taking one of the Visual Storytelling classes. Prerequisite: VACA 151 or equivalent and VACA 262 or faculty approval.

367 Hybrid Storytelling  
Using photography, audio creation and video production as building blocks, students will construct narrative presentations. These narratives will be constructed for multiple distribution methods including: print, epubs, online magazines, and mixed-media forms. Students will also consider possible feedback and interaction methods like blogging and other social media. Students will study storytelling, narrative construction, research and interview techniques, the history of photographic journalism, technical skills and the expanding uses of the image. Students will practice this form while paying attention to the technical, aesthetic, philosophic and ethical issues involved. Prerequisite: VACA 151

381 Cinema and Visual Theory  
Movies will be the foundation for exploring how these texts, with their narrative and visual formulas, influence culture. Special emphasis will be given to critiques in the areas of gender, race and violence. Select theorists of visual communication will give students a broad theoretical base to continue the exploration of other digital media with their mixture of photograph, kinetic text, sound and time-based media. Students will also explore how these theories and the formal properties of digital media function in their own artistic works.

382 Contemporary Art  
Contemporary Art emphasizes the interpretation of artistic production within its historical, political, social, cultural, and theoretical contexts from recent history to the present. Issues may include: the meaning of originality in art, the relationship of art and mass culture, how the institutional framework for viewing art can influence or determine meaning, the rejection of studio–based art, and art as it confronts the issues of the day.
*384 Art History: World  
This course uses a thematic approach to the history and appreciation of art outside the Western mainstream. Art is presented as illustrative, laying the foundation for understanding the context and aesthetics of art from non-Western perspectives. (Fall 2020)

*397 Elementary School Art Methods (Art Education)  
A study of the aims and philosophy of art education in the elementary school with emphasis on child development through art. Students will experience art techniques and materials suitable for children from Pre-K through grade 6 with emphasis on appropriate motivational and teaching methods. Topics to be covered may include: the role of art in society and in the schools; fundamentals of art; sequential and discipline based art curricula; teaching strategies; art motivation; art integration with the sciences, social studies, and cultural understandings; evaluation; teaching art history, criticism and aesthetics; writing instructional objectives and lesson plans; and teaching art production. For art education majors a 20-hour practicum in the elementary setting is a component of the course. Admission to teacher education may be a prerequisite. A two-credit option without a practicum is available for students who are not pursuing Art Education. (Fall 2019)

*398 Secondary School Art Methods (Art Education)  
A study of the aims and philosophy of art education at the secondary school level. Secondary School Art Methods will include advanced studies of curriculum and lesson design and integration; classroom organization and management techniques; delivery of art courses as electives; teaching art history, aesthetics, and evaluation; teaching art production appropriate to the adolescent; and the function of art in the schools and community. Students will understand contemporary issues in art education by examining research history and philosophy of art education. The relationships between developments in education as a whole and art education will be explored as well as adolescent creative learning styles and development. A 20-hour practicum in a secondary art setting is a component of the course. Admission to teacher education may be a prerequisite. (Fall 2020)

432 Advanced Ceramics 1  
In Advanced Ceramics 1, students will balance assignments designed to develop technical skills, while developing projects that explore personal style. Research and experimentation from an array of materials and processes such as wheel and hand building methods, unique firing processes, glaze chemistry, and clay body foundation will be used toward formal and conceptual success. In conjunction with increased technical proficiency, students will investigate conceptual, historical, and contemporary art issues to increase professionalism, develop a personal aesthetic, and create artwork that is suitable for exhibition.

434 Advanced Drawing  
Further development of drawing techniques, visual processes and experimental approaches. The capacity to change one's perspective and habits and an openness to taking risks are encouraged. This course is for students who want to explore drawing in its own right, strengthen work in other media through enhanced drawing skills or connect drawing with other arts or disciplines. Advanced investigation into physical, intellectual and emotional aspects of drawing. Content development, individual direction and creative voice are stressed along with further development of drawing skills. Prerequisite: VACA 121 Drawing

435 Advanced Painting  
Further development of techniques and visual strategies using oil and acrylic media. The capacity to change one's perspective and habits and an openness to taking risks are encouraged to understand the various ways artists approach structure and meaning in painting. Advanced investigation into physical, intellectual and emotional aspects of painting. Content development, individual direction and creative voice are stressed along with further development of painting skills. Prerequisite: VACA 222
442 Advanced Ceramics 2
In Advanced Ceramics 2, students will develop a body of work suitable for exhibition. Research and experimentation from an array of materials and processes such as wheel and hand building methods, unique firing processes, glaze chemistry, and clay body foundation will be used toward formal and conceptual success. In conjunction with increased technical proficiency, students will investigate conceptual, historical, and contemporary art issues to increase professionalism and develop a personal aesthetic.

455 Portfolio and Vocation
This photography class offers the opportunity for students to develop an artistic and vocational vision. Using advanced color and black & white techniques, they will develop a coherent body of work for gallery, book and web display. Students will investigate vocational options related to photography and will create career-based documents such as résumés and cover letters. Prerequisites: VACA 151 and VACA 252. (Fall 2020)

*465 Visual Storytelling: Non-Fiction
Students will study how video documentaries are constructed and used to communicate. They will research, design and produce a documentary video on a selected subject. Students will take HUM 200 the semester before this class to do background research for the project. Prerequisite: VACA 262. (Spring 2021)

*466 Visual Storytelling: Fiction
Students will study the narrative structure of video story-telling and the process of narrative video production. They will work at creating a variety of short form narratives and will complete independent projects from pre-production to post-production. Scripts for this class will be created in THR 361 which should be taken the semester prior to this class. Prerequisite: VACA 262. (Spring 2020)

481 Senior Thesis
This course explore professional practices related to preparation and installation of the major senior exhibit as well as development of a thesis paper. Students take this class in conjunction with a capstone course in their major.

491 Internship 1-6
Provides students with an opportunity to integrate theory and practice by working in a professional art/media/design-related environment. Consultation with and reporting to the faculty advisor guide the student's experience. Travel and other expenses are the student's responsibility. Can be done during the summer. Grading is on a Pass/Fail basis. Prerequisite: consent of instructor.

499 Independent Study 1-4

*Indicates courses offered in alternate years.