

GRAPHIC DESIGN
CAREER OPPORTUNITIES
Advertising Agencies
Design Firms and Studios
Corporate Design Divisions
Electronic Media
Web Site Design
Interactive CD Design
Multimedia Design
Broadcast Video
3D Modeling & Design
Character Animation
Exhibition Design
Signage
Environmental Graphics
Freelance Design
Illustration
Package Design
Publishing
Book Design
Magazine Art Direction
Newspaper Art Direction

PHOTOGRAPHY AND
DIGITAL IMAGERY
CAREER OPPORTUNITIES
Advertising Illustration
Architectural Photography
Corporate Annual Reports
Corporate Animation
Digital Photographic Illustration
Fashion Photography
In-House Corporate Communication
Multimedia and Video Communication
Portrait Photography
Print/Magazine Journalism

STUDIO ART
CAREER OPPORTUNITIES
Animation/Cartoonist
Architectural Model Construction
Curatorial Positions
Education
Entertainment Industry
Foundry
Graduate School
Illustration
Muralist
Museum Education
Museum/Gallery Management
Portrait Artist
Production Artist
Small Business Ownership
Studio Artist
Theater Set Design

www.calpoly.edu

California Polytechnic State University

ACADEMIC PROGRAMS

BFA Art and Design

Art Minors in Art History, Photography, and Studio Art

The Bachelor of Fine Arts degree program in Art and Design offers a major with concentrations in graphic design, photography, and studio art. The BFA in Art and Design is accredited by the National Association of Schools of Art and Design.

The department has made a commitment to cultural diversity. Wherever possible, this commitment is evidenced by the inclusion of material which identifies significant multicultural influences on the content of the courses in our curriculum. Courses are available for all students to enrich their creativity, understanding, appreciation, and practical skills in art.

CONCENTRATIONS

All three concentrations support creative and aesthetic growth and require the development of technical skills as a foundation for personal direction and enrichment. Through team projects, students have the unique opportunity to experience the interaction and relationship of graphic design, photography and digital imagery, and studio art. The program culminates in the study and discussion of current professional practices and the preparation of a professional portfolio.

Graphic Design

Principles of basic design, typography and design history, with specialized courses in such topics as corporate identity, packaging graphics, web site design, advertising, editorial design and illustration. Emphasis is placed on the development of visual problem-solving methodology and acquisition of skills needed in the design profession. Coursework in computer imaging and interactive design allows for an exploration of new technology. *(NOTE: The graphic communication department's design reproduction technology concentration differs in that it focuses on the technical and electronic aspects of transforming design for reproduction in print and digital media, concentrating on printing, web development, publishing, packaging, digital imaging, computer graphics, and related areas of mass media preparation and production.)*

Photography

A diversified and commercially oriented program stressing preparation for careers in advertising and illustration, portraiture, corporate and editorial photography, digital image making, and photographic history. Creative problem solving is stressed within the context of a variety of expressive projects, including studio and location lighting, traditional photo-graphic processes, digital image making, large format photography, video and multimedia production, and advertising illustration.

Studio Art

A selective program designed for students seeking a broad based undergraduate education in the visual arts. The program is distinctive for its depth of required coursework in both two and three dimensional media. The upper division curriculum allows students to specialize in a discipline pertinent to their career choice in the visual arts. Courses and a senior project prepare students to enter the work place or pursue advanced degrees. Some of the many career possibilities are listed in the sidebar on the left. Cal Poly, with its learn-by-doing philosophy and its commitment to both the liberal arts and technology, provides a unique setting for studying the visual arts. Within this context, the students in this concentration are presented with an environment where imagination, intellectual rigor, self expression and skill development are expected and valued.

For more information, see:

artdesign.calpoly.edu
or contact us at:
805-756-1148 or
artdesign@calpoly.edu

Admission procedure includes the submission (by invitation only) of a portfolio of artwork that meets specified requirements. Students are encouraged to review admissions and curriculum requirements on our web site or at the following sites:

Cal Poly Catalog:

<http://www.calpoly.edu/~acadprog/>

Cal Poly Admissions:

<http://www.ess.calpoly.edu/admiss/>