

B.S./B.A. IN ART + DESIGN - DESIGN STUDIES TRACK

Requirements

The Design Studies track is meant for students who seek to become engaged in design but do not intend to become designers (those seeking specialization and professional preparation needed for a career as a designer should consider the Graphic Design or Digital Art and Design concentrations in the BFA degree programs instead). The shorter degree track (42 required units compared with 81 for the BFA) accommodates students who wish to pursue a broader-based liberal arts degree program; the 30-plus structured elective units allow for a customized plan of study, whether applied to a second major, minor or other sequence in consultation with an adviser. The Design Studies track seeks to produce students who combine cross-disciplinary perspectives with excellent research skills, a high level of visual literacy, and the creative thinking and problem solving skills central to design. Toward that end, Design Studies is well suited for students who wish to combine study of design with a major in Mass Communication, Computer Science, Business, Electronic Media and Film, or English.

Art majors in the Design Studies track complete 42 units, including 21 units in first-level foundation courses, 12 units in second-level foundation courses and 9 units in design electives courses. 24 units of ART and ARTH courses must be completed at Towson.

Requirements for All Art + Design Majors

Code	Title	Units
First-Level Foundation		
ART 101	DIGITAL TOOLS AND CONCEPTS	3
ART 103	2D PROCESS	3
ART 104	3D PROCESS	3
ART 211	DRAWING: OBSERVATION AND INVENTION	3
ART 212	VISUAL CONCEPTS	3
ARTH 221	SURVEY OF GLOBAL ART I	3
ARTH 222	SURVEY OF GLOBAL ART II	3
Total Units		21

Design Studies Track Requirements

Code	Title	Units
Second-Level Foundation		
Select one of the following sets of courses (Set 1 or Set 2) and complete all four courses listed:		12
Set 1: Graphic Design ¹		
ART 220	DESIGN: CREATIVITY + PROCESS	
ART 234	PHOTO IMAGING - FILM	
or ART 235	PHOTO IMAGING - CREATIVE WORKFLOW	
ART 317	GRAPHIC DESIGN I	
ART 355	TYPOGRAPHY	
Set 2: Digital Art and Design/Illustration ²		
ART 217	IMAGEMAKING: DIGITAL PROCESS	
ART 219	IMAGEMAKING: CONCEPT AND PRACTICE	
ART 322	ANIMATION: MOTION DESIGN	
ART 360	DIGITAL ART: 2D	

Third-Level Electives

Select three of the following courses. Students are advised to select courses from one specialization, but are permitted to select courses across multiple specializations after consulting with their advisor. 9

Print Specialization Electives

ART 361	DIGITAL OBJECT DESIGN ³
ART 383	LETTERPRESS & BOOKBINDING
ART 465	GRAPHIC DESIGN: SOCIAL ISSUES
ART 483	PACKAGE DESIGN
ARTH 3XX	Art History Elective ⁴

Web Specialization Electives

ART 322	ANIMATION: MOTION DESIGN ⁵
ART 365	DESIGN FOR THE WWW
ART 380	INFORMATION, EXPERIENCE, INTERFACE: I
ART 466	DESIGN FOR THE WWW II
ARTH 3XX	Art History Elective ⁴

Image Specialization Electives

ART 229	PAINTING I
ART 325	PAINTING MEANING: EXPRESSION, NARRATIVE, AND PERSONAL CONTENT
ART 347	SCREEN PROCESS I
ART 372	ADVANCED DRAWING I
ART 373	ILLUSTRATION PRINCIPLES FOR DESIGNERS AND ILLUSTRATORS
ART 473	ILLUSTRATION CONCEPTS FOR DESIGNERS AND ILLUSTRATORS
ARTH 3XX	Art History Elective ⁴

Digital Art Specialization Electives

ART 235	PHOTO IMAGING - CREATIVE WORKFLOW ⁶
ART 237	PHOTO IMAGING - ALTERNATIVE PROCESS
ART 345	NEW DIRECTIONS IN PRINT
ART 346	NEW DIRECTIONS IN EXPERIMENTAL MEDIA I
ART 361	DIGITAL OBJECT DESIGN ³
ART 363	DIGITAL ART: EXPERIMENTAL
ART 445	INSTALLATION AND EXPERIMENTATION
ART 463	DIGITAL ART: ADVANCED
ART 476	ANIMATION: 2D
ARTH 3XX	Art History Elective ⁴

Total Units 21

¹ Courses required for screening into the Graphic Design concentration of the B.F.A. in Art + Design.

² Courses required for screening into the Digital Art and Design and Illustration concentrations of the B.F.A. in Art + Design.

³ ART 361 is not repeatable and may only be applied once toward the Third-Level Electives.

⁴ One of the the following Art History (ARTH) electives may be selected: ARTH 324, ARTH 327, ARTH 350, ARTH 351, ARTH 352, and ARTH 353. Maximum one ARTH elective (3 units) may be applied toward the Third-Level Electives.

⁵ ART 322 may be selected as an elective only by students who choose Set 1: Graphic Design as their Second-Level Foundation.

⁶ ART 235 may be selected as an elective only by students who choose Set 2: Digital Art and Design/Illustration as their Second-Level Foundation.

Four-Year Plan of Study

Set 1: Graphic Design Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units Term 2	Units
ART 101	3 ART 211	3
ART 103 (Core 4)	3 ART 212	3
ART 104	3 ART 220	3
ARTH 221 (Core 5)	3 Core 2 (or Core 1)	3
Core 1 (or Core 2)	3 Core 3	3
15		15

Sophomore

Term 1	Units Term 2	Units
ART 234 or 235	3 Third-Level Elective	3
ART 317	3 Core 7	4
ART 355	3 Core 8	4
ARTH 222	3 Elective	3
Core 6	4 Elective	3
Screening occurs at the end of this term.		
16		17

Junior

Term 1	Units Term 2	Units
Third-Level Elective	3 Third-Level Elective	3
Core 9	3 Core 11	3
Core 10	3 Core 12	3
Elective	3 Elective	3
Elective	3 Elective	3
15		15

Senior

Term 1	Units Term 2	Units
Core 13	3 Core 14	3
Elective	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	3
Elective	3	
15		12

Total Units 120

Set 2: Digital Art and Design / Illustration Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with

their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units Term 2	Units
ART 101	3 ART 211	3
ART 103 (Core 4)	3 ART 212	3
ART 104	3 ART 217	3
ARTH 221 (Core 5)	3 Core 2 (or Core 1)	3
Core 1 (or Core 2)	3 Core 3	3
15		15

Sophomore

Term 1	Units Term 2	Units
ART 219	3 Third-Level Elective	3
ART 322	3 Core 7	4
ART 360	3 Core 8	4
ARTH 222	3 Elective	3
Core 6	3 Elective	3
15		17

Junior

Term 1	Units Term 2	Units
Third-Level Elective	3 Third-Level Elective	3
Core 9	3 Core 11	3
Core 10	3 Core 12	3
Elective	3 Elective	3
Elective	3 Elective	3
15		15

Senior

Term 1	Units Term 2	Units
Core 13	3 Core 14	3
Elective	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	3
Elective	3 Elective	1
15		13

Total Units 120