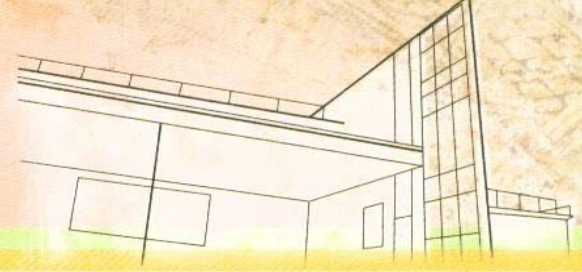


# SCHOOL OF CREATIVE ARTS



## BACHELOR OF ARTS IN COMMUNICATION ARTS AND GRAPHIC DESIGN

### University Profile

The University of Saint Francis was founded in 1890 and has a rich heritage of offering quality education. Rooted in the Catholic and Franciscan traditions of Faith and Reason, the University of Saint Francis engages a diverse community in learning, leadership and service.

Personal attention to students is what makes a USF education so meaningful and enriching to its approximately 2,100 students.

The campus has 108 acres of rolling lawns and trees with 19 buildings and four residence halls that surround beautiful Mirror Lake.

### The School of Creative Arts

The School of Creative Arts at the University of Saint Francis is a creative, collaborative learning environment providing a personalized education for emerging artists, communicators and scholars.

You will study with distinguished faculty who are also award winning, published and exhibited artists, communicators and scholars.

We invite you to join an academic program that is recognized and accredited by the National Association of Schools of Art and Design (NASAD). USF is one of the 260 art schools accredited in the United States and one of only seven in the state of Indiana.

The School of Creative Arts (SOCA) provides students with a solid education in the arts which encompasses both traditionally and technologically advanced methods of art education. It facilitates learning and professional development for a diverse student body.

Franciscan values are promoted in the coursework and learning experience to provide for the personal growth of each student. The Associate Degree in Communication Arts and Graphic Design provides students with working knowledge in a specific concentration. The various Bachelor of Art degrees complement the liberal arts tradition of the university and educate students in programs which specifically promote the areas of studio art, communication arts and graphic design, computer art, art education, communication, and music technology. SOCA offers coursework in music, dance and theater.

The Master of Art program builds upon a baccalaureate foundation to provide a student with expertise in a specific major and minor; a graduate certificate in arts administration is also offered.

The School of Creative Arts is known for graduating exceptionally talented students. Students work closely with faculty in small classes, resulting in tremendous artistic growth. The department has a student/faculty ratio of 15 to 1, which allows students to express themselves and reach their full potential. The faculty are dedicated, practicing professionals in their fields.

### Major in Communication Arts and Graphic Design

A Bachelor of Arts in Communication Arts and Graphic Design prepares a student for an exciting career in advertising and graphic design. Students will not only learn the latest design software but will also be challenged to become problem solvers and think critically and creatively. Upon graduation, students are prepared for entry-level positions in advertising and web design or may consider continuing their education and attend a graduate or portfolio school.

### Communication Arts and Graphic Design Core Curriculum

All students in the program take the following courses:

2/D Composition  
Drawing  
3/D Composition  
Photography  
Process and Production  
Graphic Design  
Desktop Publishing  
Painting  
Advanced Drawing  
2/D Advertising Problems  
Graphic Design Theory  
Internship  
Sculpture  
Senior Project

#### Plus:

17 credit hours in art electives

### Concentrations (12 credit hours)

Choose one of the following:

#### Illustration

Courses in the concentration:

Illustration 1  
Illustration 2  
Advanced Drawing

#### Photography

Courses in the concentration:

Advanced Photography  
Digital Imaging Processes  
Photographic Lighting and  
Experimental Lighting

#### Computer Graphics

Courses in the concentration:

Computer Graphics  
Digital Imaging  
Interactive Multimedia Presentations

## Student Opportunities

In addition to the challenging classes in the School of Creative Arts, students are able to take advantage of opportunities that promote and support leadership skills, organizational skills and service, including:

- Insignia Advertising—An official college chapter of the American Advertising Federation (AAF). AAF combines the strength of major corporations, advertisers, advertising agencies, media companies, local advertising federations—and college chapters—to form a unified force in the advertising industry. Each spring, area designers meet with SOCA students, critique their portfolios and offer valuable insight about the marketplace and the profession. Many students have been offered internships or hired from these sessions.
- Gallery and lecture programs
- Travel abroad opportunities
- Training using cutting-edge technology
- Sophomore and senior portfolio reviews
- Senior Capstone Seminar
- Internship opportunities
- Access to private studio space
- Responsibility for assignments and projects
- Access to studios and other facilities 24/7
- Strong relationships with community arts organizations

### Other arts-related activities:

- SIGGRAPH Club—the USF chapter of ACM SIGGRAPH
- f8 Photo Club
- Art Education Society
- Art Student League
- Film Club
- Public Relations Society
- Pep Band
- Jazz Ensemble
- University Singers
- USF Drama productions
- USF Annual Student Show
- USF Annual Film Festival
- Jesters

## Internships

All SOCA students participate in internships and job training. Imagine a course in which you are creative and collaborate with a team of inventive and talented people who work in the profession every day.

The skills developed in design, problem solving and teamwork, in addition to creativity and innovative thought, prepare SOCA students to be successful in very competitive internships. These programs allow our students the opportunity to:

- Become more knowledgeable about the industry and obtain hands-on experience within their major fields of study
- Test the job market and work environment
- Build confidence in their design process
- Acquire or develop new or existing skills, such as teamwork, office administration, business, and IT skills
- Develop professional contacts and networking skills to increase their opportunity for permanent employment
- Practice interviewing techniques
- Enhance their résumés

## Career Possibilities

There are considerably more options for employment in the art world than most people think. Creative people are often highly flexible and multitalented. These characteristics, along with a strong liberal arts background, allow a SOCA student to stand out among the rest. A major in Graphic Design or Computer Art could lead to a career in one of the following areas, among many others:

Advertising Director  
Art Director  
Art Magazine Editor  
Children's Book Illustrator  
Commercial Photographer  
Computer Animator  
Computer Graphic Artist  
Design Consultant  
Designer

Editorial Art Director  
Editorial Illustrator  
Fashion Display Director  
Fashion Illustrator  
Gallery Director  
Graphic Arts Technician  
Greeting Card Designer  
Illustrator  
Magazine Art Director  
Medical Illustrator  
Poster Artist  
Product Designer  
Product Illustrator  
Promotion Designer  
Storyboard Illustrator  
Technical Illustrator  
Web Site Designer

## Financial Aid

Financial aid is available in the form of scholarships, grants, loans, and work study.

Competitive scholarships are open to high school seniors, juniors or transfer students seeking admission who are accepted as students, and comply with all guidelines. A High School Workshop and a Talent Day are held in the fall and spring of each year. Any student attending may present a portfolio for review and be considered for a scholarship or try out for Choir, Pep Band or Jazz Ensemble. Scholarships for Music Technology are also available. Students may contact the School of Creative Arts and make portfolio appointments at alternative times if necessary.

More than 95 percent of undergraduate students receive some form of financial assistance; most receive more than one type of aid. Early estimator packages are available for dependent students during the fall at [www.sf.edu/financialaid.com](http://www.sf.edu/financialaid.com). All students are encouraged to complete the Free Application for Federal Student Aid (FAFSA). Priority deadline is no later than March 10.

## For More Information

Call the Office of Admissions at 260-399-8000 or 1-800-729-4732, or visit our website at [www.sf.edu](http://www.sf.edu).



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