



## Department of Visual Arts + New Media

The Department of Visual Arts and New Media offers many unique opportunities for those who are interested in both traditional and digital art. An enriched curriculum and unique learning opportunities are offered as the department explores the array of possibilities created by mixing the traditional materials associated with the fine arts and design and new technologies. The Visual Arts and Art History continue to provide a balanced, comprehensive undergraduate program in the practice, theory, and history of the visual arts, while New Media explores the fast-paced and ever-changing world of digital media and critical discourse. The department offers majors, minors and elective students an opportunity to experience the arts as an important and enriching facet of a liberal arts education. Whether your goal is a career or advanced study in the arts, or simply a greater understanding of art and its cultural impact, the curriculum includes a dynamic mix of studios, lectures, and seminars. Content covers traditional methods and materials, emerging technologies, and the ideas inherent in art making and art awareness. Our graduates have successful careers in corporate and public settings as art directors, working artists and designers, digital media creators, teachers, creative freelancers, and owners of pottery studios, photo studios and design firms. Others work as photographer's assistants, web designers, gallery directors, exhibition curators, and in the special effects industry for film and entertainment. Many Visual Arts and New Media graduates have continued their education with acceptance into some of the country's finest graduate programs.

### Facilities

Our department is primarily housed in the Michael C. Rockefeller Arts Center, a spacious complex designed by internationally acclaimed architect I.M. Pei. Most of the studios feature floor-to-ceiling north-facing windows. Studios are bright and well equipped, and class sizes are carefully regulated to allow you to learn and develop your work in an environment that fosters professionalism and creativity in the visual arts. Studios for ceramics and sculpture have a complete range of equipment for

working in a variety of materials and processes. The Photo lab and studios are housed in Igoe Hall. Recent renovations to the photography space have upgraded equipment and facilities for digital and wet photography, both black and white and color. Animation and Media Arts makes its home in McEwen Hall. There are four regularly updated computer labs within the department equipped with Macintosh workstations, scanners, and both color and black and white high-resolution printers. Two galleries allow a constantly changing display of work throughout the year. The exhibits highlight both student work and professional solo or group exhibitions from across the range of art and design.

### What Makes Our Department Stand Out?

- Personalized one-on-one instruction and small class size is common in studio courses.
- Faculty are committed to quality teaching and are supportive and accessible to students. They are equally committed to active involvement in their chosen fields.
- The department specializes in undergraduate education, which means your courses will always be taught by experienced faculty members.
- Student organizations, Art Forum and AIGA (American Institute of Graphic Arts), are active and offer varied enrichment and collegiality.
- Upper division students have individual workspaces, and students can have access to most labs and studios for up to 19 hours each day.
- Unique opportunities for creative enrichment through internships, study abroad opportunities, research and creative grants, and undergraduate teaching assistantships.
- Scholarships and awards provide additional recognition for outstanding student achievements

## Degree Offerings & Requirements

We offer a Bachelor of Arts degree in Art History and Visual Arts and New Media. We offer Bachelor of Fine Arts degrees in the following programs

- Animation and Illustration
- Ceramics
- Drawing and Painting
- Graphic Design
- Media Arts
- Photography
- Sculpture

Also, you may choose to minor in Visual Arts through consultation with a Visual Arts faculty member.

## Educational Goals for Visual Arts Students

The curricular structure in the Department of Visual Arts and New Media provides a comprehensive foundation of design skills with an emphasis on visual expression, conceptual thinking, and the ability to create with artistic sensibilities. Visual Arts and New Media majors study an interdisciplinary curriculum emphasizing the concepts, theories, design, aesthetics and skills that underlie the domain of the visual arts and computer graphics. Content covers traditional methods and materials, emerging technologies, and the ideas inherent in art making and art awareness.

- *To introduce students to the interpretation of images and objects of the visual world and begin to make theoretical connections between ideas and processes through completion of a foundation core.*
- *To acquire an appreciation for the varied historical, social, and cultural contexts for the creation and understanding of works of art, through the completion of courses in art history and/or new media criticism and theory.*
- *To acquire an effective knowledge of broad range of diverse media, cultures, eras, theories and methods in order to effectively communicate in the visual vocabulary required for thinking and working in the disciplines.*
- *To study a variety of aesthetic movements and media across the historical spectrum with an emphasis on the underlying aesthetic theories and art historical methodologies that have shaped and inform the disciplines today.*

- *To acquire the ability to engage in critical thinking, analytical writing and effective oral communication.*

- *To achieve a level of professional expression through successful completion of a full sequence in a selected area of concentration or major.*

## Assessment of Educational Goals

Our goal is to graduate well-educated and well-rounded students, and assessment is an important part of this process. One aspect of this is the 24-Hour Review, which provides students with a unique opportunity for feedback and evaluation. The 24-Hour Review takes place after students have completed, or are in the process of completing, 24 credit hours in visual arts and new media courses (reviews take place in the spring semester). The purpose of the 24-hour review is to evaluate student performance, offer constructive criticism and advise, and to help the student assess their career goals.

## Beginning Your Education in the Department

Completing a core program is the first step for Visual Arts and New Media and Art History students. If you chose to study the Bachelor of Arts Degree, you must complete the 21 credit hour foundation program, 27 credit hours of upper-level requirements (which includes successful completion of a full sequence of coursework in at least one discipline), plus ART 120 Visiting Artist Program (VAP) each semester. There are 48+ total hours required. If you want to apply for the BFA degree, you may do so after completing a minimum of 27 credits in Visual Arts and New Media courses. BFA applicants must have attained at least a 3.0 average in visual art and new media courses, including art history, with a 2.0 overall GPA required. Transfer students should note that only coursework taken at Fredonia counts towards the required grade points. The Bachelor of Fine Arts Degree requires you to complete the 21-hour foundation program plus 52 credit hours of major requirements, including VAP each semester and ART 460 Senior Seminar. There are 73+ total hours required. The Bachelor of Arts in Art History requires completion of a 15 credit hour foundation program and 21 credit hours of upper-level requirements, plus ART 120 Visiting Artist Program (VAP) each semester for a total of 36+ credit hours. As well all Art History majors (except for double majors) are required to complete a minor or a full semester study abroad program. Students may take additional art studio courses as advised.

## The Visiting Artists Program

All Visual Arts and New Media majors participate in the Visiting Artist Program each semester, which provides an opportunity for exposure to a variety of art and design professionals from around the country. This program features a variety of thought-provoking speakers each year, plus opportunities to attend several gallery openings each semester. The speakers provide information about the many directions, options and possibilities inherent in art and design from professionals who are working regionally, nationally and internationally.

## Enrichment

Your art experience is further enriched by the student clubs Art Forum and AIGA. These clubs regularly sponsor workshops and trips throughout the academic year as well as hosting regular meetings and gatherings for interested members. Students have visited major art museums and studios in New York, Toronto, Pittsburgh and Cleveland and have attended photography, ceramics and design conferences around the country. Internships are encouraged for students who want practical experience in addition to coursework in their chosen major. The department, as well as the Career Development office, will assist students in arranging internships either in the United States or abroad. There are also internship experiences available on campus and in local organizations. As graduation approaches, the faculty and the Career Development office work with you in preparing for new goals through refining your portfolio, resume and other self-promotional materials.

## Admission and Portfolio Requirements

The Office of Admission will review your application and may offer you general admission to the college based upon your academic credentials, but you must also have an accepted portfolio before you will be admitted into the department. An accepted portfolio is required for both freshman and transfer students. While there are currently no specific submission dates, it is recommended you submit your portfolio as early as possible. Portfolios are acceptable in either 35mm slide or CD/DVD format. Submission procedures can be found on the departmental website: [http://www.fredonia.edu/department/art/index\\_pages/admissions.html](http://www.fredonia.edu/department/art/index_pages/admissions.html) There is no portfolio requirement if you choose to major in Art History.

In-person reviews are recommended for transfer students but freshman applicants are generally encouraged to submit their portfolio by mail. Transfer students must make an appointment for an in-person review. These may be scheduled by calling the Visual Arts Department directly at 716-673-3537 for details concerning dates and times. Transfer students are advised that it may take more than two years at Fredonia to complete BFA requirements, depending on their chosen field of study. Please remember that as an accepted student you must still submit portfolio of your work for documentation even if you had an in-person review.

## Portfolio Preparation

### *Portfolio Content*

Your portfolio represents your current abilities, but also provides insight into your potential. It does not matter who documents your work, but the images submitted should be of the highest quality that you can manage. Your portfolio should consist of 10 to 20 images of your best work. Included in the portfolio should be *a minimum of five drawings made from direct observation* (not copied from photographs or illustrated publications.) The remainder of the work can be other examples of your art and design experience, which could include painting, photography, video, ceramics, sculpture, computer images or website design. Select a range of work that best shows your skills. This doesn't necessarily have to be all "finished" work, and it may not always be your most recent work. Including images of sketch book pages that show how you solve visual problems could also be documented. For transfer students, your portfolio should represent your basic foundation experiences as well as more advanced work. Work submitted digitally should be in standard JPEG format (video work should be submitted as a DVD and web-based work can be submitted as a web portfolio by providing the appropriate URL). The department is standardized on Apple Macintosh computers, but we can accept and view any CD as long as the work is submitted in universal formats. Freshman portfolios should be submitted by **November 15th** for early acceptance decisions and **February 15th** for regular acceptance decisions. Transfer portfolios should be submitted by **April 15th**.

## Contact Information

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