FOUNDATION

The Foundation Program, for first-year students, provides core studies for life-long learning and professional practices in the visual arts by teaching fundamental skills that enable students to become adept, well-informed makers. The liberal arts curriculum informs students’ ability to construct meaning using the formal elements of art and design.

PROGRAM LEARNING OUTCOMES

Students in the Foundation Program will:

• Acquire and apply **Fundamental Skills**, which include mindful making and improving of work by the manipulation of art and design media.

• Demonstrate **Critical Thinking Skills** including the ability to distinguish between and use rational, intuitive, and critical thinking processes and to construct meaning using visual information.

• Discern **Visual Quality** through identifying visual strengths and weaknesses to promote aesthetic resolution and clarity of intention.

• Build **Professionalism** through strategies for success such as attentiveness, time management skills, and the ability to commit to a personal vision in the endeavor of art making.

• Develop **Quantitative Skills** including the ability to use sound principles of proportion to measure, calculate, and transfer dimensions of the observed and built world.
Demonstrate **Inventiveness and the Spirit of Investigation**, utilizing visual and idea-oriented research, the spirit of play, and the sequential application of process to develop problem solving skills.

- Develop an **Awareness of Social Responsibility** by working individually and collaboratively to consider the social and environmental impact of art and design.

**LIBERAL ARTS AND SCIENCES**

Liberal Arts and Sciences provides students with a diverse and intellectually stimulating environment that cultivates critical tools, enabling students to become informed, creative artists and designers who are prepared to meet global challenges. The curriculum addresses the themes of creativity, diversity, identity, sustainability, and social responsibility.

**PROGRAM LEARNING OUTCOMES**

Students in the Liberal Arts and Sciences Department will

- Communicate ideas in a coherent, logical, and compelling way for different purposes and audiences.

- Identify issues clearly, synthesize and contextualize relevant sources, and make connections across experiences and disciplinary perspectives to create well-reasoned and imaginative approaches to issues, problems, and challenges.

- Develop skills to locate, evaluate, and use information resources from both traditional and emerging technologies appropriately effectively and ethically.

- Develop collaborative skills to construct knowledge, negotiate effective outcomes, and generate new insights.

- Forge interdisciplinary connections among the liberal arts and
ARTISTS, COMMUNITY, AND TEACHING (ACT)

The Artists, Community, and Teaching Program, or ACT, prepares students for a range of professional practices as socially engaged artists, designers and educators in diverse communities and contexts through two minors: Community Arts Engagement and Teacher Credential Preparation.

PROGRAM LEARNING OUTCOMES

Students enrolled in either ACT Minor will:

• Develop and articulate a meaningful connection between their studio art/design practice and an engagement with their community.

• Demonstrate an understanding of the practices and theories of arts education and community engagement.

• Demonstrate an understanding of career opportunities for community-based and teaching artists/designers.

• Develop, and in some cases implement, innovative and engaging projects for school or community settings.

• Participate in professional practice training through off-campus teaching and community arts internships. Students enrolled in the Teacher Credential Preparation minor will also:

Successfully complete the Single Subject Matter in Art requirements needed to pursue the Teaching Credential offered by the State of California.
ARCHITECTURE/LANDSCAPE/INTERIORS

Architecture (buildings), landscape (spaces between buildings), and interiors (spaces within buildings) organize and shape the contexts for all our activities and relations. Students in this multidisciplinary program study all three of these spatial design fields within a single, integrated curriculum. At the core of the program are six comprehensive studio courses that address potentially real-world projects sited in Los Angeles and other cities. Support courses address the materials and methods of building, landscape, and interior construction; physical and digital communication skills and media; and the history and theories of spatial design. Each year, A/L/I seniors design and build a full-scale spatial environment in their final semester.

PROGRAM LEARNING OUTCOMES

Students in the Architecture/Landscape/Interiors department will acquire:

• produce three-dimensional spatial designs that address social, cultural, aesthetic, and utilitarian aspects of human occupation.

• associate and apply design history and theory to develop and critically assess design solutions.

• recognize and address human effects upon and sustainable use of the earth through designs for responsible architecture, landscapes, and interiors.

• produce three-dimensional spatial designs that effectively and creatively incorporate fundamental structural considerations, structural systems and materials, and non-structural (finish) materials.
• produce three-dimensional spatial designs that effectively and creatively incorporate principles of anthropometry, health, safety, and welfare.

• create, analyze, and evaluate both physical and digital sketches, diagrams, orthographic drawings (plans, sections, elevations, paraline drawings), renderings, presentation boards, multi-page monographs, and three-dimensional models.

• effectively compose and express ideas and information visually, verbally, and in writing.

• operate effectively within participatory and collaborative environments.

COMMUNICATION ARTS

ADVERTISING DESIGN GRAPHIC DESIGN ILLUSTRATION

Communication Arts offers a broad, cross-disciplinary learning experience for students majoring in Advertising Design, Graphic Design, and Illustration—all disciplines that focus on effective and arresting visual communication. Advertising majors delve deeply into all aspects of the advertising process, from research/strategy, creative brief development, and campaign development to teamwork and presentation. Graphic Design majors are challenged to research, develop, and refine projects that combine meaning with image-making and typographic form. Illustrators develop a strong personal style in their images and use their image-making skills to support the communication needs of a variety of clients in multiple contexts.

PROGRAM LEARNING OUTCOMES

Students in the Communication Arts Department will:

• Build fundamental theories, methodologies and competency in a broad range of media.
• Demonstrate communication skills such as: listening, writing, negotiating, critiquing, and presenting.

• Emphasize through practice, problem defining and problem solving.

• Apply risk taking in content, conceptual development, and formal outcomes.

• Learn best professional practices: time management, project planning, and collaboration.

• Develop as a "whole student," by engaging in cross-disciplinary studies and extra-curricular activity.

CREATIVE ACTION:
AN INTEGRATED LEARNING PROGRAM

Creative Action provides all BFA students with a series of collaborative experiences that extends beyond the boundaries of their own major, integrates disciplinary skills and knowledge, and is sited within a public context. Students work in interdisciplinary teams with a community organization, and focus on team building and research to address the needs of the communities and to implement real-world solutions when possible. The goal is to move beyond the traditional boundaries of the classroom and respond to community challenges using students’ diverse visions.

PROGRAM LEARNING OUTCOMES

Through collaborative projects, students will:

• Negotiate diverse public spheres.

• Work in interdisciplinary teams.

• Develop transdisciplinary problem solving skills.
• Conceptualize, analyze, and define issues and solutions.

• Plan and propose creative solutions for a specific context, informed by engagement with a community group.

DIGITAL MEDIA

ANIMATION GAME & ENTERTAINMENT DESIGN MOTION DESIGN

Students in Digital Media learn to communicate and tell stories through motion, art, and design for games, films, and Web. Areas of concentration include games, motion graphics, concept art, animation, modeling, and visual effects. Students learn real-world skills from leading designers, artists, and entrepreneurs. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual storytelling.

PROGRAM LEARNING OUTCOMES

Students in the Digital Media Department will:

• Identify and apply strategies to improve and succeed no matter what your initial skills are. (Skill and Technique)
• Solve problems and learn from creative risks by using people skills, design principles, and processes. (Creativity and Innovation)
• Build a strong foundation in all aspects of design and production for storytelling in motion. (Skill and Technique or Visual Literacy and Fluency)
• Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, and dance. (Critical Thinking)
• Develop your professional commitment to your field, your work, and yourselves; prepare to be members and leaders in your profession; and learn how to act both as individuals and as team members to support the whole. (Collaboration)
• 6. Learn to continually challenge yourselves, laugh often, and fully enjoy what you are doing.
• Value continuous learning, experimentation, and both professional and personal growth.
• Demonstrate an attitude of openness so that you seek new and unusual opportunities to learn and create.
• Orally express ideas in a coherent, logical and compelling way.

FASHION DESIGN

Innovation in fashion design results from a rigorous process of developing and editing ideas that address specific design challenges. Students in our program work alongside expert, professional faculty and guest mentors, who are current and visible designers, to become educated and practiced in all aspects of the design process. Throughout their experience, students produce original designs and develop collections for their portfolio. In their Junior and Senior year, students have the opportunity to work in teams to create unique designs under the guidance of mentors, emulating professional designers and following the industry’s seasonal schedule. Recent mentors for the Junior and Senior class have included Anthropologie, Urban Outfitters, Nike, Roxy, Todd Oldham, Halston, Trina Turk, Ruben & Isabel Toledo, and Bob Mackie. Junior and Senior designs are featured at the annual Scholarship Benefit and Fashion Show at the Beverly Hilton.

Fashion Design with an Emphasis in Costume Design

Students may choose to pursue an emphasis in Costume Design. With a focus on new directions in character development for film, television, live performance, concept art, and video, students emerge from the Costume Design Emphasis track as relevant, creative professionals prepared for the future direction of this exciting field. Using cutting-edge technology, students will create characters in 3-D animated costumes that move and react. Under the guidance of critically-acclaimed costume design professionals and leading costume houses, students will produce original designs and dynamic illustrations, combining traditional and digital methods, for their portfolios. Costume Design
mentors have included: Disney, Cirque du Soleil, Theadora Van Runkle, Betsy Heimann, Western Costume, Bill Travilla, and Bob Mackie.

**PROGRAM LEARNING OUTCOMES**

At the completion of the program, students in the Fashion Design Department will be able to:

• Adapt their artistic abilities to support their future design careers.

• Develop a systematic, critical approach to problem solving at all levels of the design process.

• Articulate design ideas verbally, visually, and digitally.

• Assess, propose, and apply various techniques related to drafting, draping, and constructing of garments.

• Relate the design process to the appropriate manufacturing process.

• Demonstrate professionalism by managing time to meet deadlines with quality work and effectively collaborating in teams.

• Research and relate fashion design to a broader socio economic, historical, and environmental context.

**FINE ARTS**

**PAINTING PHOTOGRAPHY SCULPTURE/NEW GENRES**

Contemporary artists use their talent, imagination, and skill to create works of art that add beauty and richness to the world. They produce work for a vast global network of museums, commercial art galleries, publicly funded arts organizations, and artist-run spaces. Taught by a faculty of active professional artists, students in Fine Arts delve into each
of the core disciplines—Painting, Sculpture/New Genres, and Photography—before selecting an area of emphasis.

**PROGRAM LEARNING OUTCOMES**

Students in the Fine Arts Department will:

- Develop the ability to formulate questions and ideas clearly and precisely based on relevant information and research and to come to well-reasoned conclusions and solutions.

- Develop the ability to consider alternative systems of thought that challenge received notions and social/cultural bias.

- Develop the ability to effectively express abstract concepts in concrete form.

- Develop the ability to skillfully create artistic form using techniques and methods appropriate to the intended result.

- Consider the role of art making in the larger social context.

- Understand that the meaning of a work of art is conditioned by the manner in which it is exhibited or otherwise presented and distributed. Students consider methods of presentation and distribution in innovative ways that respond to and potentially influence existing conditions in the field.

- Develop an awareness of current professional standards in their chosen media and in the larger field of contemporary art as well as the ability to effectively meet those standards. Recognizing that one aspect of being a professional artist is autonomy: Fine Arts students will develop artistic autonomy to identify and focus on their practice, act upon their ideas, and continue to learn over the length of their career.
INTERDISCIPLINARY STUDIES: MINOR PROGRAMS

Interdisciplinary Studies gives undergraduate students in select departments the opportunity to extend and complement their work in the major by pursuing a minor—a defined course sequence that explores a specific theme, topic, or discipline. Minors are optional, and most Interdisciplinary Studies students pursue only one minor, however, students may be approved to pursue two minors on a case-by-case basis.

PROGRAM LEARNING OUTCOMES

Students enrolled in Interdisciplinary Studies will:

• Develop an awareness of interdisciplinary opportunities in professional art and design practices.

• Increase their exposure to a broad range of skills, experiences, and knowledge.

• Develop an art/design practice that is grounded in two or more disciplines, by pursuing a minor that complements studies in the major.

PRODUCT DESIGN

The Product Design program trains multidisciplinary designers to use their creativity, design thinking, and design process to bring new ideas, products, and value to companies, communities, and people. Educators and industry professionals experienced in a wide range of areas guide students in developing their creative process, researching user
experience, and applying diverse 2-D and 3-D design skills to create well-conceived and executed objects, products, and systems that service a human need. The program emphasis is on creativity, exploration, design thinking, solution finding, personal expression, aesthetics, craftsmanship, and entrepreneurship in the creation of lifestyle products and packaging for the global consumer market. Students majoring in Product Design learn a wide range of artisan-based hand skills and processes using soft and hard materials, digital design skills in 2-D graphics and 3-D modeling for rapid prototyping. Through hands-on mentor guided studio projects and professional internship experiences, students develop projects from concept to the completion of prototypes and how to apply business skills and entrepreneurial practices to drive innovation to market. The program assists each student in developing personal career pathways to success.

PROGRAM LEARNING OUTCOMES

Students in the Product Design Department will gain:

• Understanding of the Product Design and Development Process, and using it as a means for design thinking and project management.

• Proficiency in research and analysis methodologies as it pertains to the product design process, meaning, and user experience.

• Ability to apply creative process techniques in synthesizing information, problem-solving and critical thinking.

• Ability to demonstrate drawing and drafting principles to convey concepts.

• Computer proficiency in 2-D graphic and -3D computer-aided design programs.

• Proficiency in basic fabrication methods in hard goods and soft goods to build prototype models.

• Basic understanding of engineering, mechanical, and technical
principles.

- Basic understanding of materials, including sustainable materials and manufacturing processes.

- Proficiency in effective verbal, written and presentation communication skills.

- Proficiency in strategic thinking, thought leadership, business and entrepreneurial practices, professionalism, and ethics.

**TOY DESIGN**

Toys are an important part of our history and culture. Not only is imaginative play fun but as psychologists have shown, it’s also crucial for the development of such high-level skills as decision making, socialization, and creativity. Majors focus on the essential categories of action figures, games, plush, dolls, preschool toys, and toy vehicles. Students begin by learning analog skills in conceptual drawing, sculpting, and prototyping, and progress into digital illustration and graphic representation, model making, and rapid prototyping. Faculty and guest mentors are toy and entertainment design professionals. Summer internships allow majors industry experience at companies including Mattel, Hasbro, Bandai, Disney, DreamWorks, and many more.

**PROGRAM LEARNING OUTCOMES:**

Students in the Toy Design Department will:

- Develop their individual expression and an entrepreneurial attitude, which results in unique, creative, innovative concepts and designs.

- Gain industry knowledge by learning the key areas of design and different categories recognized within the industry.

- Learn the necessary technical design skills used in the industry, including concepting, drawing, model-making, and computer skills.
• Build mentoring relationships with guidance by professionals through corporate sponsorships, industry critiques, and internship programs.

• Learn to design with intent by understanding a designer’s role as it relates to marketing and engineering.

• Develop their professionalism by practicing strong work ethics, as well as effective communication and presentation skills.