University of North Dakota
Department of Art & Design

Student Handbook

An Academic Catalog Companion

Bachelor of Fine Arts (BFA) in Graphic Design

UPDATED 8/16/2022

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Introduction

This handbook is intended to help students understand the purpose, application process, and program requirements for the Bachelor of Fine Arts (BFA) in Graphic Design Degree Program. The content of this handbook augments program material found within the University Academic Catalog and information you received from Advisors. This handbook is not intended to replace regular meetings with Advisors. Students are encourage to maintain regular contact with their Advisors throughout the duration of their academic career.

The Department of Art & Design's undergraduate BFA in Graphic Design provides quality educational experiences to students that and promotes critical thinking and creative visual skills based upon historical and contemporary trends and theories, and technical fields of graphic design. Graphic design encompasses graphic design created with new media technologies, including computer animation, interactive art, digital art, computer graphics, and information art. The BFA in Graphic Design Program is an intensive concentration in graphic design, preparing students to engage in a dialogue that critically examines the larger culture of which graphic design and new media plays an integral role.

All art or design majors begin in the Bachelor of Art in Visual Art (BA) Degree Program. It is only through a formal application process that entrance into a BFA in Graphic Design Degree Program is gained. Depending upon their career goals a BA Degree may be appropriate for a student; in other cases, a BFA Degree may be a better option.

The American Institute of Graphic Arts (AIGA) and National Association of Schools of Arts and Design (NASAD) define graphic design as the profession that plans and executes the design of visual communication according to the needs of audiences and the context for which communication is intended. Graphic designers work in advertising agencies, publishing companies, in-house desin/media departments, interactive media firms, information design, museums, environmental design firms, public relations firms, university presses, film and video industries, non-profit organizations, television stations, hospitals, cultural centers, digital/web design firms, retail stores and manufacturers. They work as freelance designers, packaging designers, illustrators, multimedia designers, typographers, environmental designers, exhibition designers, website designers, art directors and creative directors

The BFA in Graphic Design Degree is a professional undergraduate program; and is an appropriate choice for those who intend to work as a professional graphic designer. After reading this booklet students are encouraged to meet with their Faculty Advisor to discuss their career goals.

Mission Statement

The mission of BFA Degree in Graphic Design was developed with the following objectives in mind: to adequately prepare students for professional practice in graphic design; to provide training in digtal media that are utilized in the graphioc design field; to prepare graphic design students to think creatively through the use of up-to-date digital media as primary tools of artistic expression; to provide an in-depth visual arts background in conjunction with training in graphic design; and to instill in students the concept of "the artist as designer."

The BFA in Graphic Design Degree Program guide students to think as visual artists as they explore and develop mediated images in creative, ethical, and diverse ways. We encourage students to think about ethics as well as aesthetics and technical training and to recognize a professional responsibility in those areas of society where graphic designers and artists hold conspicuous influence.

Graphic Design students are taught to use ethical frameworks when creating, producing or disseminating images. The program's curriculum encourages discussion of the work of women and minority designers, using international and intercultural examples and class/client projects often are for non-profit organizations.

Graduates of the program are prepared for advanced studies in graduate programs in graphic design to enter the field of graphic design. These goals are accomplished through a curriculum that includes hands-on experiences and academic seminars as a vehicle for the investigation of graphic design.

Long-range Intended Outcomes for the BFA in Graphic Design Degree Program

The BFA in Graphic Design is a professional program that prepares students to be both appreciators and practitioners in the field of graphic design.

All aspect of the program contributes to prepare students to produce a refined cohesive body of art and design works that expresses a personal creative voice as the culmination of their studies. Upon completion of this degree program, students will posses a marked level and refinement of technical skills; a developed vocabulary of art and design terms and an elevated understanding of historical trends and theories in the field of graphic design. This knowledge serves as the platform for developing the formal and conceptual bases for a body of art and design works presented in a the professional exhibition. The students will posses the ability to communicate this acquired knowledge through written research papers, artists statement, and as articulated in oral critiques.

Students are informed of the programs' goals and objectives through the institutional academic catalog, course syllabi, individual mentoring/advising by faculty, the Departmental Assessment of Student Learning Plan, and additional written departmental guidelines (such as this handbook) and professional development workshops.

BFA in Graphic Design Program Description

The Bachelor of Fine Arts in Graphic Design Degree Program is offered to students with marked abilities who desire an intensive undergraduate concentration in graphic design, in preparation for a career in field. Candidates accepted for the program will be expected to maintain a high standard of excellence, demonstrate significant artistic growth, and a 3.00 grade point average in all art courses.

Candidates seeking admission to the BFA program must submit an application to the chairperson who will then schedule a portfolio presentation and personal interview for the candidate with a committee consisting of three departmental faculty members.

Before advancement to upper-division status, all BFA candidates must participate in review and evaluation by the departmental faculty.

The curriculum combines an intense focus in graphic design with studies in areas such as: Ceramics, Drawing, Jewelry & Metalsmithing, Painting, Photography, Printmaking, Sculpture.

All BFA in Graphic Design majors are required to mount an exhibition of their work.

Admission into the BFA in Graphic Design Degree Program

All students who have formally declared their major in visual arts begin coursework in the BA Program. It is only through a formal application process within the Art Department that students gain entry into the BFA in Graphic Design Degree Program.

Advising

In matters concerning credit hours, graduation status and Campus Connection, students are advised by their University appointed Academic Advisor.

Regarding issues concerning BFA Application, BFA Reviews, the BFA Exhibition and other program requirements, student's are advised by their Faculty Advisor. A BFA student's Faculty Advisor is the Faculty member in their degree program or Area of Emphasis.

Note: BFA students should meet often with their advisors as the move toward graduation, and especially work closely with their Faculty Advisors in completing the BFA Requirements.

Department of Art & Design Faculty & Staff

Department of Art & Design Faculty & Staff contact information.

Tips for Success

While most of these tips focus on academic course work, many will be useful as you begin a career in art or design after graduation.

- o **Plan your academic career.** While your Advisors can help you plan your academic career, you are ultimately responsible for your education. Keep track of degree requirements, deadlines, etc.

  While the degree programs in Art & Design allow for some flexibility in the order in which courses are taken, try to complete the Core and Additional Supportive course requirements before enrolling in other classes.

- o **Budget your time and money.** While exciting, college life can also be hectic and demand a lot of time and attention. Standards are higher in college and you may need to spend additional time with coursework. Always meet your assignment deadlines.

  Always include money for art supplies in your budget. If you cannot afford the essentials, it will be difficult to meet the requirements of your studio courses and in preparation for your BFA Exhibition.

- o **Plan ahead!** You may need to use the facilities or studios at odd hours. Be aware of official building hours and/or access to studios. Anticipate transporting your artwork in bad weather. Have protection for your artwork so it will arrive in acceptable condition.

- o **Get to know your instructors and fellow students.** They can be great sources of information and support. Join in discussions and don't be embarrassed to ask questions.

- o **Know what is happening in the art or design world at-large.** Read or peruse art or design-related websites and magazines to keep apprised of developments in your field. Attend art openings at the Myers Art Gallery, as well as art galleries and museums in your community.

- o **Take good notes!** Pay attention during lectures and to information about assignments.

- o **Arrive at class on time.** Establish good work habits and professional attitudes early. Chronic tardiness or absenteeism demonstrates a lack of discipline and professional standards.

- o **Do not take an instructor's unfavorable critique of your work as a personal attack.** On critique days, leave your ego at the door. If your work meets with an unfavorable review, and you feel the instructor's reasons are unclear, seek clarification so that you may learn from them.

  By the same token, when your instructor asks you to critique fellow students' work, be objective and honest. Base your comments on sound design and artistic principles as they may apply to that particular course and assignment. Critiques are about helping each other learn.

- o **Make the best work you can!** Grades are important, but they are not the only things that a future employer, art gallery, or a graduate school application committee considers important. The quality of your portfolio can be an important factor in pursuing career choices.

  Work toward building a portfolio that exhibits your creative skills and professionalism. Save your assignments, especially your successful ones! You will need them for your Annual Review, BFA Exhibition, Scholarship Applications, and Exhibition opportunities.

BFA in Graphic Design Program Overview & Requirements

Bachelor of Fine Arts (BFA) in Graphic Design

BFA in Graphic Design Program Overview

Required 120 credits (36 of which must be numbered 300 or above, and 30 of which must be from UND) including:

I. Essential Studies and Capstone Requirements (see University ES listing).
II. The following curriculum of 69 major credits:

All BFA degree majors have a minimum requirement of 69 credit in Art, Art History or Graphic Design courses in conjunction with other program requirements as follows:

Core Requirements (15 credits)	15
ART 112 Two & Three Dimensional Design (3 credits) ART 115 First Year Seminar (3 credits) ART 210 History of Art I (3 credits) ART 211 History of Art II (3 credits) ART 272 Digital Foundations (3 credits)	
Additional supportive courses (12 credits)	12
200-level two-dimensional studio art courses (6 credits) 200-level three-dimensional studio art courses (6 credits)	
Studies in Art History (6 credits)	6
300/400-level art history courses (6 credits)	
Studies in Graphic Design (24 credits)	24
200-level studio art courses (3 credits) 300/400-level studio art courses (21 credits)	
Art & Design Electives (12 credits)	18
300/400-level two-dimensional studio art course outside of emphasis area (3 credits) 300/400-level three-dimensional studio art course outside of emphasis area (3 credits) 300/400-level art history, graphic design or studio art courses (6 credits)	
Total Credits	69

BFA Program Requirements	
BFA Application	All BFA majors must apply and be accepted into their respective programs.
BFA Review	Upon acceptance into the Program, all BFA majors must advance through at least one annual review.
BFA Exhibition	BFA majors mount an Exhibition of art or design work that reflects concentrated study in a degree program or an Area of Emphasis and is a culmination of their undergraduate studies.

Four-Year Plans

Bachelor of Arts (BA VA)
Bachelor of Fine Arts in Graphic Design (BFA GD)

BFA Program Requirements

Before mounting their BFA Exhibition and eventually earning a degree, all BFA majors must apply and be accepted into their respective programs as well as pass one annual review.

Application to the BFA in Graphic Design Degree Program or scheduling an Annual Review can be done at any time during the academic year. However, students are encouraged to apply during the Annual Review Period announced and held during Spring Semester.

Applications and Annual Reviews require the presentation of art and design work to a committee of Department of Art & Design faculty. Pieces does not have to be matted or framed, nor formally displayed. Simply laying out the work in manner that allows for appropriate viewing is sufficient.

Note: *Actual art or design work is preferred. However, alternative documentation of artwork, such as photography or digital images, can be presented with prior approval by their Faculty Advisor.*

Remote Reviews

If a Review needs to be done via Zoom Conferencing, the Meeting ID number will be distributed by the Application Review Committee to all parties at least one week prior to the scheduled Review date/time.

When presenting via Zoom, work can be shared through a PowerPoint slide show (not individual jpeg images). Make sure the photographic documentation of the work is of the highest quality possible so

that the work is clearly seen and understood; include detail photos if necessary. The slide show can include titles, dates, medium and dimensions but is not required.

Note: PowerPoint is free to all UND students and can be accessed through your UND/NDUS account via Microsoft Outlook.

BFA Application

Entrance into the BFA in Graphic Design Degree Program is gained through a formal application process that entails presenting a portfolio of artwork to an Application Review Committee made up of Department of Art & Design faculty during an Application Review.

Students seeking to apply to a BFA Program should do so upon completing 45 credits of art and design classes. It is strongly recommended that at least 6 to 9 of those credits be in the student's Area of Emphasis.

Note: Students should thoroughly review the information in this handbook, the UND Academic Catalog, and seek advice from their Faculty Advisor in preparation for the application process.

BFA Application Procedure

In advance of the application review, students submit a completed BFA Application Form to the Department Art & Design Chair. Thereafter, applicants will be notified by email with the date/time and place of their BFA Application Review.

Preparing for a BFA Application Review

o *Submit an Application:* Complete a BFA Application Form then submit it along with the required attachments.

o *Compile a Portfolio:* Students present 15-20 pieces of art or design work they've completed through coursework at UND to present at the review. This portfolio can include work from all their visual arts classes, but the majority of the work should be from the degree program and/or emphasis area for which you are seeking entry.

Being Admitted

The Application Review Committee will be looking for a degree of technical proficiency and evidence of conceptual development demonstrated through the art or design work, written application form, and oral expression during the review. They will also be looking for evidence of professional preparation for the application process. This includes the completion of all materials prior to the scheduled Application Review; thoughtful response to the questions on the application form; an organized portfolio; and punctuality.

Students not admitted to the BFA in Graphic Design Degree Program can re-apply at a later date. In their decision, the Application Review Committee will provide feedback and suggestions for improvement.

It is recommended that students complete at least one full semester before re-applying to the Program. Students never admitted to the BFA in Graphic Design Degree Program can continue to follow the program requirements in the BA in Visual Arts Degree Program.

BFA Reviews

Upon acceptance into the Program, students must advance through at least one annual review. The BFA Annual Review process entails completing an application form then presenting a portfolio of artwork to a Review Committee made up of Department of Art & Design faculty.

During the Annual Review, students will be expected to discuss their goals, progress, and art or design work using appropriate terminology. They should expect questions and comments from the Review Committee. Answers to questions should reflect their ability to understand concepts that underscore their learning and experiences.

Annual Reviews are a program requirement for those admitted to the BFA Program. Annual Reviews cannot be completed in the student's final semester. Students who do not complete this requirement will be placed on probation status and/or may not be allowed to continue in the BFA Program until the admission/readmission process is completed.

Note: Students should consult their Faculty Advisor about preparing for an Annual Review.

BFA Review Procedure

In advance of the application review, students submit a completed BFA Annual Review Form to the Department Art & Design Chair. Thereafter, applicants will be notified by email with the date/time and place of their BFA Application Review.

Preparing for a BFA Application Review

- *Submit a Review Form:* Complete a [BFA Review Form](#) then submit it along with the required attachments to the Department of Art & Design Chair.

- *Compile a Portfolio:* Students present 10-15 pieces of artwork they've completed in their visual art classes at UND within the last year. The portfolio can include both 2-D and 3-D artwork. The majority of the work should be from the student's degree program or Area of Emphasis.

Continuing in the Program

The Annual Review serves to monitor students' technical and conceptual progress, but more than that, the Annual Review can be an opportunity for you to discuss future projects, program requirements, and receive advice about preparing for the BFA Exhibition. It is a time for students to get feedback about their work, progress, and other professional advice outside the classroom.

Students not meeting expectations will be placed on probation and may apply for readmission at the completion of a full semester after the Review. Readmission is contingent upon faculty evaluation.

Note: The Annual Review Form with faculty decisions and comments becomes part of every student's official file. Students may request a copy of the proceedings of their Review at any time by contacting the Department of Art & Design's Administrative Assistant.

BFA Exhibition

The BFA in Graphic Design Exhibition is to be a cohesive body of art and design work that reflects concentrated study in a degree program or an Area of Emphasis and is a culmination of students' undergraduate studies in art & design.

While creating the art or design work and preparing for the BFA Exhibition, students should discuss the various requirements of the Exhibition with their Faculty Advisor.

Note: *All art or design work, exhibition announcement, and exhibition information (poster, artist/designer statement and labels) must be approved by the student's Faculty Advisor prior to the exhibition.*

BFA Exhibition Requirements

- *Work:* Completed art or design work that reflects concentrated study in the degree program or an Area of Emphasis.
- *Mount an Exhibition:* Preparation and installation of art or design work in a gallery exhibition.
- *Preparation of the following exhibition information, and material:*
    - Artist/Designer statement
    - Exhibition announcement card
    - Exhibition poster
    - Informational text panels (i.e., wall labels etc.)
- *Artist/Designer Reception:* Hosting an exhibition artist/designer reception.

Following the BFA Exhibition Timeline will help ensure students meet the requirements in a timely and professional manner.

BFA Exhibition FAQ

For all information regarding the BFA Exhibition and it's requirements, consult the BFA Exhibition Timeline, Templates, & Gallery Floorplan section of the Handbook.

About the Exhibition

Where are the BFA Exhibitions held?

BFA Exhibitions are held in the Colonel Eugene E. Myers Art Gallery, Department of Art & Design, Hughes Fine Arts Center.

Note: Students have the option to present their BFA Exhibition in an alternate venue but it must be approved by their Faculty Advisor. The venue must be in Grand Forks and appropriate for the work exhibited. If an alternative venue is chosen and approved, the student is responsible for contacting and arranging the exhibition with the owner/manager of the space.

Are BFA Exhibitions solo, two-person, or group shows? How long are they on display?

BFA Exhibitions are usually on display for 4 days (M through TH).

With rare exception, the BFA in Visual Art Exhibition is not a solo show. Two person or group exhibitions are necessary to accommodate all the shows scheduled during the academic year. The Exhibition Coordinator arranges the scheduling of exhibitions.

What art or design work should be included in a BFA Exhibition? How many pieces?

The BFA Exhibition should include work produced in upper division courses and reflect concentrated study in a degree program or Area of Emphasis. The Exhibition is not intended to showcase all the art or design work produced over the course of the student's undergraduate academic career. Instead, the BFA Exhibition is a cohesive body of work united by a focused theme or concept.

The amount of work needed for the Exhibition will vary depending upon the size, scope, and nature of the student's work. Students should produce enough work to comfortably fill the gallery space without crowding individual works. For example, if one makes large paintings, four or five might adequately fill the gallery. If one makes small scale sculpture, more work might be needed or more consideration might give to be given to how the work is arranged.

What costs are associated with the BFA Exhibition?

The costs associated with the professional presentation of art or design work are above and beyond the cost of producing the actual work. This can include, but is not limited to, matting and framing materials, custom pedestals, the exhibition announcement, and refreshments for the artist's reception. Therefore, the costs related to the Exhibition will differ amongst students.

Note: All costs associated with mounting the BFA Exhibition, including the Artist/Designer Reception, are the student's responsibility and they should plan accordingly.

Can the work in the Exhibition be available for sale?

The work in the BFA Exhibition can be for sale. Students interested in pricing their artworks for the Exhibition should discuss pricing with their Faculty Advisor. Students are responsible for all aspects of sales and delivery as

the Myers Art Gallery does not act as a gallery agent, nor does the Myers Art Gallery take a commission on the sale of artwork.

About Installing the BFA Exhibition

What does it mean to install an exhibition?

Installing an exhibition means arranging and hanging art or design pieces for presentation in a gallery or exhibition space. For most students this will be the first time they have installed an exhibition. As such, many things need to be considered, for example, lighting, placement of artwork, location of title cards and text panels, etc.

Note: It is important that students work closely with their Faculty Advisor to ensure that their exhibition is presented in a professional manner. The actual installation of the exhibition is the student's responsibility. The Exhibition Coordinator and Myers Gallery Staff are available for consultation and help in mounting the exhibition.

When should the BFA Exhibit be installed and when must the work be removed from the gallery?

Installation of exhibitions generally occurs between 12:00pm – 5:00pm the Friday before the show opens.

Usually, exhibitions open on Mondays at 9:00am and close at 5:00pm on the following Thursdays. Artwork is to be removed from the Myers Art Gallery between 8:00am-11:00am Friday morning.

Note: Students will need to maintain contact with the Exhibition Coordinator to obtain access to the Myers Art Gallery.

About Preparing for the Exhibition

How should work be presented in the Exhibition?

Art and design work for the BFA Exhibition should be a professional and appropriate presentation of individual works of art. Appropriate installation of artworks in the gallery would be paintings that are wired to be easily hanged; other two-dimensional works such as photos, prints, and drawings framed; and three-dimensional works like ceramics, sculpture and jewelry with the appropriate mounts and pedestals.

Where can work be matted and frame? Are pedestals available to display artwork?

Depending upon the type or size of frame, framing can be done in the Matting Room or in the Woodshop (Rm. 137). Students can matte artworks in the Matting Room (Rm 125 HFAC). Consult the Department Office (Rm 127) regarding access to this room. Students not yet properly trained in the safe use the equipment in the Matting Room or the Woodshop should contact the Exhibition Coordinator or their Faculty Advisor for assistance.

Students can contact the Exhibitions Coordinator or their Faculty Advisor regarding pedestals and other display hardware.

Who prepares the poster and text panels for the Exhibition?

All BFA majors are required to design and produce their own exhibition announcement cards, posters and text panels. The Exhibitions Coordinator and Myers Art Gallery Staff will help with preparing the exhibition materials such as the poster and informational text panels (i.e., title cards) for the Exhibition.

What is an Artist/Designer Statement?

In general, an artist/designer statement is a concise written summary of the conceptual basis for the art or design work in the exhibition. This statement is posted in the gallery along with the artwork. There are various approaches to writing an artist's/designer's statement, however, the content of the statement should be original material prepared by the student.

Refer to the Artist/Designer Statement Guide section of the Handbook for help in writing a statement.

What is the Exhibition Announcement and where can they be printed?

The Exhibition Announcement is a card with an image of art or design work on one side; and on the other side, information regarding the exhibition like title, name of artist, location of the exhibition, date/duration of the exhibition, etc. For students having a two-person or group exhibition, the Exhibition Announcement can be produced jointly. However, if each person wants to produce their own Exhibition Announcement, they can do so.

Exhibition Announcements can be designed and printed through the UND Print Center. An Internet search will quickly reveal numerous companies specializing in printing the type of cards needed for the Announcement. Regardless of where they are printed, the Exhibition Announcements should be of professional quality.

About The BFA Exhibition Artist's Reception

What is the Artist/Designer Reception, and how long should it last?

The BFA Exhibition Artist/Designer Reception is a social gathering that serves to introduce the student artist to the general public, members of the professional art world and patrons of the arts.

Generally, a Reception lasts two hours. It is required for the artist or designer to be present for the duration of the Reception as posted on the exhibition announcement.

For more information regarding the Artist's Reception and other requirements of the BFA Exhibition, consult the BFA Exhibition Timeline, Templates, & Gallery Floorplan section of the Handbook.

BFA Exhibition Timeline, Templates & Gallery Floorplan

Bachelor of Fine Arts (BFA) in Graphic Design

University of North Dakota
Department of Art & Design

BFA Exhibition Timeline

All art or design work, exhibition announcement, and exhibition information (poster, artist/designer statement, and text panels/wall labels) must be approved by the student's Faculty Advisor prior to the exhibition.

Semester Before the Exhibition

Plan and Schedule Exhibition
Begin working with the Faculty Advisor to develop an artist/designer statement and a plan for the work to be included in the exhibition.

Contact Exhibition Coordinator Wes Rabey and schedule the exhibition in the Colonel Eugene E. Myers Art Gallery.

Three Months Before the Exhibition

Prepare Work for Exhibition
Begin to prepare art or design work for exhibition i.e., wiring, framing, inquiring about pedestals, etc.

One Month Before the Exhibition

Exhibition Announcement Cards
Work with the Faculty Advisor to start the design and production process for the Exhibition Announcement. Email an image of both sides of the card to the Faculty Advisor for approval prior to printing. Once approved, proceed to printing.

Two Weeks Prior to Opening

Deliver Announcement Cards
Deliver the exhibition announcements to the Department of Art & Design Office.

Exhibition Approval Form
Via DocuSign, submit an [Exhibition Approval Form](#) along with the exhibition information (artist/designer statement, poster image, and text panels/wall labels) to the Faculty Advisor for approval.

One Week Prior to Exhibition

Installation
With all exhibition materials printed and mounted, discuss the installation of the exhibition with the Faculty Advisor and the Exhibition Coordinator. The installation is scheduled on the Friday before the opening, from 12:00 noon to 5:00 pm.

Plan Artist/Designer Reception
Consult the Exhibition Coordinator regarding preparation and accommodations for the Reception. Plan purchase of food and supplies for Reception.

On the day of the Reception, set-up the refreshment table(s) one hour prior to the scheduled event.

Close of Exhibition

De-Installation
At the close of the exhibition remove the work. Remove the exhibition from the Colonel Eugene E. Myers Art Gallery on the Friday of the exhibition week from 8:00 am to 12:00 noon. In the event of a holiday, make other arrangements with the Exhibition Coordinator in advance.

Artist/Designer Reception

The BFA Exhibition Artist/Designer Reception is a social gathering that serves to introduce the student artist or designer to the general public, members of the professional art/design world, and patrons of the arts. The event offers an opportunity for guests to view the exhibition with the artist/designer present; to ask the artist/designer questions about their work; and in general, to celebrate the accomplishments of the artist or designer. The Artist/Designer Reception is a common practice within the profession and this program requirement provides a learning experience in organizing and hosting such an event.

All BFA majors host an Artist/Designer Reception in conjunction with their BFA Exhibition. It can be scheduled for the opening or closing of the Exhibit. BFA Candidates are responsible for all the costs, as well as all set-up and clean-up, related to the reception.

Refreshments at the Reception usually include a drink (punch, soda, water, coffee, etc.) and some type of finger food (cheese, crackers, vegetables and dip, cookies, etc.). Students should plan on providing enough food and beverage to last the duration of the reception. *Alcohol is not permitted.*

Refreshments can be simple or elaborate—but always presented professionally in appearance. They can be staged in the area just outside the Colonel Eugene E. Myers Art Gallery for the Reception. Space to prepare refreshments, along with some service wear, can be found in Room 123 of the Department of Art & Design. Students will need to provide cups, plates, napkins, utensils, etc. Consult the Exhibition Coordinator regarding refreshment tables for the Reception.

Note: *Consult the Exhibition Coordinator regarding preparation and accommodations for the Reception.*

BFA Exhibition Templates

The Department of Art & Design requires all BFA majors to design and produce their own exhibition announcement cards, posters and text panels.

Announcements, posters and text panels can be designed and printed through a variety of means. Consult the Exhibition Coordinator regarding the preparation of these materials for the exhibition.

Students are responsible for all costs associated with designing and printing the materials for their Exhibitions.

Announcement Card Guidelines & Template

The design process for the exhibition announcement postcard should be started **at least one month** before the opening of the exhibition.

Exhibition Announcements can be designed and printed through the UND Print Center. An Internet search will quickly reveal numerous companies specializing in printing the type of cards needed for the Announcement. Students may print their own Exhibition Announcements. However, when designing the announcement, it must comply with U.S. Postal size regulations and Departmental formatting and information guidelines. Regardless of where they are printed, the Exhibition Announcements should be of professional quality.

Two-person or group exhibition announcements can be done jointly if all parties agree.

The Department of Art & Design requires 350 exhibition announcements. In order to accommodate the Department's mailing list please divide the announcements up into piles of 30, 120, and 200. Students may include 50 additional exhibition announcements at no additional cost, but these must be addressed, separated and ready for mailing.

Deliver the printed and divided exhibition announcement postcards to the Department of Art & Design Office at least **two weeks prior** to the exhibition opening.

Customarily, the front of the announcement card displays an image of a work from the exhibition. The following is a template for the information that must be printed on the back:
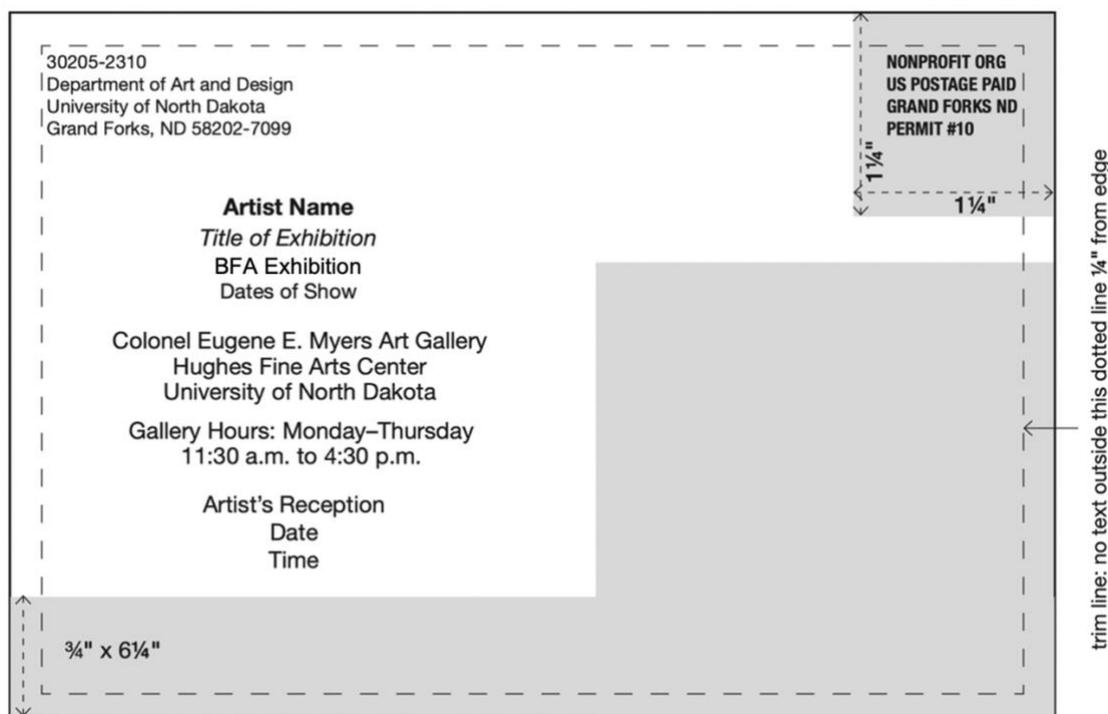
- 4 ½" x 6" Postcard
- Non-glossy paper on backside of postcard
- No text or markings of any kind in the grey areas (postal use only)
- Add the information specific to the exhibition; do NOT alter the other information:

  - **Artist Name** (in bold)
  - *Title of Exhibition* (in italic, not quotation marks)
  - BFA Exhibition
  - Dates of Show: Do NOT include Friday (Fridays are reserved for installation and take down)
  - Date format for Artist's Reception: Weekday, Month, Year (e.g., Monday, January 19, 2021)
  - Time format for Artist's Reception: 4:30 p.m. to 6:30 p.m. (**Note:** this is the preferred time)

Poster Guidelines & Template

The exhibition poster is displayed in a case just outside the Colonel Eugene E. Myers Art Gallery in the UND Department of Art & Design:
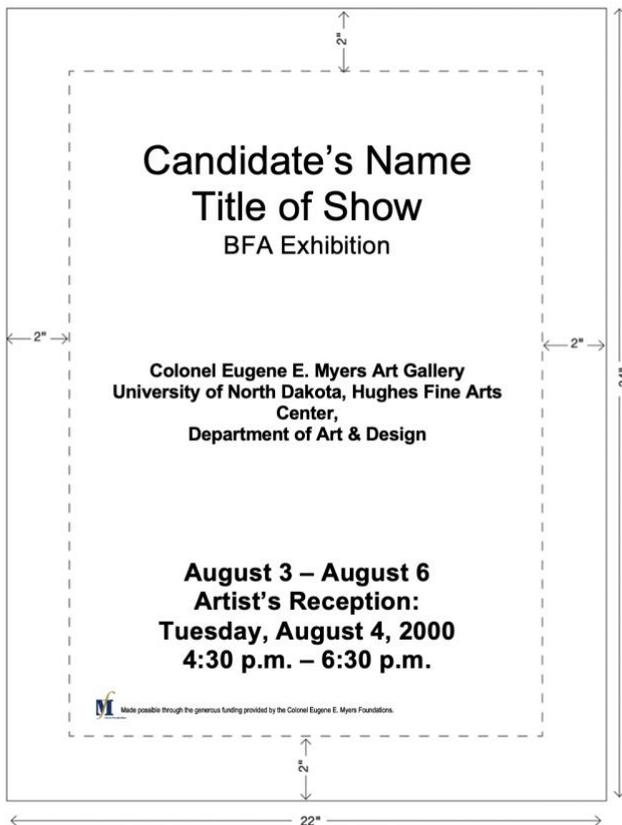
o   Poster Size: 22"W x 34"H at 300 dpi with 2" margin on all sides
    Note: All poster images and text must fall within the margins.

o   While students design their own posters, the following information <u>must</u> be provided (there will be one poster for each show containing student's information):

   - Candidate's Name
   - Title of show
   - BFA Exhibition
   - Date of Exhibition (with no year listed)
   - Date of reception (including the year)
   - Time of the reception (including a.m. or p.m.)

o   The following information also must be included:

   Colonel Eugene E. Myers Art Gallery
   University of North Dakota, Hughes Fine Arts Center,
   Department of Art & Design

   - Myers Foundation Stamp (fully visible within margins at lower left of poster)
     Note: Contact Administrative Assistant Kris Meisel regarding access to the Myers Foundation Stamp.

Text Panel Guidelines & Templates

Students will produce text panels for their BFA Exhibitions: an artist's statement panel and informational wall labels for individual artworks. It is important that these text panels all be in either Arial or Helvetica font; are professional in appearance; and are well-crafted.

The Department's graphic design team will create and print your labels. You will need to mount them on mat board and cut them before the installation. Use spay adhesive to adhere them to the mat board. If you use spray adhesive in the Hughes Fine Art Center, use the spray booth in room 119.

One sheet of white Foam Core (approximately 20'' x 30''; ¼" or 1/8" thick) should be enough to construct all the text panels for the exhibition.

Informational Wall Labels

Below is template and basic order of information for an individual artworks wall label:

- o No smaller than a 2" x 4" overall dimension (dimensions may be expanded depending on length or amount of information)
- o Font size can vary from 12-16 pt. font
- o Information left-justified within the overall label dimensions with top and bottom margins as equal as possible
- o The artworks information:

    - Name
    - *Title*, Date (*Title* of the work in italics)
    - Medium/materials (for audio/video works include duration: 00:00:00 - hours, minutes, seconds)

Note: Generally, the "sale price" of an artwork is not included on the wall label. A separate "Sale Price List" can be made available in the gallery by the Candidate if they so choose.

Artist/Designer Statement Panel

The Artist/Designer Statement should be at least 200-300 words and no more than one page in length.

Consult the Artist/Designer Statement Guide in the Handbook for pointers on writing the Statement.

Note: Students are to work with, and receive approval from, their Faculty before posting the final draft of their Artist/Designer statement in the gallery. Statements must be submitted to the Exhibition Coordinator __one week__ prior to the opening date of your exhibition.
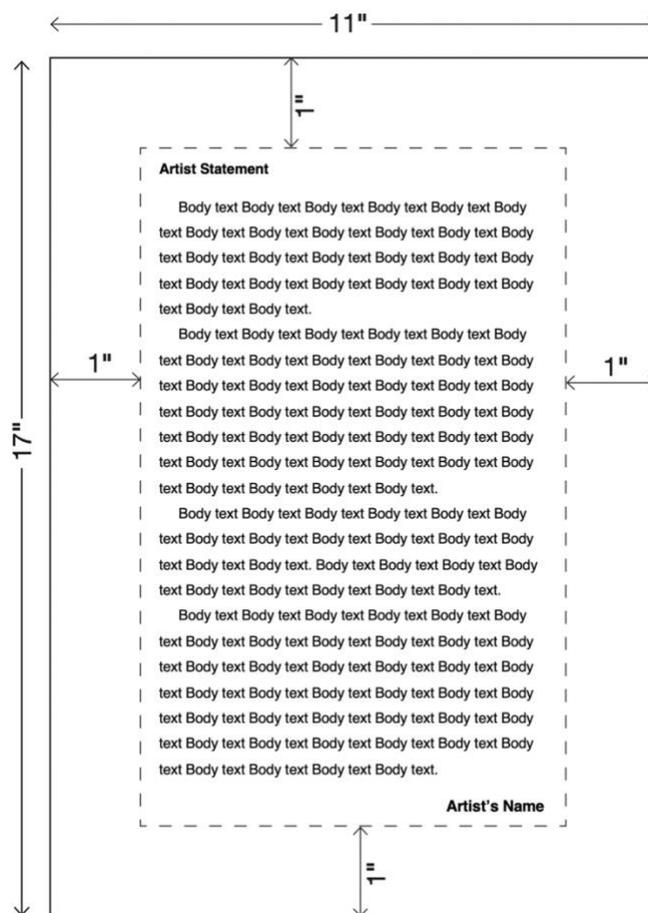
- o 11" X 17" page size with one-inch margins on all sides
- o Artist's Statement headline: upper left; 20-22 pt. font in **bold** type
- o Body text: 20-22 pt. font with 1.5 line spacing
- o Artist's Name: bottom right; 26-28 pt. font in **bold** type
- o Align text left-justified

Suggested Text Panel Construction

Print information on white paper (FYI - multiple panels or labels can be printed on one sheet). Using spray adhesive, affix the sheet of paper to white Foam Core Board. Using a Mat Board Cutter or utility knife and

metal ruler cut individual text panels and labels. In the Department of Art & Design there is a spray booth for spraying adhesive in Room 119; and a Mat Board Cutter in the Matting and Framing Room in Room 125.

Text Panel Placement

Each text panel (i.e., wall label and artist statement) should be mounted in the fashion described above then adhered to the gallery wall using "mounting putty" available in the gallery or at office supply stores.

While text panels like the artist statement should be displayed on a wall close to the gallery entrance; all wall labels should be placed at the same height around the gallery walls. Some galleries/museums use a "standard" height placement of 48" above the floor:

- o *Placement of labels for two-dimensional artwork*: most professional galleries/museums place informational labels to the lower right of the artwork, about 8" from the edge of artwork.

- o *Placement of labels for three-dimensional artwork*: On the wall in the nearest location to the artwork (generally, it is not recommended to place labels on bases or pedestals).

  Note: *If the entire exhibition is 3D work, an information list can be mounted to the wall that includes all the basic information for each work. The list can be numbered, and then a small number can be placed on the base of the corresponding artwork.*

Sale Price List (optional)

A price list is usually available (with other exhibition information like the announcement cards) at the attendance desk or on a pedestal in the gallery. Below is an example:

Candidate Name
Title of Show
MFA Thesis Exhibition

Price List

Title, Date Medium Dimensions	$375.00
Title, Date Medium Dimensions	$175.00
Title, Date Medium Dimensions	$750.00
Title, Date Medium Dimensions	$450.00
Title, Date Medium Dimensions	$450.00
Title, Date Medium Dimensions	$750.00
Title, Date Medium Dimensions	$175.00
Title, Date Medium Dimensions	$375.00
Title, Date Medium Dimensions	$200.00

- o 8 ½ x 11" sheet of paper
- o Font size: 12-14 pt. font
- o Candidate's Name, *Title of Show* (in italics) and MFA Thesis Exhibition at headline
- o Price format: dollars and cents (e.g., $100.00; NFS if not for sale)
- o Include the following information for each artwork:

  - *Title,* Date (*Title* of work in italics)
  - Medium
  - Dimensions (audio/video works include duration: 00:00:00 - hours, minutes, seconds)

Gallery Floorplan

Colonel Eugene E. Myers Art Gallery
Hughes Fine Art Center
Floor Plan: **B**

▨ Baseboard Heater	S **Light Switch**
◀ DSL Network Outlet	○ **120V Outlet**
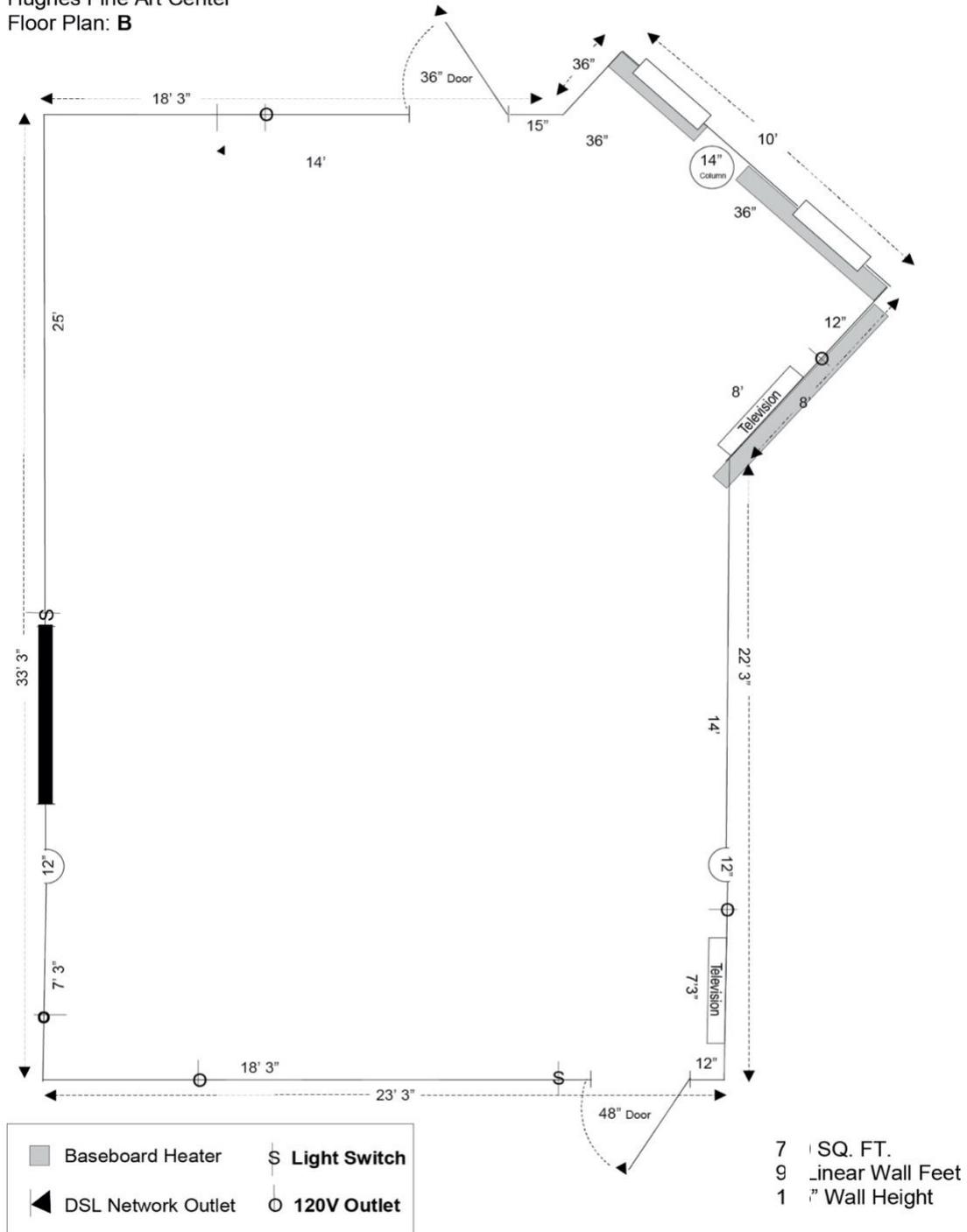
7 | SQ. FT.
9 Linear Wall Feet
1 " Wall Height

Artist/Designer Statement Guide

Department of Art & Design :: University of North Dakota

The artist / designer statement should be on your work and can address any or all of the following points:

- o The development of the work
- o Procedures and/or techniques
- o Personal, cultural, historical, philosophical, and/or theoretical context of the work

Statements should be at least 200-300 words and no more than one page in length. Faculty in your Emphasis Area or on your Thesis Committee can help you determine the statement's overall length and content.

Writing an Artist / Designer Statement

Writing an artist / designer statement can be a difficult process, but it is also an enormously valuable exercise as it can help you to achieve a greater understanding of yourself as an artist. Here is a beginners guide that may help to steer you in the right direction.

Think it Through

1) Be honest with yourself. Before you write a word, take some time to just think about you and your art. You need to understand what it is that you are trying to achieve, before you attempt to explain it to anyone else.

- Ask yourself **what** you're doing and **why** you're doing it.
  - What motivates you to create art?
  - What emotions or ideas are you trying to convey?

- Ask yourself **how** you're doing it.
  - What tools and materials do you use?

2) Consider your influences. Think about the things that influence you, whether it's art, music, literature, history, politics or the environment. Think about how these influences have made an impression on you and how they manifest themselves in your work. Try to be as specific as possible.

3) Determine what you want people to understand. Think about what you want people to take away from your art. What message or emotion are you trying to convey?

Strategies

Make a mind-map
Mind-mapping is a good way to free your thinking. It will also help you to trace the relationship between different ideas. Jot down a key idea that informs your work in the center of a blank page. Then spend 15 minutes writing down any words, phrases, feelings, techniques etc. related to that idea.

Free write
Free writing is another technique that can help get the creative juices going. Spend 5-10 minutes writing whatever pops into your head when you think about your art.

Piece it Together

1) Make a statement about why you do what you do. The first section of your artist's statement should begin with a discussion of why you make art. Try to make it as personal as possible. Talk about what your goals are and what you hope to achieve through your work.

2) Describe your decision-making techniques. In the second section of your statement, tell the reader about your decision-making process. How do you select a theme? How do you choose what materials to use? What techniques to utilize? <u>Keep it simple.</u>

3) Talk about your current work. In the third section, provide some insight into why you make the work. How does it relate to your previous work? What life experiences informed it? What are you exploring, attempting or challenging through this work?

4) Keep it short, sweet, and to the point. Your artist statement is an introduction to your work, not an in-depth analysis of it. Your artist's statement should be one to two paragraphs and no longer than a page.

Your statement should answer the most commonly asked questions about your art, not overwhelm readers with irrelevant facts and minute details. Brevity and efficiency of language are key. A good statement will leave your readers wanting more.

5) Use simple language. Write in simple, straightforward, everyday language. An effective artist's statement reaches out and welcomes people to your art, no matter how little or how much they know about art to begin with; <u>it never excludes</u>. It should make your work more accessible, not obscure it with convoluted language filled with artsy jargon.

Applying the Finishing Touches

Let it rest. Once you've finished writing, let it rest overnight before your reread it. Taking some time will help you take a step back and give you the detachment necessary to polish the writing.

Seek feedback. Feedback on clarity, tone and technical matters such as spelling and punctuation never hurts. Show your art and statement to friends and family. Make sure your readers get it, that they understand what you want them to understand. When they don't, or you have to explain yourself, do a rewrite and eliminate the confusion.

Revise as needed. Many times, a little rearranging is all that's necessary to make your statement a clean, clear read.

Save all your notes and drafts. Save all the notes and drafts that you've made. You'll want to revise and update your artist's statement from time to time to reflect changes in your work. Having your original notes and drafts at your disposal will help you to immerse yourself in your past thought processes and will give you a sense of creative continuity.

<u>Tips</u>

- Avoid comparing yourself to other artists. It can seem presumptuous and you may not come out of the comparison favorably. Let the critic's decide who you're like.

- Not all artists can write well. Do the best you can to convey what you want your statement to convey in language that ordinary everyday people can understand.

Forms

Bachelor of Fine Arts (BFA) in Graphic Design

University of North Dakota
Department of Art & Design

Forms & Form Submission

All forms are to be submitted digitally either through DocuSign or via email.

DocuSign Instructions

Forms can be found on the [Department Resources page of the Department of Art & Design website.](#)

Pay attention to the instructions below as well as on the instructions on each form:

1) To initiate a form, click on the "DocuSign Link" at the top of the Sample Form.

2) As "Signers", students enter their name and @UND.edu email address. Fill in all signing parties when necessary.

3) To fill in the form, click "BEGIN SIGNING".

4) Complete the required form fields and upload the required attachments, then click "FINISH". The form will begin automatically routing through to the designated recipients and remaining required signers.

Once the form is finished, all parties who signed the document will receive a confirmation email with a PDF of the completed form attached.

Note: *Forms cannot be corrected/changed once they have been signed. If corrections are necessary, students will be required to submit a new form.*

DocuSign Tips

- Always use the @UND.edu email (not @ndus.edu or personal) address for yourself and other signers.

- To initiate a form when a direct DocuSign link is not available, or to track the progress of forms en route, [students can login to DocuSign by following these instructions.](#) Students login using their NDUS dotted ID and password (same as Blackboard and Campus Connection).

- [DocuSign eSignature: How to Send an Envelope](#) will familiarize students with the procedure for creating and initiating documents.

BFA Application Form

Department of Art and Design :: University of North Dakota

Via DocuSign, complete a BFA Application Form and accompanying BFA Course Record then submit them along with the required attachment.

Name: _____   Date: _____

E-mail: _____   Student ID: _____

Degree Program

☐ BFA in Graphic Design

☐ BFA in Visual Arts

    Area of Emphasis

    ☐ Ceramics ☐ Drawing ☐ Jewelry/Metalsmithing ☐ Painting ☐ Photography ☐ Sculpture

---

Required Attachment: 200/250-word statement addressing the following questions:

- Why are you seeking entry into the BFA Program?
- How would you describe the formal, technical, perceptual, and/or conceptual aspects of your current work in Art and/or Design?

Faculty Committee Signatures | Admit | | Not Admit |

_____   _____   _____

_____   _____   _____

_____   _____   _____

BFA Review Form

Department of Art and Design :: University of North Dakota

Via DocuSign, complete a BFA Review Form and accompanying BFA Course Record then submit them along with the required attachment.

Name:_____   Date:_____

E-mail:_____   Student ID:_____

Degree Program

☐ BFA in Graphic Design

☐ BFA in Visual Arts

 Area of Emphasis
 ☐ Ceramics ☐ Drawing ☐ Jewelry/Metalsmithing ☐ Painting ☐ Photography ☐ Sculpture

Required Attachment: 200/250-word statement addressing the following questions:

- How would you describe the formal, technical, perceptual, and/or conceptual aspects of your current work in Art and/or Design?

- How would you assess your formal, technical, perceptual, and/or conceptual growth since your application or last review?

Faculty Committee Signatures | Continue | | Probation |

_____   _____   _____

_____   _____   _____

_____   _____   _____

BFA Course Record

Department of Art and Design :: University of North Dakota

Name:_____

Fill fields with titles of courses completed as well as credits and grades earned.

- At least 69 credits must be completed for all BFA degrees.
- BFA students must earn a B average or better in all art courses.

Core Requirements (15 cr.)	Credits	Grade
ART 112 Two & Three-Dimensional Design		
ART 115 First Year Seminar		
ART 210 History of Art I		
ART 211 History of Art II		
ART 272 Digital Foundations		

Additional Supportive Courses (12 cr.)

200-level two-dimensional studio art courses (6)		
200-level three-dimensional studio art courses (6)		

Studies in Art History – 400-level (6 cr.)

400-level art history courses (6)		

Studies in Studio Art Emphasis Area or Graphic Design (24 cr.)

200-level studio art courses (3-6)		
400-level studio art courses (18-21)		

Art & Design Electives (12 cr.)	Credits	Grade
400-level two-dimensional studio art course outside of emphasis area (3)		
400-level three-dimensional studio art course outside of emphasis area (3)		
400-level art history, graphic design or studio art courses (6)		

	Total Credits	

Additional Studies in Art History, Graphic Design or Studio Art

BFA Exhibition Approval Form

Department of Art & Design :: University of North Dakota

Via DocuSign, complete an Exhibition Approval Form and submit it along with the required attachments to the Faculty Advisor.

_____   _____

Student Name   Date

Required Attachments: 1) Artist/designer statement
2) Poster image
3) Text panels/wall labels

Note: *DocuSign envelopes cannot exceed 25 MB in size. If necessary, compress documents before uploading them as attachments.*

BFA Exhibition information and artwork has been approved.

_____

Faculty Advisor

Special Project/Independent Study Agreement-Contract

Department of Art & Design :: University of North Dakota

Fall   20___   Course #: _____

Spring   Course Title: _____

Summer   Credits: _____

Brief description of work/objectives to be accomplished under contract (*attach additional pages if necessary):*

Criteria for grading work accomplished under contract (completed by Instructor):

Faculty Signature: _____   Date:_____

Student Signature:_____   Date:_____

Student Email: