




## MEMORANDUM

DATE: February 24, 2016

TO: Nicole Larson, Chair  
Instructional Related Activities Committee

FROM: Dean DeCocker, Professor and Chair   
Department of Art

**SUBJECT: Department of Art IRA Proposal 2016-2017**

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Please consider the Department of Art's application for funding of an IRA as stipulated in the various CSU Chancellor's Executive Memoranda authorizing the Instructionally Related Activities Fee.

"Each IRA-recognized unit may submit only one application per funding year. Those IRA-Recognized units applying for funding for multiple activities or courses contained within, e.g., an academic department, should submit a combined application, with different activities presented as separate sections or categories within the application narrative and proposed budget."

The Department of Art requests funding for four areas (i.e. multiple activities or courses) within the Department of Art: the University Art Gallery, Video and Time Based Media, Art Museum and Gallery Field Trips, and **Graphic Arts Program (new area within proposal)**.

- The University Art Gallery provides students across campus opportunities for a direct, hands-on contemporary art experience, for direct interaction with well-known and highly respected professional contemporary artists, a direct viewing experience within an educational context, and exposure to other cultures and worldviews through the visual arts. All of the Gallery's programs support the University's commitment to ethnic, gender and cultural diversity.
- The Video and Time Based Media program provides all enrolled CSU Stanislaus students direct access to industry standard filmmaking equipment and editing facilities. It provides students enrolled in film classes with opportunities to learn directly from industry leaders. It also provides students enrolled in film classes' opportunities to work on professional level projects, with outside community organizations to build their experience and resume.

- The Art Museum and Gallery Field Trips provides students enrolled in art classes the essential experience of interacting with art in prestigious art museums and galleries in California. Trips are taken primarily to the Bay area, but they can include Sacramento and the greater Los Angeles area. This funding would provide transportation, gallery admission and special exhibition fees to students registered in art classes in the fall and spring semesters.
- **(New area) The Graphic Arts Program** is devoted to developing diverse and exceptional artists, printmakers, and graphic designers. The graphic arts department provides instruction creating an environment promoting critical dialogues that investigate contemporary art issues as well as the process of creating art. Students are provided with the instruction, facilities, equipment and tools to place them at the competitive center of their fields. It also provides students with opportunities to learn from and work with creative professionals in their fields outside of the University giving them the opportunity to build their experience and offering a broad spectrum of knowledge and viewpoints essential to a diverse education. Students become proficient in traditional and alternative print practices, graphic design and illustration. The program develops students who are competitive in educational and professional graphic arts fields.

The Department of Art IRA Funding Proposal herein describes "... different activities presented as separate sections or categories within the application narrative and proposed budget". As such, each area has a detailed explanation of the goals and detailed summaries of activities, the number of students served, program activities and events, guest artists or speakers, etc. These have been detailed as separate sections as they are separate and unique activities. As a whole, they are key to providing an excellent art experience for students from all areas of campus.

In summation, the Department of Art IRA Funding Proposal serves the 9282 students listed as the student population of the campus. Many students participate in more than one of these activities in a significant way and all of the students on campus are provided free access to the equipment and programming provided by the University Art Gallery as well as by Video and Time Based Media. The field trips give the opportunity for fully funded access to museum and gallery experiences for students enrolled in 90% of the art courses offered every semester. In every instance, the Department of Art carries out assessment activities to provide guidance for the effectiveness of the activities and the information gathered is part of the assessment feedback loop in our nationally accredited program.

# Instructionally Related Activities

## FUNDING USAGE & REQUEST BUDGET REPORT

### DEPARTMENT OF ART

2015-2016 Actual		2016-2017 Proposed	
<b>PERSONNEL</b>		<b>PERSONNEL</b>	
<u>Type</u>	<u>Cost</u>	<u>Type</u>	<u>Cost</u>
Student assistants	\$30,000	Student assistants	\$38,500
Professional personnel	\$ 5,500	Professional personnel	\$ 5,500
Other? Please list		Other? Please list	
 <b>OPERATING</b>		 <b>OPERATING</b>	
<u>Type</u>	<u>Cost</u>	<u>Type</u>	<u>Cost</u>
Travel	\$12,400	Travel	\$35,200
Equipment		Equipment	
• Purchase	\$18,000	• Purchase	\$33,000
• Maintenance		• Maintenance	
Supplies/Materials	\$59,500	Supplies/Materials	\$64,500
Other? Please list		Other? Please list	
 <b>OTHER</b>		 <b>OTHER</b>	
<u>Type</u>	<u>Cost</u>	<u>Type</u>	<u>Cost</u>
 <b>TOTAL</b> (Actual Award):	 <b>\$125,400*</b>	 <b>TOTAL:</b>	 <b>\$176,700</b>

\* Requested \$145,000





## **Instructionally Related Activities**

### **SUMMARY OF PROGRAM ACTIVITIES**

#### **DEPARTMENT OF ART**

##### **Section One: University Art Gallery**

###### **Program Goals and Detailed Summary of Program Activities:**

The University Art Gallery (UAG) is seeking your support for IRA funding. These IRA funds will help to support the Gallery's ambitious exhibition schedules (see attached Gallery exhibition schedules) for The University Art Gallery and Art Space on Main (ASOM), which will raise the profile and importance of the UAG in the surrounding communities.

Continued funding from IRA will allow the UAG to continue the production of catalogs for many of the upcoming exhibitions. These catalogs provide a useful resource to students and are a promotional tool for the UAG, School of the Arts and the University. Continued IRA support of UAG's Visiting Artist Lecture Series will help bring leading influential artists to our campus for the benefit of the University and the local community. This year's lecture series will include artist and art historians. Last year the IRA funding for the entire lecture series covered only the cost of lecture travel. These lectures were attended by over 400 University students. For fiscal year 2016-2017 the UAG is again planning to expand its Lecture Series to include a "Day of the Dead" Art Symposium. This symposium will feature lectures, an exhibition and a chance for students to interact with professional artists.

Since 2010, IRA funding has supported the UAG's expanded exhibition venue in the University Library. This additional exhibition space is used exclusively for University students, who are able to gain the experience of exhibiting their work in a gallery venue. This space creates a public forum for students to exhibit artwork, receive public feedback about their work and exchange creative ideas with their peers.

The creation of the ASOM has immensely added to the Department of Art's ability to instruct students in the areas of Museum and Gallery Management, Professional Practices and provide Museum and Gallery Internships. The gallery is located in downtown Turlock and features an exhibition schedule of Student, Alumni, Faculty and Professional Artist's work. This gallery specializes in the exhibition of students in the Bachelor of Fine Arts program. The gallery is now part of Turlock's Community Arts Group that features an "Art Walk" on the second Thursday of each month. This event is similar to Modesto's Art Walk, held on the third Thursday of each month. This program allows students to experience a professional gallery venue to display their work and interact with the community.

The UAG will continue to be a vital extension of the instructional programs for the University and Department of Art. The UAG's reputation as a superior venue for displaying world-renowned contemporary artists continues. The UAG continues to receive the attention of influential art audiences from prominent art critics to major California art galleries and museums. During the 2015-2016 Academic Year the UAG welcomed approximately 1,800 visitors. Since 2008, the University Art Gallery has offered expanded visiting hours. This includes Thursday evenings, Theater openings and a Saturday schedule. Art Space on Main in its second year of operation will have had over 6,000 visitors.

For many students the University Art Gallery and/or the Art Space on Main are a first opportunity to see contemporary art. The UAG and ASOM is a pivotal part of the University students' art and humanities education. A well-rounded and broad exhibition program is vital to student education. Frequented by art students as well as students enrolled in various humanities courses, the UAG and ASOM exhibitions are viewed and reviewed by students for assignments in many disciplines.

As an activity, the University Art Gallery programs are an integral part of the Department of Art's instructional offerings. Students participating in the Department of Art's courses listed below and all students on campus have the opportunity to directly participate in University Art Gallery programming. Admission to all UAG spaces is free and students do not pay additional fees to exhibit their work in any of the spaces. The courses offered by the Department of Art that use the University Art Gallery programs can vary from year to year with enrollments for studio-based upper division courses, having enrollment limits of 18 students per course and most other courses having enrollment caps of 24 students. During the 2015-16 Academic Year, 985 students were enrolled in Department of Art courses and 9,282 students were enrolled at the University. All had the opportunity to experience the University Art Gallery and Art Space on Main programming.

Department of Art Courses that use and benefit from the University Art Gallery Programming:

- ART 1000 - Introduction to Studio Art
- ART 1010 - Foundation Drawing
- ART 1020 - Drawing II: Composition
- ART 1030 - Foundation Printmaking, Option A, Physical Strategies
- ART 1035 - Foundation Printmaking, Option B, Planographic Print Strategies
- ART 1040 - Foundation Digital Media
- ART 1100 - Foundation Painting
- ART 1200 - Foundation Sculpture
- ART 1340 - Introduction to Ceramics
- ART 1350 - Looking at Art
- ART 2515 - Art History Survey-Ancient
- ART 2520 - Art History Survey-Modern
- ART 2522 - Art History Survey-Contemporary, 1960 to Present
- ART 2525 - Art History Survey-Non-Western
- ART 2526 - Art History Survey—Islamic
- ART 2527 - Art History Survey-Asian
- ART 2530 - Art Appreciation
- ART 2950 - Selected Topics in Art
- ART 3000 - Color
- ART 3005 - Drawing the Human Figure from Observation



- ART 3010 - Drawing the Human Figure from Memory
- ART 3020 - Drawing: Original Form
- ART 3030 - Intermediate Drawing
- ART 3100 - Relief Printmaking
- ART 3110 - Intaglio
- ART 3120 - Lithography
- ART 3130 - Serigraphy
- ART 3142 - Intaglio Color Printmaking
- ART 3152 - Mono-Printmaking
- ART 3162 - Color Lithography
- ART 3200 - Painting from Observation I
- ART 3202 - Painting from Observation II
- ART 3210 - Painting from the Unconscious I
- ART 3212 - Painting from the Unconscious II
- ART 3220 - Painting: Original Form
- ART 3230 - Painting the Human Figure
- ART 3300 - Multimedia: Assemblages and Construction
- ART 3320 - Carving
- ART 3330 - Metal Casting
- ART 3340 - Figure Sculpture
- ART 3350 - Ceramic Sculpture
- ART 3360 - Construction Sculpture
- ART 3370 - Sculpture in Context
- ART 3380 - Public Sculpture
- ART 3500 - Graphic Design
- ART 3510 - Web Design
- ART 3520 - Lettering and Typography
- ART 3530 - Illustration
- ART 3540 - Visual Communications
- ART 3550 - Package Design
- ART 3560 - Advanced Typography
- ART 3570 - Design in Visual Culture
- ART 3580 - Visual Identity and Branding
- ART 3590 - Intermediate Graphic Design
- ART 3605 - Text and Image
- ART 3610 - Advanced Graphic Design
- ART 3615 - Consumer Objects: Mold Making and Casting
- ART 3620 - Experimental Videography
- ART 3622 - Documentary Videography
- ART 3624 - Digital Video Compositing
- ART 3630 - Still Photography I
- ART 3640 - Digital Photography
- ART 3650 - Analog Photography
- ART 3660 - Publication Design
- ART 3700 - Computer Art
- ART 3710 - Motion Graphics
- ART 3715 - 3-D Animation

- ART 3720 - Interactive Media
- ART 3725 - Non-linear Immersive Narratives
- ART 3730 - Game Design Basics
- ART 3820 - A Visual Approach to Learning and Teaching
- ART 3830 - Visual Art and Ecology
- ART 3840 - The Missions of California
- ART 3841 - Universal Concepts in Art
- ART 3842 - Children's Art and Modernism
- ART 4210 - Modern Painting
- ART 4400 - New Media Theory
- ART 4410 - Art and Creativity
- ART 4425 - Advanced Studio
- ART 4500 - Art, Museums, and Society
- ART 4515 - Art of the Classical World
- ART 4520 - Art of the Medieval World
- ART 4525 - Italian Renaissance Art
- ART 4530 - Northern Renaissance Art
- ART 4535 - Art of the Baroque Age
- ART 4540 - Early Modern Art, 1800-1870
- ART 4545 - Modern Art, 1870-1970
- ART 4548 - Global Modernisms
- ART 4550 - Art of the Post Modern Era
- ART 4555 - American Art
- ART 4560 - Pre-Columbian Art
- ART 4562 - Islamic Art
- ART 4565 - African Art
- ART 4570 - Senior Seminar in Art History (WP)
- ART 4580 - Exhibition Design and Gallery Management
- ART 4860 - Art for the Classroom Teacher
- ART 4870 - World Crafts
- ART 4920 - Art In Action

## **Section Two: Video and Time Based Media**

### **Program Goals and Detailed Summary of Program Activities:**

The Video & Time Based Media program's film production activities are essential to a quality educational Arts program. As stated in the Art Department's NASAD accreditation requirements, "essential competencies for students include the creation and development of professional quality digital media productions. Essential opportunities and experiences for the students must include regular access (for instruction and for independent work) to the appropriate technology for the development and professional production of work in digital media."

The Art Department's ART 1040 Foundation Digital Media course introduces students to digital art creation. At the course's core is a required video creation project. The Art 1040 course is a lower division GE course, therefore all students on campus have the opportunity to directly participate in its activities. In addition, all Art majors are required to take ART 1040



as part of their degree. The students in the Digital Anthropology Major also take ART 1040. The ART 1040 course is offered 3-5 times per academic year, with an enrollment cap of 24 students. The annual enrollment in this program's lower division film production activities is between 72 - 120 students.

The number of students participating in this program's upper division film production activities is approximately 72 - 108 students annually (4-6 courses per academic year). It includes all students enrolled in the following studio-based upper division courses, which have enrollment limits of 18 per course:

- ART 3620 Experimental Videography
- ART 3622 Documentary Videography (GE course, F2)
- ART 3624 Digital Video Compositing
- ART 3700 Computer Art (GE course, F2)
- ART 3710 Motion Graphics
- ART 3720 Interactive Media
- ART 3725 Non-linear Immersive Narratives
- ART 3621 Narrative Video.
- ART 3626 Visual Storytelling for Video and Animation. New course effective Spring 2017.
- ART 4425 Advanced Studio

As evidenced by the above list of courses, the Video & Time Based Media program's film production activities are integrally related to the department's instructional offerings. These courses give hands-on experience to students in the different fields of film/video production through required film projects. These projects regularly incorporate outside non-profit groups as community partners, allowing students to see how filmmaking has a direct effect on the community they live in. Students also gain valuable insight and feedback on their projects through guest speakers and public screenings of their work.

All students on campus, including those who do not enroll in one of the above courses, may benefit from the program's film production activities. Students in the overall college community benefit from this program through public screenings of newly completed films in conjunction with the Art Department's BA and BFA exhibition.

The Video & Time Based Media program's film production activities fit the [Education Code, Section 89230](#) and APPENDIX A: CSU Definition of "Instructionally Related Activities" (Ref: EO429 & EP&R 83-58) as item B: Film: costs related to the provisions of basic "hands-on" experience not now provided by the state.

Recent film production activities include:

- Student work has been accepted into several juried film festivals.
- Screening of video work at the 20th International Symposium on Electronic Art in Dubai, UAE.
- Production of several documentary video shorts for the Stanislaus Center for Human Services.
- The creation of a documentary of a local Holocaust hero for the California State Assembly that was shown on the Assembly floor at the Capitol, and is archived as part of California State History, sponsored by Assemblyman Bill Berryhill.
- The screening of video work at the Modesto International Architecture Festival.



- The creation of interactive video work that was part of an international tour.
- The creation of video work as part of interactive public art events, such as a choose-your-adventure game that was included in the annual Modesto International Architecture Festival.
- The development of a documentary of significant architecture in Modesto, including architecture featured by the New York Museum of Modern Art, through a partnership with the Modesto Art Museum.
- The creation of ten documentaries led by resident film Directors and screened at the Building Imagination Center in downtown Modesto, being seen by over 3,000 visitors.
- The continuation of a video series exploring livability issues in the Central Valley through the arts, in conjunction with the Modesto Art Museum's Building a Better Modesto program.
- Internship placement of students with the Turlock Film Commission, most recently as Production Assistants for the filming of Christian Mingle, produced by Home Theatre Films, released October 2014.
- The creation of numerous individually directed and produced films / videos designed to help students develop an individual voice through film.

We assess the success of this program through our students' increased involvement in the film/video medium. As students learn the medium, we feel strongly that the most important outcome is the creation of numerous individually directed and produced films, enabling students to develop an individual voice through film.

Secondary to this fundamental process of creative exploration, we also measure the program's success through students' increased professional exposure. Students gain this exposure through guest speakers and through entering their video works into local and national film festivals and competitions. As mentioned above, this program has also enabled students to begin to apply for, and receive film industry related internships as well as being included in national film festivals.

The creation of professional quality work, made possible through IRA support, is crucial to the development of a professional portfolio for use in gaining work in California's entertainment industry and for use in graduate school applications.

### **Section Three: Art Museum and Gallery Field Trips**

#### **Program Goals and Detailed Summary of Program Activities:**

The Department of Art would like to provide students enrolled in art classes the essential experience of interacting with art in prestigious art museums and galleries in California. Trips are taken primarily to the Bay area, but they can include Sacramento and the greater Los Angeles area. If funded, this would provide transportation, gallery admission and special exhibition fees to students registered in art classes in the fall and spring semesters. Please note that this submission is independent from the University Art Gallery IRA funding request. The University Art Gallery has a mission to serve students by bringing works of art to campus as well as providing a venue for students to exhibit their art works. This proposal is designed to transport students (both majors and G.E. students) to important museums so that students can explore world-class art works that by their extraordinary value (cultural and monetary) are not possible to bring to campus.



**Rationale:**

Currently, students in most art courses are required<sup>1</sup> to travel to important museums and galleries each semester to conduct research, prepare observation papers and to respond to art works in studio-based projects. In addition, some courses provide practical professional experience through meetings with curators and requiring students to give gallery talks on art works in museums or galleries to fellow class members as well as the museum public. Students travel to these venues in their own vehicles, in faculty driven vans or cars, or by bus, arranged for by the Department of Art. While this piecemeal, inefficient and costly arrangement has worked to date, it is not a dependable or desirable method of transporting all students. The number of students riding the bus in 2011 was c. 140, and carpooling was c. 100.

**2012-13 funding:** We were able to provide transportation and museum entrances to nearly 400 students. All 180 students that desired to go on the field trip were accommodated in the fall semester, and in the spring demand was even higher. We had requests from over 250 students. We were not able to accommodate all of the 50 extra students that would have liked to go on the trip. We hadn't counted on the demand being this strong, but were happy to serve as many as we could. In the end we served 380 students. The students were very grateful for the opportunity the IRA funds have provided and are excited about the venues we will visit next year. I believe the spring term demand of 250 will likely continue and my goal would be to take closer to 500 students in the coming years.

**2013-2014 funding:** We requested \$13,000 so that we could establish a longer track record of demand. Demand skyrocketed and museum entrance fees increased, and we served 588 students (An increase of 200 students over the previous year). True to our proposal, we covered the additional students by charging all of the students a prorated part of the cost above our IRA resources, allowed some students to carpool, and did not purchase the "all-access" pass that would allow students to attend the special exhibitions. We felt it was better to partially fund more students, than deny entrance to some. Total cost of the trips was \$18,766.00.

**If the budget request includes an increase in level of support, provide a separate detailed justification drawing attention to changes from the previous year:**

**2014-2015 funding:** We received \$15,800 out of \$21,700 requested last year. With the funding received, we served 270 students fall term and around 275 students in spring term (the spring trip is this weekend so we do not have a final count yet.) In order to fully pay for all students and with the continued strong demand of interest in attending the trips, we are attending a lower cost museum in the spring. This is not an ideal solution, but the Art Department decided it was a reasonable alternative for the students.

**2015-2016 Funding Request:** It was a hardship on some students to even partially pay for the required trip, so next year, we hope that we can return to being able to offer all students a place on the bus as well as to provide entrance into all of the exhibitions, including the special exhibitions. The students have responded enthusiastically and support our request for IRA funds. If we have increased need, we will look for the best solutions and try to accommodate all that we can.

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<sup>1</sup> exceptional cases are assigned alternative work



**2016-2017 Funding Request:** Because the Art Department's 2015-2016 total IRA award was substantially lower than requested (by approx. \$20,000), the majority of the cut was to the Museum Field Trip (reduced from \$21,700 to \$6,400). Due to this decrease, it was necessary to collect an additional \$6,500 in student vouchers (\$12/student per semester). We continued to serve all 550+ students; however, in order to do so, we again sought out smaller less prestigious venues that were less expensive. As in the two prior academic years, this was not an ideal solution, but the Art Department decided it was the only alternative. **As we have exhausted the pool of lower cost venues up and down the San Joaquin Valley and San Jose, we must now rotate back into the schedule venues located in the San Francisco Bay Area. The cost for these venues is estimated at approx. \$35-\$50 per student (i.e., charter buses, gallery admissions, and special exhibition fees).**

### Value and Assessment of Activity:

The experience of interacting with world-class art is essential to the development of students as artists, art historians and as a general education goal in art. There is no substitute for observing an artwork in person, much of the intention of an artist is only understandable when it is seen in three dimensions. Photography and video, as good as they can be, cannot capture the physical presence of an art work, and such details as texture, environment or the quality of light and color refracting and reflecting from an oil painting or a sculpture is only possible to see in person. Each class that requires the field trip has developed assignments around the experience that assess the engagement and learning that took place. Depending on the goal of the course, i.e. whether G.E. or a major course the goals (and assessment of the goals) would fulfill university G.E. goals or more specific accreditation standards in the major classes.

The University Art Gallery supplements the viewing of original art works, but the limitations of the facility and costs prevent many types of the most prestigious works to be exhibited. CSU Stanislaus is fortunate to have important art collections within field trip distance, and the Department of Art is committed to providing this world-class experience to our students.

- activity is partially associated or sponsored by an academic discipline or department  
The Department of Art sponsors this activity.
- activity is integrally related to a department's instructional offerings  
Courses with museum and/or gallery experiences required:  
General Education and Major Courses:  
Lower Division: Art 1010 Foundation Drawing, Art 1020 Drawing II: Composition, Art 1030 and 1035 Foundation Printmaking A and B, Art 1100 Foundation Painting, Art 1200 Foundation Sculpture, Art 1350 Looking at Art, Art 2010 Drawing the Human Figure from Observation  
Upper Division: All art courses.
- activity is essential to a quality educational program  
This activity is one of the most important educational experiences CSU Stanislaus art and general education students can have. Typically students from our service area have had little to no exposure to world-class art and architecture. If this proposal is successful, it would ensure that our students have an instructor and chaperone led art experience that will allow the art students to participate on a professional level with art works.



- activity is “co-curricular” in nature, as exemplified by such previously approved activities as fine and performing arts; radio, television, and film (production only); student newspapers and literary magazines; and student competitions such as intercollegiate athletics, forensics, agricultural judging, etc.

This funding is in keeping with previously funded activities, as it allows active engagement in art works in order to develop the necessary professional skills of an artist and art historian in ways that would not otherwise be available, and enhances the general education curriculum in visual literacy and thinking skills and visual acuity. This activity falls within *the Education Code: CSU Definition of “Instructionally Related Activities” (Ref: EO429 & EP&R 83-58)*: It can be seen as responding to D and E in the sense that this activity is “...considered part of the professional training in these fields.” As well as field trips allowed by items A, G and H to gain professional experience.

A similar IRA funded Biology field trip at CSU Channel Islands:  
<http://www.csuci.edu/ira/proposals/2011-2012/0413.pdf>

Perhaps an even closer analogy would be Cal Poly’s: IRA funded ARCE/ARCH/CM Annual Field Trip:

The annual ARCE/ARCH/CM field trip exposes students to the building industry at the international level. The destination is always a major metropolitan area outside of California and incorporates faculty-guided visits to structures and buildings with major architectural and/or structural significance, major construction sites, and national architectural and structural engineering offices. The goals of the field trip are: 1) to gain an awareness of the how structural engineering is implemented in and how it affects large communities; 2) to understand the differences between and similarities of structural engineering as it is practiced in California versus in other states and countries; 3) to complement concepts learned in the classroom by seeing actual and significant examples; and 4) to develop the students' understanding of themselves as citizens of a much larger world.

#### **Section Four: Graphic Arts Program (New Request)**

##### **Program Goals and Detailed Summary of Program Activities:**

The Graphic Arts Program activities are essential to a quality and balanced Arts education and essential to the mission and goals of the Art Department. Essential components of the program must include regular access to the appropriate technology and equipment required for both instruction and student work. This equipment and technology provides students with basic hands on experiences required for development of their skills and knowledge in the area of Graphic Arts.

The Art Departments Graphic Arts area serves approximately 204 Students annually through both lower division Graphic Arts classes available to both majors and non-majors, and through upper division studio-based art courses. These courses include the following:

ART 1030 Foundation Printmaking Option A  
 ART 1035 Foundation Printmaking Option B  
 ART 3100 Relief Printmaking



ART 3110 Intaglio  
ART 3120 Lithography  
ART 3130 Serigraphy  
ART 3152 Mono Printmaking  
ART 3162 Color Lithography  
ART 3500 Graphic Design  
ART 3510 Web Design  
ART 3520 Lettering and Typography  
ART 3530 Illustration  
ART 3540 Visual Communications  
ART 3550 Package Design  
ART 3560 Advanced Typography  
ART 3570 Design in Visual Culture  
ART 3580 Visual Identity and Branding  
ART 3590 Intermediate Graphic Design  
ART 3605 Text and Image  
ART 3610 Advanced Graphic Design  
ART 3640 Digital Photography  
ART 3660 Publication Design  
ART 3700 Computer Art

An essential component of the program is experience and exposure to professional and creative activities happening outside of this institution. Through a regular visiting artist program students would be exposed to leading professionals in their field offering them hands on experience through workshops, conversations, and lectures from Professionals addressing concerns and movements in their field. Such activities would be made available to all members of the University community. These activities enhance and further the overall educational experience making our students more prepared to enter their prospective professional fields.

As well as local experiences, the Graphic Arts area strives to expose students to activities happening nationally in their field. Through yearly travel to conferences and workshops centered on their discipline, students learn to engage with and expose themselves to the larger conversations happening in their field. As well as gaining an enhanced understanding and vision of their practice, students also make connections with a vast national network of professionals in their discipline. These workshops give students the opportunity to present their work to a vast network of individuals as well as gain hands on experience and knowledge expanding and reinforcing their instruction received at Stanislaus.

All of these things combine to provide an environment in which all students gain knowledge through experimentation, investigation, and experience in order to provide our students with access to a strong and competitive Graphic Arts program.

We assess the success of this program through our students increased involvement in the Graphic Arts medium. Students become more engaged in the program and show increased ability in their creative process and produce unique, relevant, and professional level creative work. They create work that is competitive in the professional field measured through increased participation in local, National and International gallery shows, competitions and publications. As a new section of the Arts Program requesting IRA funding, these funds would make many of these experiences for students possible and bolster their academic experience making them more well equipped to enter their prospective fields.