

## ABOUT SHEPHERD COLLEGE

Located in historic Shepherdstown, West Virginia, Shepherd College is a competitive public, liberal arts college established in 1871. Shepherd is profiled in *Barron's Three Hundred Best Buys in College Education* and is in *Peterson's Guide to Competitive Colleges*.

Shepherd offers its 4,000 students more than 70 programs of study, including bachelor's degree programs, preprofessional studies, and associate's degree programs. Educational opportunities outside of the classroom, such as internships, cooperative education assignments, and student teaching positions are also available at Shepherd.

The College's close proximity to the Washington-Baltimore areas allows students, through Shepherd College's Washington Gateway Program and internships, to combine educational opportunities with cultural and social resources. For those interested in history, Shepherd is located near Antietam National Battlefield and Harpers Ferry.

There are more than 60 organizations on campus including the student government association, campus radio station and newspaper, musical and theater groups, sororities, fraternities, and professional and honorary organizations.

Shepherd offers 12 NCAA Division II sports including football, men's basketball, women's basketball, baseball, softball, women's volleyball, men's soccer, men's tennis, women's tennis, men's cross country, women's cross country, and golf.

## ART AT SHEPHERD COLLEGE:

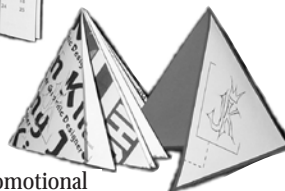
The art programs at Shepherd College provide students with courses distributed among studio, art history, and liberal arts and are designed to provide the necessary blend of theory, technology, and intellectual development that can only take place within a college or university context. Art courses are taught by a faculty selected for their commitment to teaching as well as their artistic accomplishments.

Believing the foundation courses to be the most important, our most experienced full time faculty teach those courses, and part-time instructors, selected for their professional experience instruct the upper-level courses. Students are challenged to grow creatively and professionally as artists, graphic designers, photographers, and teachers.

The programs in the Department of Art lead to either the Bachelor of Fine Arts (B.F.A.) degree in a selected concentration area or the Bachelor of Arts in Secondary Education, with a concentration in Art Education (BA) degree. A two-year associates degree is also offered in Visual Communications, with options in studio arts, photography or graphic design.



Student Project: calendar



Student Project: Self Promotional

For information on Shepherd's Graphic Design Programs, contact:

**Dianne L. Roman**

Coordinator of Graphic Design

Department of Art

Shepherd College

PO Box 3210

Shepherdstown, WV 25443

304-876-5186

E-Mail: [droman@shepherd.edu](mailto:droman@shepherd.edu)

For other offerings in Art, contact:

Art Department

304-876-5224

For general information about Shepherd and an application, call or write:

**OFFICE OF ADMISSIONS**

Shepherd College

PO Box 3210

shepherdstown, WV 25443

304-876-5121 or 5213

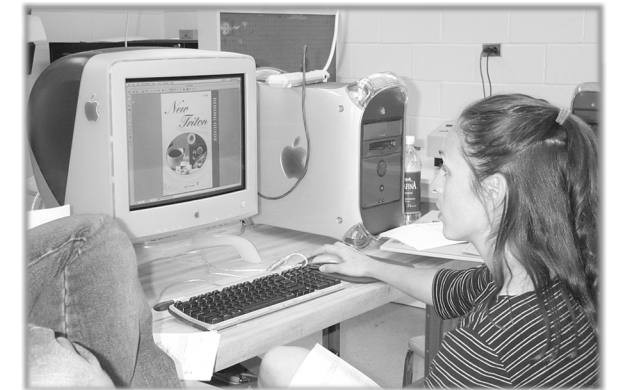
800-344-5231, ext. 5212 or 5213

Or visit the school's web site:

**[www.Shepherd.edu](http://www.Shepherd.edu)**

# Shepherd

COLLEGE



Student Presentation

**Graphic Design Degree Offerings  
2001**

Shepherdstown, WV

## WHAT IS GRAPHIC DESIGN?

Have you ever looked at a sign, an ad, a business card, a logo or a web site and wondered who made that? How was it put together? You know you could do that, but how do you get the chance to?

A well designed logo, the color-coded signs at an airport or subway to help you find your way around, your favorite magazine, the ads that you see every day in newspapers, magazines and on the television are all examples of the job of a graphic designer. The bombardment of visual information all around is the direct result of the graphic design field's influence on our daily lives.

At Shepherd, it is the mission of the Graphic Design Department to enhance and develop the student's artistic ability and to direct that ability to such a point that upon graduation this student will have a marketable level of expertise in the field of graphic design.

## LIMITLESS CREATIVE POSSIBILITIES

The graphic design field offers a broad range of avenues for applying one's artistic ability, whether it be creating business cards and flyers for a small community organization or working on commercial projects at a large design firm. Your creative abilities will be enhanced by the broad range of possible creative avenues.

Graphic Design is one of the most marketable fields in today's business world. More and more companies are turning to graphic designers to insure that their product adver-

tisements are displayed in a highly visible and impressive manner. The requirements may range from something as simple as a logo or brochure or as complex as the design of an entire Web site. It is a versatile field, but one that requires traditional and technology skills mixed with an artistic ability.

## THE DESIGN PROGRAM AT SHEPHERD:

Well aware of the variety of demands on the designer today, the Graphic Design program at Shepherd is a combination of solid traditional design skills matched with the current technology that drives the field. The first two years are spent building a repertoire of skills and techniques while the last two years allows the combined practice of both in a variety of projects.

The classroom environment consists of lecture and demonstrations, hands on development, presentation and critique. Projects range from business cards and books at the freshman level to exhibit, logo or multimedia design for seniors.



Student Poster Projects

Two degrees are offered in the area of Design. The **BFA IN GRAPHIC DESIGN** is a 4-year comprehensive degree program. Curriculum for the BFA in Graphic Design includes:

### 15 Courses from the following Design Offerings:

ART 115 Drawing I	3
ART 215 Drawing II	3
GRDS 171 Intro to Graphic Design I	3
GRDS 274 Intro to Graphic Design II	3
GRDS 276 Intro to Computer Applications	3
GRDS 370 Advance Design	3-6
GRDS 373 Digital Printing Technologies	3
GRDS 374 Typography	3
GRDS 377 Illustration	3
GRDS 378 History of Graphic Design	3
PHOT 385 Digital Computer Imagery	3
GRDS 392 CoOp in Graphic Design	3-6
GRDS 400 Special Topics in Graphic Design	3-6
GRDS 470 Internship	3-6
GRDS 480 Individualized Studies	3
GRDS 490 Capstone Portfolio	3

### 7 Courses from our Fine Arts Core:

ART 140 Foundations I	3
ART 170 Foundations II	3
ART 203 Survey History of Western Art	3
ART 204 Contemporary Art	3
ART 208 Portfolio Development	1
ART 304 Special Topics in Art History	3
ART 490 Senior Review	2

### 3 Beginning Art Courses selected from:

ART 260 Printmaking I	3
PHOT 281 Black & White Photo I	3
ART 230 Painting I	3
ART 250 Sculpture I	3

### 3 Intermediate Art Courses selected from:

ART 361 Printmaking II	3
PHOT 282 Black & White Photo II	3
ART 330 Painting II	3

ART 350 Sculpture II	3
ART 400 Special Topics in Studio Art	3

A two-year degree is also offered. The **AA IN VISUAL COMMUNICATIONS** introduces students to the fundamentals of the field.

Curriculum for the AA in Visual Communications includes:

ART 140 Foundations I	3
ART 170 Foundations II	3
ART 203 Survey History of Western Art	3
ART 204 Contemporary Art	3
ART 208 Portfolio Development	1
ART 115 Drawing I	3
GRDS 171 Intro to Graphic Design I	3
GRDS 274 Intro to Graphic Design II	3
GRDS 276 Intro to Computer Applications	3
GRDS 373 Digital Printing Technologies	3
GRDS 374 Typography	3

### 3 Core Art Courses selected from:

ART 260 Printmaking I	3
PHOT 281 Black & White Photo I	3
ART 230 Painting I	3
ART 250 Sculpture I	3

## INTERNSHIPS:

Design students may participate in a variety of internship experiences during their third or fourth year. With the Baltimore and Washington DC areas so close, a wide range of experiences are possible from high-end printing facilities, design and advertising agencies, web site developers to governmental agencies.

Many successful graduates of Shepherd are also found working in the Baltimore & Washington D.C. areas in a variety of these businesses.