



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION

CHED MEMORANDUM ORDER (CMO)

No. 29
Series of 2008

Subject: **POLICIES AND STANDARDS FOR BACHELOR OF FINE ARTS (BFA) PROGRAM**

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994", and by virtue of CEB Resolution No. 92, Series of 2008, and for the purpose of making relevant the general principles and guidelines for the establishment and operation of Bachelor of Fine Arts (BFA) program, this set of policies and standards is hereby adopted and promulgated by this Commission.

**Article I .
Introduction**

Section 1. Rationale. Art has become a substantial part of the cultural fabric of society, reflecting a world where environmental, social, political, religious and professional issues and structures are changing, thereby dissolving traditional boundaries between disciplines. Artists today face the challenge of walking the narrow bridge between past achievements and future possibilities that transcend physical and cultural confines, while always keenly aware how they have been enriched by their own cultural traditions and artistic heritage.

The purposes of art should be understood in their relation to the philosophy upon which they are founded, and in relation to the social developments within communities and societies. Art is no longer a luxury that it used to be, far removed from the realities of life. The previous synthetic dichotomies restricted the term "fine arts" to the creation of objects only for art's sake, excluding "applied arts" or "design" for the reason that their objects were created for their functional use. Today, the term "fine arts" embraces practically all types of creative endeavors, from the conventional art found in galleries, to images produced by emerging new media, and most everything else in between that involves the creative mind.

Decisions of an artistic nature are made on a daily basis by everyone. Ideas instilled in the minds of the public are largely shaped or influenced by the visual stimuli they experience through film, print and television advertisement, the internet, the beguiling show windows of shopping malls—all created by artists. In the history of humankind, never has art been more relevant to daily living as it is today. Images—whether painted, photographed, original or copied—and objects—whether natural and manmade, bombard the senses as never before. It is in this context

that the value of art and the artist to cultural development and nation building can best be appreciated. Art is a definition of what a nation and its people are all about.

The stimulation of creativity and self-motivation of the learner must therefore be emphasized in the education of the career artist. Thus, education must provide for the development of the individual's full imaginative potential in addition to technical skills, which are the basic tools for professional practitioners and leaders of the art world and cultural industries. It is important to point out that this emphasis must be delicately balanced with moulding competent artists who are imbued with a strong sense of responsibility and a commitment to the advancement of the society that nurtures their art.

Article II Authority to Operate

Section 2. All Private Higher Education Institutions (PHEIs) intending to offer a degree program in Fine Arts must first secure proper authority from the Commission and comply with its guidelines governing the operations of the degree program. State Universities and Colleges (SUCs) and Local Colleges and Universities (LCUs) should likewise strictly adhere to these guidelines.

Article III Program Specifications

Section 3. Degree Name. The degree name shall be **Bachelor of Fine Arts (BFA)**.

Section 4. Program Objectives. The BFA program aims to:

- a.) advance learning, knowledge and competence in the field of fine arts;
- b.) provide a rich learning environment within which students can develop their creativity, critical self-awareness, self-motivation and a sense of ethical purpose in the practice of the profession of fine arts;
- c.) instill awareness of the fundamental value of creating as the essential component in the humanity of making, in learning through making, and of the importance of the inter-relatedness between form and function, materials, process, idea and expression;
- d.) foster a strong sense of nationalism arising from the realization of the role of art and artists in the nation's historical and cultural development; and
- e.) educate and produce artists with a strong sense of responsibility, who are rooted in community involvement and equipped with a global perspective.

Section 5. Program Majors/Specializations.

a.) Students of the Bachelor of Fine Arts program may specialize in the following:

Painting
Sculpture
Visual Communication
Industrial Design

b.) Program specializations

b.1 **Painting** – The development of the perceptual and technical skills of the student is the aim of the Painting curriculum. Within the context of the visual expression of the idea, the student is taught to analyze and evaluate the structure of the visual language. In addition, the curriculum also encourages the student to explore the possibilities of painting in terms of conceptualization, techniques and methodology.

b.2 **Sculpture** – The Sculpture curriculum is designed to develop and explore the interest, ideas and expression of the student in three-dimensional form. Courses in both traditional and contemporary sculptural media are offered in the curriculum.

b.3 **Visual Communication** – The Visual Communication curriculum is focused on the advancement of the ability to use traditional and current technologies to create effective advertising, publishing, editorial, corporate, information, website and new media design. The student is educated to become a media specialist who gives form to ideas and information. Equal emphasis is given to concept development and problem-solving skills that may be applicable to professional pursuits.

b.4 **Industrial Design** – The Industrial Design curriculum is directed to develop in the student an understanding of technologies appropriate to product design and development, package and systems design. The student is trained to tap a wealth of resources including historical styles, traditional and indigenous crafts, as well as popular trends and the latest technology in the use of materials and processes in order to create well-made objects and systems that will help improve and enhance the quality of life.

c) Graduates of BFA, depending on the specialization, may pursue careers in the visual arts including, as painters, sculptors, production designers in television, film and theater, new media specialists, visual communicators, industrial designers, art educators, art historians, art critics, graphic artists, visual merchandisers, animators, textile designers, costume and fashion designers, food stylists and other similar art-related careers.

Section 6. Allied Programs. The BFA program is allied to the following:

Architecture
Art Studies/ Art Education
Communication
Film and Audio-visual Communication
Humanities
Interior Design
Industrial Design
Landscape Architecture

Article IV Competency Standards

Section 7. Competency Standards. Graduates of the Bachelor of Fine Arts program are expected to have attained a high level of competency in concepts and skills so that they may be able to practice their profession as career artists in the various fields stated in Article III, Section 5c. These competencies shall include a thorough understanding of, and the ability to use, the elements and principles of the visual language, the application of techniques, and the skillful use of materials and processes in creating a well-organized design.

- a.) advance learning, knowledge and competence in the field of fine arts;
- b.) provide a rich learning environment within which students can develop their creativity, critical self-awareness, self-motivation and a sense of ethical purpose in the practice of the profession of fine arts;
- c.) instill awareness of the fundamental value of creating as the essential component in the humanity of making, in learning through making, and of the importance of the inter-relatedness between form and function, materials, process, idea and expression;
- d.) foster a strong sense of nationalism arising from the realization of the role of art and artists in the nation's historical and cultural development; and
- e.) educate and produce artists with a strong sense of responsibility, who are rooted in community involvement and equipped with a global perspective.

Article V Curriculum

Section 8. Curriculum description. The curriculum reflects the principles and objectives as stated in Article I and Article III, Section 4 of this CMO. It provides students with the conceptual tools and technical skills necessary for a

career in the arts, allowing them to develop and grow into independent and thinking artists who are fully aware of their responsibility to contribute to the task of nation building through their art.

These standards provide a general framework within which each institution should design and develop curriculum that is suitable to the institution's own particular needs, resources, and appropriate to the community and regional environment.

The curriculum content should be carefully selected on the basis of its relevance to the subject area and the optimum use of available time and resources.

Section 9. Curriculum outline. A minimum of 161 units is required for graduation with a Bachelor of Fine Arts, consisting of the following subject areas.

a. General Education	-	51 units
(1-3) English		9 units
(4-5) Filipino		6 units
(6) Literature		3 units
(7) Philosophy		3 units
(8-9) Mathematics		6 units
(10-11) Natural Sciences		6 units
(12) Economics*		3 units
(13) Philippine History		3 units
(14) Society & Culture**		3 units
(15) Political Science & Governance***		3 units
(16) Psychology		3 units
(17) Rizal		3 units

* to include Taxation and Land Reform

** to include Population Education

*** to include Philippine Constitution

b. Program Majors	-	96 units
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(A list of prescribed professional courses for each major/specialization can be found in Annex A)

b.1. Total units of core courses	24 units
b.2. Total units of specialization courses (includes Research (3 units), Thesis (3 units) and, Practicum (3 units))	66 units
b.3. Total units of elective courses	6 units

c. **Other Courses**

14 units

Physical Education I-IV	8 units
NSTP 1 & 2	6 units

d. **Sum total of units of the curriculum - 161 units**

e. An optimum standard of 2 lecture hours and 4 studio hours should be equally divided into two sessions every week for each course to ensure sufficient coverage of subject area, and sufficient time for the student to devote immediate practical application of the lecture conducted at each session.

Section 10. Sample program of study. Please refer to Annex C.

Section 11. Thesis requirement. An undergraduate thesis is required to complete a BFA program regardless of the student's major area of specialization. The thesis has to be successfully defended before a panel of experts designated by the institution. The thesis shall consist of a body of visual works grounded on a theoretical basis previously agreed upon between the thesis adviser and the student.

Section 12. Professional Seminar/Practicum/Workshop Requirement. The completion of a professional seminar/practicum/ workshop or summer practicum is required of all BFA major in Visual Communication and BFA major in Industrial Design students prior to admission in senior level courses in those programs. The total number of hours shall not be less than **150 hours**.

The practicum/workshop training of the students should include among others the following:

- Work program as coordinated with the agency/institution
- Daily journal countersigned by agency/institution representative
- Evaluation of office/institution by the students
- Evaluation of the students by the office/institution
- Over-all supervision report by faculty in-charge

Section 13. Instructional Standards. Teaching methods and techniques in professional courses should be designed to provide a quality teaching/learning environment which will nurture the creativity and uniqueness of the students while at the same time encouraging them to be sensitive and responsive to social development issues.

- a.) Bachelor of Fine Arts students shall be required to undertake an optimum number of no more than 18 academic units in any given semester, to ensure that their physical and mental capacities for learning are not overstretched. Exceptions may be allowed in the case of graduating students.

- b.) Ideally, teacher/student ratio shall not exceed more than 1:30 to maintain a sufficient level of quality teaching/learning.
- c.) Students shall be provided with course syllabi at the beginning of each term. Students shall also be informed of their class standing on a regular basis.
- d.) Reading and other reference materials shall be selected on the basis of acceptable criteria. Creative use of other instructional materials is encouraged.
- e.) A program of evaluating teaching effectiveness specific for the arts, shall be designed in consultation with the faculty, and implemented in the department/division level.

Article VI Course Specifications

Section 14. For course specifications, please refer to Annex B.

Article VII General Requirements

Section 15. Program Administration. The Bachelor of Fine Arts program shall be administered by a full-time Dean and/or a Department/Unit Chairperson with appropriate qualifications specified below.

- a.) Qualifications of the Dean
 - a.1 At least a holder of a Master's degree in the discipline or in any of the allied fields mentioned in Section 6 of this CMO, provided that the undergraduate degree is Bachelor of Fine Arts.
 - a.2 Practicing artist for the past 5 years.
 - a.3 At least three (3) years of satisfactory teaching performance in the tertiary level.
- b.) Functions/Responsibilities of the Dean
 - b.1 Assumes academic leadership and administrative responsibility in the attainment of the objectives of the BFA program as stated in Article III Section 4.
 - b.2 Appoints qualified faculty members to teach in the BFA program.
 - b.3 Initiates periodic review to avoid curriculum obsolescence

b.4 Convenes and presides over regular and special faculty meetings.

b.5 Fulfill all other functions as may be explicitly required by the institution.

c.) Qualifications of the Department/Unit Chairperson

c.1 At least a holder of a Master's degree in the discipline provided that the undergraduate degree is Bachelor of Fine Arts.

c.2 Practicing artist for the past 3 years.

c.3 Satisfactory teaching experience in the tertiary level for the past 3 years.

d.) Functions/Responsibilities of the Department/Unit Chairperson – In a situation where the structure of an institution does not require the position of a Dean, the institution should assign the administration of the Bachelor of Fine Arts program to a Department/Division Chairperson. In such a case, the Department/Unit Chairperson shall fulfill the functions of a Dean as stated in Article VII, Section 15b.

Where the structure of an institution calls for the position of a Dean, the Department/Unit Chairperson shall fulfill the following functions.

d.1 Ensures that individual syllabus of each course of specialization in the BFA program is fully implemented within the required period of time.

d.2 Periodically reviews the curriculum along with the faculty of the BFA program.

d.3 Recommends the appointment of qualified faculty members to teach in the BFA program.

d.4 Convenes regular and special departmental faculty meetings.

d.5 Schedules classes and assigns faculty teaching load.

d.6 Ensures that student grades are submitted on time by the faculty.

d.7 Supervises student evaluation of faculty teaching in the BFA program.

d.8 Monitors progress of students in the BFA program.

d.9 Performs other related functions as may be delegated by superiors.

Section 16. Faculty.

a.) Qualifications of the Faculty. The faculty for the Bachelor of Fine Arts program must be:

a.1 At least a holder of a Master's degree in Fine Arts or other art-related disciplines

a.2 A practicing artist for at least five (5) years.

Faculty of non-fine arts courses such as electives and cognates must be graduates of any of the following allied programs:

- | | |
|---|---|
| BS Architecture | - MS Architecture |
| BA Art Studies | - MA Art Studies |
| BA Communication | - MA Communication |
| BA Film and Audio-Visual
Communication | - MA Film and Audio-Visual
Communication |
| BA Humanities | - MA Humanities |
| BS Interior Design | - MS Interior Design |
| BA/BS Management | - MA/MS Management |
| BSE Art Education | - MA Art Education |
| BS in Industrial Design | |
| BS Landscape Architecture | |

b.) Teaching Load. The primary consideration in assigning teaching load to the faculty should be to enable each member to adequately fulfill academic and administrative responsibilities while at the same time providing the opportunity for practice of the profession for personal growth, which will ensure the effective and meaningful implementation of the curriculum. Teaching load, whether fulltime or part time, shall be governed by the institutional policies.

Faculty members teaching Bachelor of Fine Arts courses shall therefore be assigned an optimum standard teaching load of 15 units each semester, without prejudice to the minimum compensation commensurate to faculty rank.

c.) Faculty Rank and Employment Status

c.1 Faculty Rank. The institution shall appoint faculty members of the BFA program with the rank appropriate to the qualifications and other requirements of the institution, without prejudice to existing regulations that may be applicable to such institution. The following academic ranks shall apply with appropriate compensations and benefits without prejudice to a more simplified or expanded system of faculty ranking at the option of the institution:

Professor

Associate Professor
Assistant Professor
Instructor
Professorial Lecturer
Senior Lecturer
Junior Lecturer

Academic teaching personnel, who do not fall under any of the classes or ranks indicated in the preceding paragraph, shall be classified preferably as professorial lecturer, guest lecturer, or any similar academic designation on the basis of the individual's qualifications.

c.2 Employment Status

- a. Tenured faculty members are those who have attained permanent positions in the faculty roster after having met the required educational qualifications and years of service set by the institution.
- b. As a general rule, all private higher education institutions shall employ fulltime faculty or academic personnel consistent with the level of instruction.

Full time faculty or academic teaching personnel are those who meet all the following requirements:

- 1) Possess at least the minimum academic qualifications prescribed under the Revised Manual of Regulations for Private Higher Education 2006 under Section 35, Article VIII, for all academic personnel;
 - 2) Paid monthly or hourly, based on the regular teaching loads as provided for in the policies, rules and standards of the Commission and the institution;
 - 3) Devote no less than eight (8) hours of work a day to the school;
 - 4) Have no other remunerative occupation elsewhere requiring regular hours of work, except when permitted by the higher education institution; and
 - 5) Do not teach fulltime in any other higher education institution.
- c. All teaching personnel who do not meet the foregoing qualifications are considered part-time.

c.3 Promotion in academic rank and compensation shall conform to standards that take into consideration the individual's educational qualification, years of service, achievements in the profession, teaching effectiveness and active engagement in the institution's varied academic and non-academic activities.

- d.) Faculty Development. Institutions offering the BFA program shall develop and implement a system of faculty development for professional

advancement of its faculty members. A faculty development program shall include among others the following provisions:

d.1 scholarship grants, research grants, creative work grants, and sabbatical leaves;

d.2 financial support for art exhibitions;

d.3 participation in teaching methodology training courses, extension and outreach programs; and

d.4 participation in conferences and seminars dealing with professional growth and development in art.

e.) Faculty Manual. There shall be faculty manual containing among others, information and policies on:

e.1 hiring, retention, promotion and separation;

e.2 functions and responsibilities;

e.3 evaluation and ranking system;

e.4 remunerations and faculty benefits; and

e.5 code of conduct and ethical standards.

Section 17. Library. Colleges and universities offering the BFA program shall have library resources relevant to the education of the career artist, in adequate quantity and quality, helpful in serving the curriculum and research needs of students and faculty, and progressively developing and growing in accordance with institutional development and expansion plans.

a.) The library collection shall consist of at least five (5) titles each of books of recent edition (published during the past five years) dealing with each specialization course, and current subscription of at least 2 international journals/magazines and 1 local journal/magazine.

b.) The library shall be administered by a professional librarian and library assistant.

c.) The use of CD-ROMs, Internet and other education technologies is encouraged and should be made accessible to undergraduate students.

d.) Space Requirements. The following are the minimum requirements for library quarters either as part of the main library or as a separate library:

d.1 there shall be adequate reading space for the student's population;

d.2 the reading rooms shall be able to accommodate at one seating a minimum of twenty percent (20%) of the student enrolment; and

d.3 the open shelf system shall be encouraged.

Section 18. Facilities and Equipment

a.) Studio Requirements. The teaching/learning environment can only begin within a classroom facility unique to the fine arts – the studio. The word “studio” denotes a physical space within which the teaching/learning of the visual language takes place. More importantly, the word “studio” connotes a non-physical space conducive to non-verbal teacher/student communication and mentoring, where the creative spirit is nurtured and allowed full expression.

a.1 The studio shall have adequate physical space for worktables, chairs and elbow room for the number of students doing production work at the same time.

a.2 The studio shall be well-ventilated and well-lit, and have at least two (2) sinks each, large enough for two faucets.

b.) Audio-visual Requirements. Audio-visual equipment shall be provided as instructional support for art history, theory and specialization courses.

c.) Computer Laboratory. A computer laboratory shall contain as many computers as the institution’s resources will allow, where students are provided access to digital production using reasonably recent software.

Section 19. Admission and Retention. The standards of admission to and retention in the Bachelor of Fine Arts program shall be sufficiently rigorous to meet the needs of the profession and maintain a high standard of excellence in the education of the career artist.

Admission to the Bachelor of Fine Arts program are for students who are committed to a career in the fine arts, and who can demonstrate their creativity and potential for artistic growth through a satisfactory academic achievement, a qualifying talent determination examination, an interview, and /or other appropriate means.

There shall be a student manual containing among others, information and policies on:

a. admission, retention, and residency;

b. responsibilities;

c. evaluation/assessment system;

d. student rights and grievances; and

e. code of conduct.

Article VIII Transitory Provisions

HEIs that have been granted permit for BFA degree program are required to fully comply with all the requirements in this CMO, within a non-extendable period of three (3) years after the date of its effectivity. State Universities and Colleges (SUCs) and Local Colleges and Universities (LCUs) shall also comply with the requirements herein set forth.

Students currently enrolled in the BFA degree program shall be allowed to graduate under the old curriculum. However, students enrolling for the abovementioned program beginning school year 2008-2009 shall be covered by this CMO.

Article IX Sanction

For violation of this Order, the Commission may impose such administrative sanction, as it may deem appropriate pursuant to the pertinent provisions of RA 7722, in relation to Section 69 of BP 232 otherwise known as Education Act of 1982, and sections 24 and 101 of the Manual of Regulations for Private Institutions (MRPS), and other related laws.

Article X Separability and Repealing Clauses

Any provision of this Order, which may thereafter be held invalid, shall not affect the remaining provisions.

All CHED issuances or part thereof inconsistent with the provision in this CMO shall be deemed modified or repealed.

Article XI Effectivity Clause

This CMO shall take effect starting 1st semester of SY 2008-2009, after its complete publication in an official gazette or in a newspaper of general circulation.

An educational institution applying to offer new BFA program shall likewise comply with all the provisions of this CMO. (see Article II – Authority to operate of this Memorandum)

For strict compliance.

Pasig City, Philippines June 19, 2008.

For the Commission:


ROMULO L. NERI
Chairman 

Attachments:

Annex A – List of Suggested Courses

Annex B – Summary of Courses and Course Specifications

Annex C – Sample Programs of Study

ANNEX A
LIST OF SUGGESTED COURSES

The following courses are assigned 3 units with each studio course consisting of 1 lecture hour and 2 studio hours per session twice a week except those with an asterisk () indicating a pure lecture course also assigned 3 units but with 1.5 lecture hours per session twice a week.*

FOUNDATION COURSES FOR ALL MAJORS/SPECIALIZATIONS
(24 units)

- | | |
|--------------------------|---------------------|
| 1.) Visual Perception | 5.) Materials I |
| 2.) Visual Communication | 6.) Materials II |
| 3.) Techniques I | 7.) Art History I* |
| 4.) Techniques II | 8.) Art History II* |

SPECIALIZATION COURSES (66 units)

<i>Bachelor of Fine Arts (Painting)</i>	1.) Visual Studies I 2.) Visual Studies II 3.) Techniques III 4.) Techniques IV 5.) Materials III 6.) Materials IV 7.) Drawing I 8.) Drawing II 9.) Painting I 10.) Painting II 11.) Advanced Visual Studies I	12.) Advanced Visual Studies II 13.) Art Workshop I 14.) Art Workshop II 15.) Art Workshop III 16.) Art Workshop IV 17.) Art Theory I* 18.) Art Theory II* 19.) Art Seminar I 20.) Art Seminar II 21.) Research Methods 22.) Thesis
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Bachelor of Fine Arts (Sculpture)	1.) Visual Studies I	12.) Advanced Visual Studies II
	2.) Visual Studies II	13.) Art Workshop I
	3.) Techniques III	14.) Art Workshop II
	4.) Techniques IV	15.) Art Workshop III
	5.) Materials III	16.) Art Workshop IV
	6.) Materials IV	17.) Art Theory I*
	7.) Drawing I	18.) Art Theory II*
	8.) Drawing II	19.) Art Seminar I
	9.) Sculpture I	20.) Art Seminar II
	10.) Sculpture II	21.) Research Methods
	11.) Advanced Visual Studies I	22.) Thesis

Bachelor of Fine Arts (Visual Communication)	1.) Visual Design I	12.) Advertising Design II
	2.) Visual Design II	13.) Photography I
	3.) Figure Drawing I	14.) Photography II
	4.) Figure Drawing II	15.) Production for Electronic Media I
	5.) Production Methods I	16.) Production for Electronic Media II
	6.) Production Methods II	17.) Professional Seminar Workshop (Summer Practicum)
	7.) Design Workshop I	18.) Design Theory*
	8.) Design Workshop II	19.) Visual Verbal Communication
	9.) Design Workshop III	20.) Problems in Visual Communication
	10.) Design Workshop IV	21.) Research Methods
	11.) Advertising Design I	22.) Thesis

Bachelor of Fine Arts (Industrial Design)	1.) Introduction to Industrial Design I	12.) Ergonomics
	2.) Introduction to Industrial Design II	13.) Package Design I
	3.) Drawing Techniques for Industrial Design I	14.) Package Design II
	4.) Drawing Techniques for Industrial Design II	15.) Systems Design I
	5.) Materials for Industrial Design I	16.) Systems Design II
	6.) Materials for Industrial Design II	17.) Production Techniques I
	7.) Photography I	18.) Production Techniques II
	8.) Photography II	19.) Professional Seminar/Workshop (Summer/Practicum)
	9.) Intermediate Industrial Design I	20.) Special Topics in Industrial Design
	10.) Intermediate Industrial Design II	21.) Research Methods
	11.) Design Theory*	22.) Thesis

* Lecture Courses

ELECTIVES (6 units)

Fine Arts Elective I

Fine Arts Elective II

ANNEX B COURSE SPECIFICATIONS

FOUNDATION COURSES

- Course Name : **Visual Perception**
Course Description : Phenomena of perception and the concept of form in the visual arts.
Course Objectives : 1. To introduce the elements of the visual language and a new way of seeing.
2. To guide the learning of how the visual language is employed in the production of art.
3. To instill discipline as an essential tool in creating meaningful art.
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : None
Course Outline : 1. Introduction: the visual language and the nature of visual perception
2. Line
a. Physical characteristics of line
b. Expressive properties of line
c. Varieties of line
d. Line as related to other elements
3. Shape/Volume/Mass
a. Evolving shape
b. Varieties of shape
c. Volume/Mass
d. Shape/Form
4. Texture
a. Types of texture
b. Surface finishes
5. Value
a. Factors affecting value
b. Descriptive uses of value
c. Expressive uses of value
d. Decorative value patterns
e. Compositional function of value
6. Color
a. Nature of color
b. Physical properties of color
c. Color relationships
d. Factors influencing color perception
e. Color organizations
Studio Equipment : worktables, chairs, sinks with faucets

- Course Name : **Visual Communication**
Course Description : Concepts of Visual Organization
Course Objectives : 1. To review learned principles from the course Visual Perception and its relationship with this course.
2. To introduce the students to the principles of Visual Organization and its relationship with the Problem of Meaning, and to enable the students to understand, analyze and implement these.
3. To tap and develop the students' potential skills in the visual implementation of ideas and concepts related to

	visual organization and the problem of meaning.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Perception
Course Outline	: 1. Review of Visual Perception 2. Color Theory a. Light Source b. Two Types of Color: Pigmented, White c. Psychology of Color 3. Principles of Visual Organization a. Balance b. Rhythm c. Harmony d. Emphasis and Subordination e. Proportion and Ration f. Unity 4. Space and Depth Perception 5. Motion Perception
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Techniques I
Course Description	: Problems in volume definition in terms of chiaroscuro; rendering of forms in various media.
Course Objectives	: 1. To provide the means by which students may comprehend the visual elements through various techniques and media. 2. To introduce varied techniques and media and their development from drawing into painting.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: None
Course Outline	: Media and Techniques Dry Media 1. graphite pencil 2. charcoal pencil 3. dermatograph pencil 4. conte crayon 5. chalk and oil pastel 6. colored pencils
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Techniques II
Course Description	: Continuation of Techniques II
Course Objectives	: 1. To provide the means by which students may comprehend the visual elements through various techniques and media. 2. To introduce varied techniques and media and their development from drawing into painting.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Techniques I
Course Outline	: I. Wet Media 1. pen and ink 2. brush and ink 3. markers and fiber tip pens 4. water soluble colored pencils/pens 5. tempera 6. acrylic II. Mixed Media Applications and Explorations

1. Combine several wet and dry media
2. Combinations specially appropriate for drawing
3. Works of artists who have made special use of media combinations

Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Materials I**

Course Description : Analysis of the nature and possibilities of basic art materials.

Course Objectives : 1. To explore and manipulate the basic materials towards an understanding of three-dimensional form.
 2. To develop skills, technical knowledge, and develop expansion of personal expression and imagery.
 3. To understand the many properties and characteristics of art materials.

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisite : None

Course Outline : 1. Wire Construction: (Line) Defining Form and Texture
 a. Shaping methods and techniques
 b. Simple and complex structures
 2. Paper/Pulp: (Shape/Volume/Mass) Defining Texture and Form
 a. Papermaking techniques
 b. Molding techniques
 c. Biomorphic and geometric
 d. Volumetric and massive
 3. Plaster and White Glue: (Texture) Defining Form and Shape
 a. Additive and subtractive methods
 b. Manipulative/modeling techniques
 c. Surface finishing techniques
 4. Sawdust and fibers: (Value) Defining Color and Space
 a. Substitution methods
 b. Modeling and manipulative techniques
 5. Organic and Synthetic Pigments: (Color) Defining Intensity and Texture
 a. Chemical and physical properties
 b. Binders and pigments
 c. Application methods
 d. Fixatives/preservatives
 6. Portfolio

Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Materials II**

Course Description : Exploration of materials towards development and production of buoyant & mobile sculpture, and kinetic sculpture. Application of modeling techniques, cold casting, mold-making and understanding of chemical properties of both industrial and alternative materials.

Course Objectives : 1. To explore and manipulate basic materials towards the understanding of three-dimensional form.
 2. To develop skills, technical knowledge, and develop expansion of personal expression and imagery
 3. To understand the many properties and characteristics of art materials

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisite : Materials I

- Course Outline : 1. Balance: medium and large scale kinetic and buoyant structures
 2. Rhythm: casting and multiple piece mold-making
 3. Harmony: fabrication of lightweight flexible material
 4. Proportion: relief and in-the-round casting of body parts/figure
 5. Emphasis and Subordination: modeling, construction, casting and mold-making
 6. Perspective: wood construction and casting in concrete
 7. Variety and Unity: synthesis; unity and variety of materials and techniques
 8. Portfolio/Documentation

Studio Equipment : worktables, chairs, sinks with faucets

Course Name : ***Art History I**

Course Description : History of the visual arts in the West from the artist's point of view.

- Course Objectives : 1. To undertake a survey of Western Art from pre-history to the modern times.
 2. To introduce the historical context of art production.
 3. To instill awareness of how historical and cultural contexts influence the manner of art production.

No. of units : 3 units

No. of contact hrs/wk : 3 lecture hours a week

Prerequisite : None

- Course Outline : 1. Art in the Ancient World
 a. Pre-historic
 b. Egyptian
 c. Ancient Eastern
 d. Greek and Etruscan
 e. Roman
 2. The Middle Ages
 a. Early Christian and Byzantine
 b. Early Medieval
 c. Romanesque
 d. Gothic
 3. Renaissance Through Rococo
 a. Early and High Renaissance in Italy
 b. Mannerism and Other Trends
 c. Renaissance in the North
 d. Baroque
 e. Rococo
 4. The Modern World
 a. Neoclassicism and Romanticism
 b. Realism and Impressionism
 c. Twentieth Century
 d. Post-modernism

Lecture Equipment : lecture chairs, projector

Course Name : ***Art History II**

Course Description : History of the visual arts in Asia from the artist's point of view.

- Course Objectives : 1. To provide a survey of Asian Art.
 2. To introduce the historical context of art production in various parts of Asia.
 3. To instill awareness of the diverse cultural contexts and

confluences that affect art production in Asia.

No. of units : 3 units
No. of contact hrs/wk : 3 lecture hours a week
Prerequisites : Art History I
Course Outline : 1. Islamic Art
2. Indian Art
3. Chinese Art
4. Japanese, Korean Art
5. Southeast Asian Art
Lecture Equipment : lecture chairs, projector

SPECIALIZATION COURSES

BACHELOR OF FINE ARTS (PAINTING)

Course Name : **Visual Studies I**
Course Description : The study of visual organization
Course Objectives : 1. To develop the ability to apply their understanding of the visual language and principles of design
2. To solve given visual problems creatively through various media and techniques.
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Visual Communication, Techniques II, Materials II
Course Outline : 1. Synergy
2. Three Image Narrative
3. Xerox Narrative
4. Metamorphosis
5. Letras
6. Clue Diptych
7. Time Capsule
8. Stencils
Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Visual Studies II**
Course Description : Continuation of Visual Studies I
Course Objectives : 1. To develop the ability for students to solve visual problems creatively through the visual language and principles.
2. To enable students to articulate how visual problems were solved through the visual language, principles, media and techniques.
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Visual Studies I, Techniques II, Materials II
Course Outline : 1. Strata
2. Colored
3. Altered Object
4. Visual Diary
5. Afterimage Objects
6. Neon
7. Camouflage
8. Bad Color
Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Techniques III**
Course Description : Studies in color and form.
Course Objectives : 1. To manipulate various color mediums in art composition
2. To define forms through the use of colors
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Techniques II
Course Outline : 1. Introduction
2. Color composition: transparency and opacity
3. Color in relation to form
4. Mimesis: opaque and translucent objects
5. Introduction to oil painting: chiaroscuro
6. Color concept in contemporary art theory: research and visual output
7. Mixed media techniques: oil and water based mediums
8. Exploration of color and form thru texture: implied and actual textures

	9. Composition with color and form thru a particular art concept and technique
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Techniques IV
Course Description	: Continuation of Techniques III
Course Objectives	: 1. To manipulate various color mediums in art composition 2. To define forms through the use of colors
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Techniques III
Course Outline	: 1. Introduction 2. Alla Prima techniques: wet in wet, dry brush and impasto 3. Scumbling technique 4. Sgraffito technique 5. Glazing technique 6. Collage and mixed media technique 7. Combination of techniques + concept paper 8. Exploration of alternative materials and techniques
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Materials III
Course Description	: Analysis of materials in relation to concept, technique and process.
Course Objectives	: 1. Exploration & manipulation of materials in creating successful artistic expressions enhanced by full command of techniques. 2. Experimentation with the newer materials, understand their technical limitations in pursuit of a new form of expression. 3. Develop technical and stylistic requirements, in search for a technique that best reflect the evolving style. 4. To express ideas clearly and develop firm grounding in the technical and procedural aspects of the craft.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Materials II
Course Outline	: 1. Terracotta a. hand-forming techniques b. firing methods and techniques c. surface finishing 2. Lamination/Build-up a. Construction techniques b. Bonding and finishing techniques c. Surface hardening 3. Metal sheet and wood: Repousse and construction a. Relief scoring techniques b. Construction techniques c. Patina finishing techniques 4. Cold Process a. Engraving/Etching methods and techniques b. Cutting and construction techniques c. Cold bonding 5. Synthesis and Portfolio making
Studio Equipment	: worktables, stools, kiln (optional), sinks with faucets
Course Name	: Materials IV
Course Description	: Continuation of Materials III
Course Objectives	: 1. Exploration & manipulation of materials in creating successful artistic expressions enhanced by full command of techniques. 2. Experimentation with the newer materials, understand their technical

- limitations in pursuit of a new form of expression.
3. Develop technical and stylistic requirements, in search for a technique that best reflect the evolving style.
 4. To express ideas clearly and develop firm grounding in the technical and procedural aspects of the craft.
- No. of units : 3 units for both lecture & studio
- No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
- Prerequisites : Materials III
- Course Outline : 1. Luminary and buoyant sculpture
2. Ceramic for tile project: painting by glazing
3. Edible Art: Processed food materials
4. Industrial material and found object for body accessories and ornamentation: metal wires/cables and metal sheets and plates
5. New material: asphalt and organic material
6. Synthesis
- Studio Equipment : worktables, stools, kiln (optional), sinks with faucets
- Course Name : **Drawing I**
- Course Description : Drawing as a process of perception and as an independent medium in a contemporary context
- Course Objective : To enhance student's proficiency in perception and drawing.
- No. of units : 3 units for both lecture & studio
- No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
- Prerequisites : None
- Course Outline : 1. Visual diary
2. Contour drawings
3. Negative space drawings
4. Modeled drawings
5. Portfolio of works
6. Visual diary presentation
- Studio Equipment : worktables, chairs, modeling stand, sinks with faucets
- Course Name : **Drawing II**
- Course Description : Continuation of Drawing I
- Course Objectives : To enhance student's proficiency in perception and drawing.
- No. of units : 3 units for both lecture & studio
- No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
- Prerequisites : Drawing I
- Course Outline : 1. Visual diary
2. Detail drawings
3. Cartographic drawings
4. Self-portrait drawings
5. Figure drawings
6. Portfolio of works
7. Visual diary presentation
- Studio Equipment : worktables, chairs, modeling stand, sink with faucets
- Course Name : **Painting I**
- Course Description : Exploration & analysis of various concepts in painting carried in different media & techniques.
- Course Objectives : 1. To know and apply the various materials and techniques in handling water and oil-based mediums.
2. To conduct research on art concepts and theories related to portfolio of works.
- No. of units : 3 units for both lecture & studio
- No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
- Prerequisites : Visual Studies II, Techniques IV, Materials IV
- Course Outline : 1. Introduction: Course definition and outline

2. Review of the formal elements of art and the principles of design
 3. Exploration of advanced techniques in painting
 4. Writing a research paper in the arts.

Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Painting II**
 Course Description : Portfolio presentation
 Course Objectives : 1. To be able to present a related body of works in relation to proposed concept
 2. To be able to research on art concepts as a preliminary theory in developing a thesis

No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Painting I
 Course Outline : 1. Introduction: course definition and outline
 2. Proposal of concepts
 3. Research and studio work
 4. Portfolio presentation and deliberation

Studio Equipment : easels/ worktables, stools, sinks with faucets

Course Name : **Advanced Visual Studies I**
 Course Description : The study of visual phenomena in relation to art making possible with contemporary materials, media and techniques.
 Course Objectives : 1. To study visual phenomena in art.
 2. To explore the possibilities of contemporary materials, media and techniques in art construction.

No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Visual Studies II, Techniques IV, Materials IV
 Course Outline : 1. Introduction: course definition and activities
 2. Artwork based on a particular concept in contemporary art theory + concept paper
 3. Discussion and critique

Laboratory Equipment : worktables, stools, sinks with faucets

Course Name : **Advanced Visual Studies II**
 Course Description : Continuation of Advanced Visual Studies I
 Course Objectives : 1. To study visual phenomena in art
 2. To explore the possibilities of contemporary materials, media, and techniques in art construction.

No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Advanced Visual Studies I
 Course Outline : 1. Introduction: course definition and activities
 2. Artworks based on a particular concept in contemporary art.
 3. Discussion and critique

Studio Equipment : worktables, stools, sinks with faucets

Course Name : **Art Workshop I, Art Workshop II, Art Workshop III, Art Workshop IV**
 Course Description : Diverse courses in art production that relate and support the areas of studio specialization.
 Course Objective : To explore the materials and processes specific to studio specialization

No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Junior standing
 Course Outline : No uniform outline. Art production methods are specific to the selected studio specialization, i.e. Printmaking, Computer Art.
 Studio Equipment : worktables, stools, sinks with faucets

Course Name : **Art Theory I**
 Course Description : A study of the different theories of art, especially in relation to the artist & the socio-intellectual context in which his work could be taken.

Course Objectives : 1. To define the value of art theory for the study and understanding of art.
 2. To understand the creative process from the artist's point of view.
 3. To locate art theory in intellectual and creative activities from antiquity to the Renaissance.

No. of units : 3 units for lecture
 No. of contact hrs/wk : 3 lecture hours a week
 Prerequisites : Art History I & II
 Course Outline : 1. Introduction
 2. Antiquity: Plato and Aristotle
 3. The problem of the artist in Antiquity
 a. Social conditions
 b. The artist's imagination
 4. The Middle Ages
 a. Iconoclasm
 b. Aesthetic values of the Early and Late Middle Ages
 c. Scholasticism
 5. The Early Renaissance
 a. The imitation of nature
 b. Art and science
 c. Leonardo da Vinci, Durer
 d. Anatomy
 e. Perspective
 6. High Renaissance
 a. The rise of the creative artist
 b. Michelangelo
 c. The beginnings of criticism
 d. The last phase of Renaissance art theory

Lecture Equipment : lecture chairs, projector

Course Name : **Art Theory II**
 Course Description : Analysis of contemporary theories of art from the point of view of the artist with an in-depth focus on specific problems in art

Course Objectives : 1. To define the value of art theory for the study and understanding of art.
 2. To understand the creative process from the artist's point of view.
 3. To locate art theory in intellectual and creative activities from Modern Art to contemporary Art

No. of units : 3 units for lecture
 No. of contact hrs/wk : 3 lecture hours per week
 Prerequisites : Art Theory I
 Course Outline : 1. Review of Art Theory I.
 2. Art theory and art criticism.
 3. Unity and diversity in the visual arts.
 4. New trends in art.
 5. Color symbolism
 6. Facets of realism
 7. The theoretical legacy

Lecture Equipment : lecture chairs, projector

Course Name : **Art Seminar I, Art Seminar II**

Course Description : Art production and contemporary issues in art

Course Objective : To discuss current contemporary issues in art and to relate them to art making.

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Senior standing (for Art Sem I)
Art Seminar I (for Art Sem II)

Course Outline : Specific issues that relate to varying student concerns

Studio Equipment : easels/ worktables, stools, sinks and faucets

Course Name : **Research Methods in the Arts**

Course Description : Self-explanatory

Course Objectives : Self-explanatory

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Senior standing

Course Outline : 1. Elements of research in the arts
2. Art practice as research
3. Developing the thesis proposal
4. Presentation of thesis proposal

Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Thesis**

Course Description : Self-explanatory

Course Objectives : Self-explanatory

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Research Methods in the Arts

Course Outline : 1. Execution of thesis works
2. Thesis defense

Studio Equipment : easels/worktables, stools, sinks with faucet

BACHELOR OF FINE ARTS (SCULPTURE)

Course Name : **Visual Studies I**
Course Description : The study of visual organization
Course Objectives : To develop the ability to apply their understanding of the visual language and principles of design
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Visual Communication, Techniques II, Materials II
Course Outline : 1. Synergy
2. Three Image Narrative
3. Xerox Narrative
4. Metamorphosis
5. Letras
6. Clue Diptych
7. Time Capsule
8. Stencils
Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Visual Studies II**
Course Description : Continuation of Visual Studies I
Course Objectives : 1. To develop the ability for students to solve visual problems creatively through the visual language and principles.
2. To enable students to articulate how visual problems were solved through the visual language, principles, media and techniques.
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Visual Studies I, Techniques II, Materials II
Course Outline : 1. Strata
2. Colored
3. Altered Object
4. Visual Diary
5. Afterimage Objects
6. Neon
7. Camouflage
8. Bad Color
Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Techniques III**
Course Description : Studies in color and form.
Course Objectives : 1. To manipulate various color mediums in art composition
2. To define forms through the use of colors
No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Techniques II
Course Outline : 1. Introduction
2. Color composition: transparency and opacity
3. Color in relation to form
4. Mimesis: opaque and translucent objects
5. Introduction to oil painting: chiaroscuro
6. Color concept in contemporary art theory: research and visual output
7. Mixed media techniques: oil and water based media
8. Exploration of color and form thru texture: implied and actual textures
9. Composition with color and form thru a particular art concept and technique
Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Techniques IV**
 Course Description : Continuation of Techniques III
 Course Objectives : 1. To manipulate various color mediums in art composition
 2. To define forms through the use of colors
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/vk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Techniques III
 Course Outline : 1. Introduction
 2. Alla Prima techniques: wet in wet, dry brush and impasto
 3. Scrumbling technique
 4. Sgraffito technique
 5. Glazing technique
 6. Collage and mixed media technique
 7. Combination of techniques + concept paper
 8. Exploration of alternative materials and techniques
 Studio Equipment : worktables, chairs, sinks and faucets

Course Name : **Materials III**
 Course Description : Analysis of materials in relation to concept, technique and process.
 Course Objectives : 1. Exploration & manipulation of materials in creating successful artistic expressions enhanced by full command of techniques.
 2. Experimentation with the newer materials, understand their technical limitations in pursuit of a new form of expression.
 3. Develop technical and stylistic requirements, in search for a technique that best reflect the evolving style.
 4. To express ideas clearly and develop firm grounding in the technical and procedural aspects of the craft.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/vk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Materials II
 Course Outline : 1. Terracotta
 a. hand-forming techniques
 b. firing methods and techniques
 c. surface finishing
 2. Lamination/Build-up
 a. Construction techniques
 b. Bonding and finishing techniques
 c. Surface hardening
 3. Metal sheet and wood: Repousse and construction
 a. Relief scoring techniques
 b. Construction techniques
 c. Patina finishing techniques
 4. Cold Process
 a. Engraving/Etching methods and techniques
 b. Cutting and construction techniques
 c. Cold bonding
 5. Synthesis and Portfolio making
 Studio Equipment : worktables, stools, sinks with faucets

Course Name : **Materials IV**
 Course Description : Continuation of Materials III
 Course Objectives : 1. Exploration & manipulation of materials in creating successful artistic expressions enhance by full command of techniques.
 2. Experimentation with the newer materials, understand their technical limitations in pursuit of a new form of expression.
 3. Develop technical and stylistic requirements, in search for a technique that best reflect the evolving style.
 4. To express ideas clearly and develop firm grounding in the technical

		and procedural aspects of the craft.
No. of units	:	3 units for both lecture & studio
No. of contact hrs/wk	:	6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	:	Materials III
Course Outline	:	<ol style="list-style-type: none"> 1. Luminary and buoyant sculpture 2. Ceramic for tile project: painting by glazing 3. Edible Art: Processed food materials 4. Industrial material and found object for body accessories and ornamentation: metal wires/cables and metal sheets and plates 5. New material: asphalt and organic material 6. Synthesis
Studio Equipment	:	worktables, stools, sinks with faucets
Course Name	:	Drawing I
Course Description	:	Drawing as a process of perception and as an independent medium in a contemporary context
Course Objective	:	To enhance student's proficiency in perception and drawing.
No. of units	:	3 units for both lecture & studio
No. of contact hrs/wk	:	6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	:	None
Course Outline	:	<ol style="list-style-type: none"> 1. Visual diary 2. Contour drawings 3. Negative space drawings 4. Modeled drawings 5. Portfolio of works 6. Visual diary presentation
Studio Equipment	:	worktables, stools, modeling stand, sinks with faucets
Course Name	:	Drawing II
Course Description	:	Continuation of Drawing I
Course Objectives	:	To enhance student's proficiency in perception and drawing.
No. of units	:	3 units for both lecture & studio
No. of contact hrs/wk	:	6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	:	Drawing I
Course Outline	:	<ol style="list-style-type: none"> 1. Visual diary 2. Detail drawings 3. Cartographic drawings 4. Self-portrait drawings 5. Figure drawings 6. Portfolio of works 7. Visual diary presentation
Studio Equipment	:	worktables, stools, modeling stand, sink with faucets
Course Name	:	Sculpture I
Course Description	:	Exploration of advanced methods in sculpture.
Course Objectives	:	<ol style="list-style-type: none"> 1. To produce a body of works that encompasses understanding of materials and processes. 2. To conduct research on art concepts and theories related to developing a portfolio of works.
No. of units	:	3 units for both lecture & studio
No. of contact hrs/wk	:	6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	:	Visual Studies II, Techniques IV, Materials IV
Course Outline	:	<ol style="list-style-type: none"> 1. Introduction: Course definition and outline 2. Review of the formal elements of art and the principles of design 3. Exploration of advanced techniques in sculpture 4. Writing a research paper in the arts.
Studio Equipment	:	worktables, stools, arc welder, acetylene torch, electric sander, banding wheel, sinks with faucets

Course Name : **Sculpture II**
 Course Description : Portfolio presentation
 Course Objectives : 1. To be able to present a related body of works in relation to proposed concept
 2. To be able to research on art concepts as a preliminary theory in developing a thesis
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Sculpture I
 Course Outline : 1. Introduction: course definition and outline
 2. Proposal of concepts
 3. Research and studio work
 4. Portfolio presentation and deliberation
 Studio Equipment : worktables, stools, arc welder, acetylene torch, electric sander, banding wheel, sinks with faucets

Course Name : **Advanced Visual Studies I**
 Course Description : The study of visual phenomena in relation to art making possible with contemporary materials, media and techniques.
 Course Objectives : 1. To study visual phenomena in art.
 2. To explore the possibilities of contemporary materials, media and techniques in art construction.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Visual Studies II, Techniques IV, Materials IV
 Course Outline : 1. Introduction: course definition and activities
 2. Artwork based on a particular concept in contemporary art theory + concept paper
 3. Discussion and critique
 Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Advanced Visual Studies II**
 Course Description : Continuation of Advanced Visual Studies I
 Course Objectives : 1. To study visual phenomena in art
 2. To explore the possibilities of contemporary materials, media, and techniques in art construction.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Advanced Visual Studies I
 Course Outline : 1. Introduction: course definition and activities
 2. Artworks based on a particular concept in contemporary art.
 3. Discussion and critique
 Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Art Workshop I, Art Workshop II, Art Workshop III, Art Workshop IV**
 Course Description : Diverse courses in art production that relate and support the areas of studio specialization.
 Course Objective : To explore the materials and processes specific to studio specialization
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Junior standing
 Course Outline : No uniform outline. Art production methods are specific to the selected studio specialization, i.e. Printmaking, Computer Art.
 Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Art Theory I**

Course Description : A study of the different theories of art, especially in relation to the artist & the socio-intellectual context in which his work could be taken.

Course Objectives : 1. To define the value of art theory for the study and understanding of art.
2. To understand the creative process from the artist's point of view.
3. To locate art theory in intellectual and creative activities from antiquity to the Renaissance.

No. of units : 3 units for lecture

No. of contact hrs/wk : 3 lecture hours a week

Prerequisites : Art History I & II

Course Outline : 1. Introduction
2. Antiquity: Plato and Aristotle
3. The problem of the artist in Antiquity
a. Social conditions
b. The artist's imagination
4. The Middle Ages
a. Iconoclasm
b. Aesthetic values of the Early and Late Middle Ages
c. Scholasticism
5. The Early Renaissance
a. The imitation of nature
b. Art and science
c. Leonardo da Vinci, Durer
d. Anatomy
e. Perspective
6. High Renaissance
a. The rise of the creative artist
b. Michelangelo
c. The beginnings of criticism
d. The last phase of Renaissance art theory

Lecture Equipment : lecture chairs, projector

Course Name : **Art Theory II**

Course Description : Analysis of contemporary theories of art from the point of view of the artist with an in-depth focus on specific problems in art

Course Objectives : 1. To define the value of art theory for the study and understanding of art.
2. To understand the creative process from the artist's point of view.
3. To locate art theory in intellectual and creative activities from Modern Art to contemporary Art

No. of units : 3 units for lecture

No. of contact hrs/wk : 3 lecture hours per week

Prerequisites : Art Theory I

Course Outline : 1. Review of Art Theory I.
2. Art theory and art criticism.
3. Unity and diversity in the visual arts.
4. New trends in art.
5. Color symbolism
6. Facets of realism
7. The theoretical legacy

Lecture Equipment : lecture chairs, projector

Course Name : **Art Seminar I, Art Seminar II**

Course Description : Art production and contemporary issues in art

Course Objective : To discuss current contemporary issues in art and to relate them to art making.

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Senior standing (for Art Sem I)
 : Art Seminar I (for Art Sem II)

Course Outline : Specific issues that relate to varying student concerns
 Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Research Methods in the Arts**
 Course Description : Self-explanatory
 Course Objectives : Self-explanatory
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Senior standing
 Course Outline : 1. Elements of research in the arts
 : 2. Art practice as research
 : 3. Developing the thesis proposal
 : 4. Presentation of thesis proposal

Studio Equipment : easels/worktables, stools, sinks with faucets

Course Name : **Thesis**
 Course Description : Self-explanatory
 Course Objectives : Self-explanatory
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Research Methods in the Arts
 Course Outline : 1. Execution of thesis works
 : 2. Thesis defense

Studio Equipment : easels/worktables, stools, sinks with faucets

BACHELOR OF FINE ARTS (VISUAL COMMUNICATION)

Course Name	: Visual Design I
Course Description	: Lettering, typography and lay-out, and their application in visual communication.
Course Objectives	: To provide the students with knowledge and skills in the selection and presentation of : a. lettering and typography b. basic layout formats as important elements in visual communication.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Communication, Techniques II, Materials II
Course Outline	: 1. Introduction to Visual Design 2. History of Letter and Typography 3. The Structure of Letters 4. Basic Letter, Word and Line Spacing 5. The Families of Letters and Types 6. Type Sizes and Forms 7. Types of Illustrations a. Photography b. Graphs/Charts c. Drawings 8. Layout Formats a. Mondrian b. Grid c. Picture Window d. Copy Heavy e. Frame f. Silhouette g. Type Specimen h. Color Field i. Band j. Axial or Circus
Studio Equipment	: worktables, chairs, sinks with faucets

Course Name	: Visual Design II
Course Description	: Continuation of Visual Design I
Course Objectives	: 1. To develop the ability to create, select and organize typestyle designs and layout formats to produce an effective visual design 2. To introduce the students to the print media
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Design I
Course Outline	: 1. Review of Visual Design I 2. The Creative Process a. Thumbnails b. Rough Compre c. Clean Compre 3. Design Applications a. Print Ads b. Books, Magazines c. Pamphlets, Brochures, Leaflets d. Posters e. Labels
Studio Equipment	: worktables, chairs, sinks with faucets

Course Name : **Figure Drawing I**
 Course Description : Basic drawing studies of the human figure.
 Course Objectives : 1. To introduce the students to the accurate and objective study of the human anatomy.
 2. To train the students in the clean and correct rendering of the human figure in various attitudes and poses alone, using basic drawing.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Techniques II
 Course Outline : 1. The Study of the Human Anatomy (nude)
 a. whole figure
 b. details
 2. Clean Figure Drawing (nude) exercises in:
 a. Pencil and charcoal
 b. Pen and ink – optional
 c. Black tempera
 Studio Equipment : worktables, chairs, modeling stand, sinks with faucets

Course Name : **Figure Drawing II**
 Course Description : Continuation of Figure Drawing I
 Course Objectives : 1. To train the students to draw rapidly, spontaneously and almost instinctively the proportions, the details, poses, nuances and attitudes of the human figure, alone and in groups.
 2. To enable students to experiment with styles that carry expression through deliberate distinctions, generalizations, semi-abstractions, caricatures, or thematic expressions.
 3. To enable students to apply figure drawing skills and styles to the disciplines of advertising, editorial and graphic designs.
 4. To enable the students to develop their own individual styles in figure drawing.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Figure Drawing I
 Course Outline : 1. Review of Figure Drawing I.
 2. Rapid figure drawing exercises based on memory and imagination (draped and nude) in various media such as: pencil and watercolor.
 3. Clean and rapid figure drawing exercises, based on memory and imagination using various drawing media, using a simplified approach, as applied in:
 a. advertising design
 b. editorial design
 c. graphic design
 d. fashion design
 e. other types of design
 Studio Equipment : worktables, chairs, modeling stand, sinks with faucets

Course Name : **Production Methods I**
 Course Description : Analysis, exploration and preparation of materials for art production and reproduction.
 Course Objectives : 1. To introduce the students to various art media used in visual presentations for print media
 2. To introduce the students to the concepts, terminologies and methods associated with various printing process
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites	: Visual Communication, Techniques II, Materials II
Course Outline	: 1. Introduction to various types of printing processes 2. Types of paper and contemporary media 3. Production of traditional mechanical specs for printing 4. Production of materials for digital pre-press
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Production Methods II
Course Description	: Continuation of Production Methods I
Course Objective	: To develop conceptual and technical skills in formulating creative solutions to existing print production problems
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Production Methods I
Course Outline	: Applications of final art preparation for print media 1. Publication design 2. Package and merchandising design 3. Direct mail and specialties 4. Outdoor media
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Design Workshop I, Design Workshop II, Design Workshop III, Design Workshop IV
Course Description	: Diverse courses in art production that relate and support the areas of studio specialization.
Course Objective	: To explore the materials and processes specific to studio specialization
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Design Workshop 1 & 2	: Visual Communication, Techniques II, Materials II
Prerequisites : Design Workshop 3 & 4	: Junior Standing or Senior Standing
Course Outline	: No uniform outline. Art production methods are specific to the selected studio specialization, i.e. Illustration , Animation, Multimedia
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Advertising Design I
Course Description	: Conceptual problem solving, execution and art production in advertising.
Course Objectives	: 1. To introduce the students to the fundamental concepts and principles of Advertising Design as a component of Visual Communication. 2. To introduce the students to the basic creative steps in the conceptualization of effective advertising design through conceptual problem-solving exercises. 3. To introduce the students to traditional media vehicles and new technologies.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Design II, Production Methods II, Design Workshop II
Course Outline	: 3. The Principles of Advertising 4. The Creative Process 5. Media Vehicles and their Utilization 4. Application to projects
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Advertising Design II
Course Description	: Continuation of Advertising Design I.
Course Objectives	: 1. To train the students in the writing of a research paper for an advertising project or campaign.

	2. To enable the students to understand and analyze the various components of a comprehensive advertising project or campaign.
	3. To enable the students to execute creative requirements of an advertising project or campaign.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Advertising Design I
Course Outline	: 1. Review of Advertising Design I 2. Basic Components of an Advertising Campaign 3. Creative Proposal 4. Communication Plan 5. Production 6. Presentation
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Photography I
Course Description	: The use of camera and imaging techniques as tools of visual and aesthetic expression in visual communication.
Course Objectives	: 1. To introduce the students to the concepts of basic and creative photography 2. To provide the students with working knowledge of the single lens reflex camera, both film and digital, its lenses and accessories 3. To develop the ability to form sound judgment in applying the principles of photography and insightful application of the principles of design in the production of a photographic image
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Communication, Techniques II, Materials II
Course Outline	: 1. Introduction to Photography 2. Brief History 3. Equipment and accessories 4. Film and sensor sensitivity 5. Understanding light and exposure 6. Photocomposition
Studio Equipment	: SLR camera, photo studio with background materials and lights, computer and printer, darkroom (optional)
Course Name	: Photography II
Course Description	: Continuation of Photography I
Course Objective	: To provide the opportunity to work on specialized subjects matters
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Photography I
Course Outline	: Special problems in photography 1. Advertising photography 2. Photojournalism and documentary photography 3. Fashion photography 4. Sports photography 5. Still life and product photography 6. Architectural / Interior photography
Studio Equipment	: SLR camera, photo studio with background materials and lights, computer and printer, darkroom (optional)
Course Name	: Production for Electronic Media I
Course Description	: Preparation of art materials for audio-visual presentations, television and film graphics.
Course Objectives	: 1. To introduce the students to electronic media as effective tools in Visual Communication in the present state of technological

	developments.
	2. To provide the students with basic training in the visual execution and production of the various electronic media.
	3. To enable the students to utilize various electronic media in the Visual Communication disciplines.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Design II, Production Methods II, Design Workshop II
Course Outline	: 1. Introduction: The Language of Moving Images 2. The Audio-Visual Statements (Mise-en-Scene) a. The Visual Sentence b. Sound Design 3. The Electronic Medium as a Communication Tool a. Sound-Slide Production b. Video Production c. Cinema 4. Technology and Equipment
Studio Equipment	: computer lab as described in Sec.18.c., digital video camera, photo studio with background materials and video lights
Course Name	: Production for Electronic Media II
Course Description	: Continuation of Production for Electronic Media I
Course Objectives	: To provide the opportunity to conceptualize and produce art materials for audio-visual presentations
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Production for Electronic Media I
Course Outline	: The Production Process a. Pre-production: production planning, concept, script, storyboard b. Principal Photography c. Post-production: editing, sound editing, graphics, titling, marketing
Studio Equipment	: computer lab as described in Sec.18.c., digital video camera, photo studio with background materials and video lights
Course Name	: Professional Seminar Workshop
Course Description	: Concentrated production work experience in the major area of specialization.
Course Objectives	: 1. To introduce the students to the actual professional world of Visual Communication 2. To provide the students with maximum opportunities to experience the daily operations in companies and institutions related to Visual Communication 3. To enable the students to determine their individual area of specialization in Visual Communication to pursue their senior year.
No. of units	: 3 units
No. of practicum hours	: 150 hours
Prerequisites	: Completion of all junior level courses in the BFA VC
Course Outline	: 1. Introduction to the Professional World of Visual Communication 2. Orientation 3. Assigning Students to Individual Companies and Institutions 4. Classroom Activities: lectures on professional practices, ethics; monitoring on the job activities; other classroom activities 5. Individual Student Evaluation
Studio Equipment	: none
Course Name	: Design Theory

Course Description : An investigation & study of the development of design theory from the industrial revolution to the present.

Course Objectives : 1. To define the role of design and the responsibility of the designer in industry and culture.
2. To understand the socio-economic and political contexts of design.
3. To trace the evolution of design until contemporary times.

No. of units : 3 units

No. of contact hrs/wk : 3 lecture hours per week

Prerequisites : Art History I & II

Course Outline : 1. Introduction
2. The concept of design: from industry to culture
3. Factors that influence the ideas and results of design and its processes.
a. Politics, society and design
b. Industry, technology and design
c. Theory and design
d. Reconstruction and design
4. Design after modernism
5. Functionalism
6. Pop design
7. Design for need

Lecture Equipment : lecture chairs, projector

Course Name : **Visual Verbal Communication**

Course Description : A study of visual and verbal communication as integral elements of the visual language.

Course Objectives : 1. To introduce the students to the basic principles of copywriting: its role and function in the discipline of Visual Communication.
2. To enable the students to recognize the importance of copy in effective Visual Communication.
3. To apply the basic principles of copywriting in different Visual Communication situations.

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Senior Standing

Course Outline : 1. Introduction to Copywriting
2. Writing Copy for Visual Communication
3. Application to projects

Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Problems in Visual Communication**

Course Description : Special problems in contemporary advertising and editorial design

Course Objectives : 1. To enable the students to understand and value the importance of market research and analysis, and the role that visual communication plays within the marketing mix.
2. To provide the opportunity to apply the principles of marketing to various visual communication problems.
3. To provide information on prevailing practices in the Philippines.

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Junior standing

Course Outline : 1. General Overview of Marketing
a. Research and the Marketing Mix
b. The Target Market and Audience: Consumers and Viewers
c. The Profit Motive/The Social Motive
2. Product and Product Planning/Information Plan
3. Distribution/Dissemination

4. Merchandising/Influencing Factors
5. Direct and Personal Selling
6. Advertising/Promotions
 - a. Mass Media and Image
 - b. Creative Strategies
 - c. Standards of Effectivity
7. Publicity
8. Developing a Marketing Plan

Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Research Methods in the Arts**

Course Description : Self-explanatory

Course Objectives : Self-explanatory

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Senior standing

Course Outline :

1. Elements of research in the arts
2. Art practice as research
3. Developing the thesis proposal
4. Presentation of thesis proposal

Studio Equipment : worktables, chairs, sinks with faucets

Texts and References : Open to Instructor

Course Name : **Thesis**

Course Description : Self-explanatory

Course Objectives : Self-explanatory

No. of units : 3 units for both lecture & studio

No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Research Methods in the Arts

Course Outline :

1. Execution of thesis works
2. Thesis defense

Studio Equipment : worktables, chairs, sinks with faucets

BACHELOR OF FINE ARTS (INDUSTRIAL DESIGN)

Course Name	: Introduction to Industrial Design I
Course Description	: The study of the structural, perceptual & spatial properties of well-ordered form in the process of design.
Course Objectives	: To study the history and evolution of Design and styles within socio-cultural context.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Communication, Techniques II, Materials II
Course Outline	: 1. Lecture and discussion on the evolution of design in pre-industrial societies and in the Industrial Revolution. 2. Lecture and discussion on the influences and inspirations of the different design styles in product, furniture, architecture, fashion and graphics. a. Arts and Crafts b. Art Nouveau c. Art Deco d. Bauhaus Movement e. Other styles – Memphis
Studio Equipment	: worktables, chairs, sinks with faucets

Course Name	: Introduction to Industrial Design II
Course Description	: Continuation of Introduction to Industrial Design I
Course Objectives	: 1. To study the history and strategies of design growth in Asia. 2. To introduce to the students the use of research, planning and programming as tools of the design process.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Intro to Industrial Design I
Course Outline	: 1. Discussion of the growth of design in Asia: Japan, India, Korea, Taiwan, China, Hong Kong, Philippines, Singapore 2. Discussion of the Design Process and the different design methods of analysis
Studio Equipment	: worktables, chairs, sinks with faucets

Course Name	: Drawing Techniques for Industrial Design I
Course Description	: Development of techniques in mechanical & technical drawing for industrial design.
Course Objectives	: 1. To understand the characteristics of mechanical and technical drawing. 2. To apply the principles of mechanical and technical drawing.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Visual Communication, Techniques II, Materials II
Course Outline	: 1. Introduction to mechanical drafting, materials and equipment 2. Language of lines 3. Lettering 4. Drafting geometry, mensuration, scaling, and notations 5. Drawing formats
Studio Equipment	: worktables, chairs, sinks with faucets

Course Name	: Drawing Techniques for Industrial Design II
Course Description	: Continuation of Drawing Techniques for Industrial Design I
Course Objectives	: To introduce and familiarize the students in Computer Aided Design
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Drawing Techniques for Industrial Design I
 Course Outline : 1. Introduction to computer technology
 2. Familiarization with Computer Aided Design
 Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Materials for Industrial Design I**
 Course Description : The study and use of materials in relation to contemporary design in industry.
 Course Objective : To discuss the characteristics of studio materials and product appearance and scale models.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Visual Communication, Techniques II, Materials II
 Course Outline : The study of the general properties, characteristics, structural possibilities and limitations of the following materials for model making with emphasis on surface development and structural models:
 a. Paper
 b. Wood
 c. Wire
 d. Urethane foam
 e. Polystyrene foam/resin
 f. Plastics/acrylic/polystyrene
 Studio Equipment : worktables, stools, jigsaw, electric drill, electric sander, compressor, sinks with faucets

Course Name : **Materials for Industrial Design II**
 Course Description : Continuation of Materials for Industrial Design I.
 Course Objectives : 1. To understand the properties, possibilities and limitations of materials for the use of 3-D design representation.
 2. To gain adequate skills in handling various materials for application in 3-D form.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Materials for Industrial Design I
 Course Outline : Development of built-from-scratch scaled and appearance models using the following materials:
 a. Paper
 b. Wood
 c. Wire
 d. Urethane foam
 e. Polystyrene foam/resin
 f. Plastics/acrylic/polystyrene
 Studio Equipment : worktables, stools, jigsaw, electric drill, electric sander, compressor, sinks with faucets

Course Name : **Photography I**
 Course Description : The use of camera and imaging techniques as tools of visual and aesthetic expression in visual communication
 Course Objectives : 1. To introduce the students to the concepts of basic and creative photography
 2. To provide the students with working knowledge of the single lens reflex camera, both film and digital, its lenses and accessories
 3. To develop the ability to form sound judgment in applying the principles of photography and insightful application of the principles of design in the production of a photographic image
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)

Prerequisites : Visual Communication, Techniques II, Materials II
 Course Outline : 1. Introduction to Photography
 2. Brief History
 3. Equipment and accessories
 4. Film and sensor sensitivity
 5. Understanding light and exposure
 6. Photocomposition
 Studio Equipment : SLR camera, photo studio and background materials and lights, computer and printer, darkroom (optional)

Course Name : **Photography II**
 Course Description : Continuation of Photography I
 Course Objective : To provide the opportunity to work on specialized subjects matters
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Photography I
 Course Outline : Special problems in photography
 1. Advertising photography
 2. Photojournalism and documentary photography
 3. Fashion photography
 4. Sports photography
 5. Still life and product photography
 6. Architectural / Interior photography
 Studio Equipment : SLR camera, photo studio with background materials and lights, computer and printer, darkroom (optional)

Course Name : **Intermediate Industrial Design I**
 Course Description : Design concepts, methodologies & theories of utilitarian forms.
 Course Objectives : To apply case studies focusing on the applications of the design process.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : All sophomore courses in the BFA Industrial Design Program
 Course Outline : 1. Discussion and application of conceptual approach involving research and its value in design generation
 a. product identification
 b. determining goals and objectives
 c. specifying research tools and methods
 d. data gathering, analysis and synthesis
 e. conceptualization
 f. design schematics, preliminaries, detail studies
 2. Case studies:
 a. product
 b. product line
 c. tools and equipment
 Studio Equipment : worktables, chairs, sinks with faucets

Course Name : **Intermediate Industrial Design II**
 Course Description : Continuation of Intermediate Industrial Design I
 Course Objectives : This course aims to demonstrate that ID is a multi- and inter-disciplinary profession. This course deals with problem solving in contemporary Philippine setting. Students are required to develop marketing strategies for unsuccessful locally-available products.
 No. of units : 3 units for both lecture & studio
 No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
 Prerequisites : Intermediate Industrial Design I
 Course Outline : 1. Case study
 a.. Identification of product
 b. Marketing analysis

	<ul style="list-style-type: none"> c. Re-formulation of marketing strategy
	<ul style="list-style-type: none"> 2. Development of design support <ul style="list-style-type: none"> a. Product design b. Package design c. Systems design d. Graphic design e. Promotional materials
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Design Theory
Course Description	: An investigation & study of the development of design theory from the industrial revolution to the present.
Course Objectives	: <ul style="list-style-type: none"> 1. To define the role of design and the responsibility of the designer in industry and culture. 2. To understand the socio-economic and political contexts of design. 3. To trace the evolution of design until contemporary times.
No. of units	: 3 units
No. of contact hrs/wk	: 3 lecture hours per week
Prerequisites	: Art History I & II
Course Outline	: <ul style="list-style-type: none"> 1. Introduction 2. The concept of design: from industry to culture 3. Factors that influence the ideas and results of design and its processes. <ul style="list-style-type: none"> a. Politics, society and design b. Industry, technology and design c. Theory and design d. Reconstruction and design 4. Design after modernism 5. Functionalism 6. Pop design 7. Design for need
Lecture Equipment	: lecture chairs, projector
Course Name	: Ergonomics
Course Description	: Anthropometrics of Design
Course Objectives	: To provide the students with the needed information and their sources related to ergonomics as a design support body of information.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Introduction to Industrial Design I, Drawing Techniques for Industrial Design I, Production Techniques I, Materials for Industrial Design I, Perspective
Course Outline	: <ul style="list-style-type: none"> 1. Human factors and systems 2. Measurement of man 3. Product semantics. 4. Major design considerations for furniture design. 5. Projects: <ul style="list-style-type: none"> a. door handles b. eyewear c. earwear d. display and control project--wrist gadget
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Package Design I
Course Description	: Design concepts, methodologies & theories of packaging.
Course Objectives	: <ul style="list-style-type: none"> 1. To understand the role of the designer in modern manufacturing. 2. To study the characteristics of an effective package design.

	3. To analyze and explore creative solutions to packaging design problems.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: All sophomore courses in the program
Course Outline	: 1. The history of packaging. 2. Packaging design as an aspect of marketing. 3. Paper board and structural design in packaging. 4. Designing with plastics 5. Problems in package design.
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Package Design II
Course Description	: Comprehensive problem analysis on structure & graphic production of package design projects.
Course Objectives	: Same as Package Design I
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Package Design I
Course Outline	: 1. Review of Package Design I 2. Flexible packaging 3. Glass containers 4. Cans, tubes and aerosols 4. Environmental implications of packaging 6. Advanced problems in package design
Studio Equipment	: worktables, chairs, sinks with faucets :
Course Name	: Systems Design I
Course Description	: Design concepts, methodologies & theories of interrelated functional structures.
Course Objectives	: 1. To provide the students with the needed information and their sources related to the area of specialization for industrial designers. 2. To provide the students with an opportunity to work on actual exhibition and related conceptualization to design detailing.
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: All sophomore courses in the BFA – Indl Design program
Course Outline	: 1. Exhibition design as an alternative area of specialization for industrial design. 2. Marketing dimensions of exhibition design. 3. Design Projects a. Form development and imaging b. Discussion of proposed merchandise c. Preliminary design concepts d. Scale model 4. Design and development of an exhibition system for flat 2D items. 5. Design and development for trade fair exhibition
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Systems Design II
Course Description	: Continuation of Systems Design I
Course Objectives	: 1. To provide the students with the needed information and their sources related to the area of specialization for industrial designers. 2. To provide the students with an opportunity to work on actual furniture design and conceptualization to design detailing.
No. of units	: 3 units for both lecture & studio

- No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Systems Design I
Course Outline : 1. Furniture as a human support structure
2. Development of furniture designs and styles.
3. The Philippine furniture industry
4. Wood, rattan and metal as furniture materials
5. Review of anthropometric considerations for furniture.
6. Exercises and projects
a. Basic support structures
b. Board foot chair
c. Stacking forms and details
d. Tablet armchair
e. Community sitting
- Studio Equipment : worktables, chairs, sinks with faucets
- Course Name : **Production Techniques I**
Course Description : Analysis of design concepts and their application in Industrial Design.
Course Objectives : 1. To identify and classify materials for specific purpose of manufacture.
2. To explore characteristics of selected materials to be used for manufacturing purposes.
3. To identify problems and solutions related to the materials and manufacture of products.
- No. of units : 3 units for both lecture & studio
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Visual Communication, Techniques II, Materials II
Course Outline : 1. Overview of the materials and processes in the manufacture of products.
2. Trends in the inventory of new products.
3. Materials and production techniques in—
a. concrete
b. metal
c. wood
d. plastics and rubber
e. paint and paper
- Studio Equipment : worktables, stools, jigsaw, electric sander, electric drill, banding wheel, arc welder, acetylene torch, sinks with faucets
- Course Name : **Production Techniques II**
Course Description : Continuation of Production Techniques I.
Course Objectives : 1. To identify and classify materials for the purpose of manufacture.
2. To explore the characteristics of selected materials to be used for manufacturing purposes.
3. To identify problems and solution related to the materials and manufacture of products.
- No. of units : 3 units for both laboratory & lecture
No. of contact hrs/wk : 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites : Production Techniques I
Course Outline : 1. Materials and production techniques in--
a. glass
b. fabric
c. digital media
2. Interface of materials and products
- Studio Equipment : worktables, stools, jigsaw, electric sander, electric drill, banding wheel, arc welder, acetylene torch, sinks with faucets
- Course Name : **Professional Seminar Workshop**
Course Description : Concentrated production work experience in the major area of

	specialization.
Course Objectives	: 1. To introduce the students to the actual professional world of Industrial Design 2. To provide the students with maximum opportunities to experience the daily operations in companies and institutions related to Industrial Design 3. To enable the students to determine their individual area of specialization in Industrial Design to pursue their senior year.
No. of units	: 3 units
No. of practicum hours	: 150 hours
Prerequisites	: Completion of all junior level courses in the BFA ID
Course Outline	: 1. Introduction to the Professional World of Industrial design 2. Orientation 3. Assigning Students to Individual Companies and Institutions 4. Classroom Activities: lectures on professional practices, ethics; monitoring on the job activities; other classroom activities 5. Individual Student Evaluation
Studio Equipment	: none
Course Name	: Special Topics in Industrial Design
Course Description	: Application of industrial design principles in professional practice.
Course Objectives	: Indeterminate: Dependent on topic chosen
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Senior standing
Course Outline	: Indeterminate: Dependent on topic chosen
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Research Methods in the Arts
Course Description	: Self-explanatory
Course Objectives	: Self-explanatory
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Senior standing
Course Outline	: 1. Elements of research in the arts 2. Art practice as research 3. Developing the thesis proposal 4. Presentation of thesis proposal
Studio Equipment	: worktables, chairs, sinks with faucets
Course Name	: Thesis
Course Description	: Self-explanatory
Course Objectives	: Self-explanatory
No. of units	: 3 units for both lecture & studio
No. of contact hrs/wk	: 6 hours per week (1 lecture hour, 2 studio hours twice a wk)
Prerequisites	: Research Methods in the Arts
Course Outline	: 1. Execution of thesis works 2. Thesis defense
Studio Equipment	: worktables, chairs, sinks with faucets

ANNEX C
SAMPLE PROGRAMS OF STUDY

BFA - PAINTING

FIRST YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Perception	2	4	3	None
Techniques I	2	4	3	None
Materials I	2	4	3	None
Drawing I	2	4	3	None
GE 1	3	0	3	None
GE 4	3	0	3	None
PE I			2	None
NSTP I			3	None
TOTAL	14	16	23	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Communication	2	4	3	Visual Perception
Techniques II	2	4	3	Techniques I
Materials II	2	4	3	Materials I
Drawing II	2	4	3	Drawing I
GE 2	3	0	3	None
GE 5	3	0	3	None
PE II			2	None
NSTP II			3	None
TOTAL	14	16	23	

SECOND YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Studies I	2	4	3	Visual Communication, Techniques II, Materials II
Techniques III	2	4	3	Techniques II
Materials III	2	4	3	Materials II
Art History I	3	0	3	None
GE 3	3	0	3	None
GE 8	3	0	3	None
PE III			2	None
TOTAL	15	12	20	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Studies II	2	4	3	Visual Studies I, Techniques II, Materials II
Techniques IV	2	4	3	Techniques III
Materials IV	2	4	3	Materials III
Art History II	3	0	3	Art History I
GE 6	3	0	3	None
GE 9	3	0	3	None
PE IV			2	None
TOTAL	15	12	20	

THIRD YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Painting I	2	4	3	Visual Studies II, Techniques IV, Materials IV
Art Theory I	2	4	3	Art History I & II
Art Workshop I	2	4	3	Junior standing
Advanced Visual Studies I	2	4	3	Visual Studies II, Techniques IV, Materials IV
GE 7	3	0	3	None
GE 12	3	0	3	None
TOTAL	14	16	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Painting II	2	4	3	Painting I
Art Theory II	3	0	3	Art Theory I
Art Workshop II	2	4	3	Junior standing
Advanced Visual Studies II	2	4	3	Advanced Visual Studies I
GE 13	3	0	3	None
GE 14	3	0	3	None
GE 17	3	0	3	None
TOTAL	18	12	21	

FOURTH YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Art Seminar I	2	4	3	Senior standing
Art Workshop III	2	4	3	Junior standing
Research Methods	2	4	3	Senior standing
FA Elective I	2	4	3	Consent of Instructor
GE 10	3	0	3	None
GE 15	3	0	3	None
TOTAL	14	16	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Art Seminar II	2	4	3	Art Seminar I
Art Workshop IV	2	4	3	Junior standing
Thesis	2	4	3	Research Methods
FA Elective II	2	4	3	Consent of Instructor
GE 11	3	0	3	None
GE 16	3	0	3	None
TOTAL	14	16	18	

SUMMARY:

YEAR	1 ST SEM	2 ND SEM	TOTAL
FIRST	23	23	46
SECOND	20	20	40
THIRD	18	21	39
FOURTH	18	18	36
TOTAL UNITS			161

BFA – SCULPTURE

FIRST YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Perception	2	4	3	None
Techniques I	2	4	3	None
Materials I	2	4	3	None
Drawing I	2	4	3	None
GE 1	3	0	3	None
GE 4	3	0	3	None
PE I			2	
NSTP I			3	
TOTAL	14	16	23	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Communication	2	4	3	Visual Perception
Techniques II	2	4	3	Techniques I
Materials II	2	4	3	Materials I
Drawing II	2	4	3	Drawing I
GE 2	3	0	3	None
GE 5	3	0	3	None
PE II			2	None
NSTP II			3	None
TOTAL	14	16	23	

SECOND YEAR

First Semester

Courses	No. of Hours		Units	Pre-requisites
	Lec.	Lab		
Visual Studies I	2	4	3	Visual Communication
Techniques III	2	4	3	Techniques II
Materials III	2	4	3	Materials II
Art History I	3	0	3	Vis. Communication, Techniques II, Materials II Drawing II
GE 3	3	0	3	None
GE 8	3	0	3	None
PE III			2	
TOTAL	15	12	20	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Studies II	2	4	3	Visual Studies I
Techniques IV	2	4	3	Techniques III
Materials IV	2	4	3	Materials III
Art History II	3	0	3	Art History I
GE 6	3	0	3	None
GE 9	3	0	3	None
PE IV			2	
TOTAL	15	12	20	

THIRD YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Sculpture I	2	4	3	Visual Studies II, Techniques IV, Materials IV
Art Theory I	3	0	3	Art History I & II
Art Workshop I	2	4	3	Junior standing
Advanced Visual Studies I	2	4	3	Visual Studies II, Techniques IV, Materials IV
GE 7	3	0	3	None
GE 12	3	0	3	None
TOTAL	15	12	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Sculpture II	2	4	3	Sculpture I
Art Theory II	3	0	3	Art Theory I
Art Workshop II	2	4	3	Junior standing
Advanced Visual Studies II	2	4	3	Advanced Visual Studies I
GE 13	3	0	3	None
GE 14	3	0	3	None
GE 17	3	0	3	
TOTAL	18	12	21	

FOURTH YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Art Seminar I	2	4	3	Senior standing
Art Workshop III	2	4	3	Junior standing
Research Methods	2	4	3	Senior standing
FA Elective I	2	4	3	Consent of Instructor
GE 10	3	0	3	None
GE 15	3	0	3	None
TOTAL	14	16	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Art Seminar II	2	4	3	Art Seminar I
Art Workshop IV	2	4	3	Junior standing
Thesis	2	4	3	Research Methods
FA Elective II	2	4	3	Consent of Instructor
GE 11	3	0	3	None
GE 16	3	0	3	None
TOTAL	14	16	18	

SUMMARY:

YEAR	1 ST SEM	2 ND SEM	TOTAL
FIRST	23	23	46
SECOND	20	20	40
THIRD	18	21	39
FOURTH	18	18	36
TOTAL UNITS			161

BFA – VISUAL COMMUNICATION

FIRST YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Perception	2	4	3	None
Techniques I	2	4	3	None
Materials I	2	4	3	None
Art History I	3	0	3	None
GE 1	3	0	3	None
GE 4	3	0	3	None
PE I			2	
NSTP I			3	
TOTAL	15	12	23	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Communication	2	4	3	Visual Perception
Techniques II	2	4	3	Techniques I
Materials II	2	4	3	Materials I
Art History II	3	0	3	Art History I
GE 2	3	0	3	None
GE 5	3	0	3	None
PE II			2	
NSTP II			3	
TOTAL	15	12	23	

SECOND YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Design I	2	4	3	Visual Communication, Techniques II, Materials II
Figure Drawing I	2	4	3	Techniques II
Production Methods I	2	4	3	Visual Communication, Techniques II, Materials II
Design Workshop I	2	4	3	Visual Communication, Techniques II, Materials II
GE 3	3	0	3	None
GE 8	3	0	3	None
PE III			2	
TOTAL	14	16	20	

Second Semester

Courses	No. of Hours		Units	Pre-requisites
	Lec.	Lab		
Visual Design II	2	4	3	Visual Design I
Figure Drawing II	2	4	3	Figure Drawing I
Production Methods II	2	4	3	Production Methods I
Design Workshop II	2	4	3	Visual Communication, Techniques II, Materials II
GE 6	3	0	3	None
GE 9	3	0	3	None
PE IV			2	
TOTAL	14	16	20	

THIRD YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Lab		
Advertising Design I	2	4	3	Visual Design II, Production Methods II, Design Workshop II
Photography I	2	4	3	Visual Communication, Techniques II, Materials II
Design Workshop III	2	4	3	Junior Standing
Production for Electronic Media I	2	4	3	Visual Design II, Production Methods II, Design Workshop II
GE 7	3	0	3	None
GE 12	3	0	3	None
TOTAL	14	16	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Photography II	2	4	3	Photography I
Advertising Design II	2	4	3	Advertising Design I
Design Workshop IV	2	4	3	Junior Standing
Production for Electronic Media II	2	4	3	Production for Electronic Media I
GE 13	3	0	3	None
GE 14	3	0	3	None
TOTAL	14	16	18	

SUMMER

Courses	No. of Hours (total)		Units	Pre-requisites
	Lec.	Studio		
Professional Seminar/Workshop	0	150	3	Completion of all junior level courses in the program
TOTAL	0	150	3	

FOURTH YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual-Verbal Communication	2	4	3	Senior standing
Design Theory	3	0	3	Art History I & II
Research Methods	2	4	3	Senior standing
FA Elective I	2	4	3	Consent of Instructor
GE 10	3	0	3	None
GE 15	3	0	3	None
TOTAL	15	12	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Problems in Visual Comm	2	4	3	Senior Standing
Thesis	2	4	3	Research Methods
FA Elective II	2	4	3	Consent of Instructor
GE 11	3	0	3	None
GE 16	3	0	3	None
GE 17	3	0	3	None
TOTAL	15	12	18	

SUMMARY:

YEAR	1 ST SEM	2 ND SEM	SUMMER	TOTAL
FIRST	23	23		46
SECOND	20	20		40
THIRD	18	18	3	39
FOURTH	18	18		36
TOTAL UNITS				161

BFA – INDUSTRIAL DESIGN

FIRST YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Perception	2	4	3	None
Techniques I	2	4	3	None
Materials I	2	4	3	None
Art History I	3	0	3	None
GE 1	3	0	3	None
GE 4	3	0	3	None
PE I			2	
NSTP I			3	
TOTAL	15	12	23	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Visual Communication	2	4	3	Visual Perception
Techniques II	2	4	3	Techniques I
Materials II	2	4	3	Materials I
Art History II	3	0	3	Art History I
GE 2	3	0	3	None
GE 5	3	0	3	None
PE II			2	
NSTP II			3	
TOTAL	15	12	23	

SECOND YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Intro to Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Materials for Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Drawing Techniques for Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Photography I	2	4	3	Visual Communication, Techniques II, Materials II
GE 3	3	0	3	None
GE 8	3	0	3	None
PE III			2	
TOTAL	14	16	20	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Intro to Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Materials for Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Drawing Techniques for Industrial Design I	2	4	3	Visual Communication, Techniques II, Materials II
Photography I	2	4	3	Visual Communication, Techniques II, Materials II
GE 3	3	0	3	None
GE 8	3	0	3	None
PE IV			2	
TOTAL	14	16	20	

THIRD YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Design Theory	2	4	3	Art History I & II
Production Techniques I	2	4	3	Visual Communication, Techniques II, Matls II
Intermediate Industrial Design I	2	4	3	All sophomore courses in the program
Package Design I	2	4	3	All sophomore courses in the program
Systems Design I	2	4	3	All sophomore courses in the program
GE 7	3	0	3	None
TOTAL	13	20	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Ergonomics	2	4	3	Intro to Industrial Design I, Drawing Techniques for Industrial Design I, Production Techniques I, Materials for Industrial Design I, Perspective
Production Techniques II	2	4	3	Production Techniques I
Intermediate Industrial Design II	2	4	3	Intermediate Industrial Design I
Package Design II	2	4	3	Package Design I
Systems Design II	2	4	3	Systems Design I
GE 10	3	0	3	None
TOTAL	13	20	18	

SUMMER

Courses	No. of Hours (total)		Units	Pre-requisites
	Lec.	Studio		
Professional Seminar/Workshop	0	150	3	Completion of all junior level courses in the program
TOTAL	0	150	3	

FOURTH YEAR

First Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Research Methods	2	4	3	Senior standing
FA Elective I	2	4	3	Consent of Instructor
GE 11	3	0	3	None
GE 12	3	0	3	None
GE 13	3	0	3	None
GE 14	3	0	3	None
TOTAL	16	8	18	

Second Semester

Courses	No. of Hours a week		Units	Pre-requisites
	Lec.	Studio		
Special Topics in Industrial Design	2	4	3	Senior standing
Thesis	2	4	3	Research Methods
FA Elective II	2	4	3	Consent of Instructor
GE 15	3	0	3	None
GE 16	3	0	3	None
GE 17	3	0	3	None
TOTAL	18	0	18	

SUMMARY:

YEAR	1ST SEM	2ND SEM	SUMMER	TOTAL
FIRST	23	23		46
SECOND	20	20		40
THIRD	18	18	3	39
FOURTH	18	18		36
TOTAL UNITS				161