

Our Program

Communication Art & Design (CA&D) track of the Department of Fine Arts is a selective admissions major. Students must complete a minimum of 121 hours to graduate from the University. In addition to the 61 hours of General Education and Arts & Sciences requirements, programmatic requirements include:

Foundations program	12 hrs
Communication Art & Design	27 hrs
Studio Art at 300-level	3 hrs
Art History requirements	12 hrs
Studio Art or Art History electives	6 hrs
Total Department Hours	60 hrs

CA&D required courses

- › Introduction to Graphic Design
- › Letterforms I
- › Letterforms II
- › Identity Systems
- › Book Forms
- › Packaging
- › Basic Web Design
- › Design for Public Issues
- › Senior Portfolio

Recommended Art History course

- › History and Topics in Graphic Design (Fulfills three of the 12 hours of Art History requirements)

Special topics courses offered periodically

- › Advanced Web Design
- › Advertising Creativity

Internships

- › More than 80% of our CA&D students participate in an internship, with most students participating for more than one semester. We assist them in finding those opportunities.

For more information

www.louisville.edu/art/
502-852-6794

View student work

uofart.com/sorting/cad.php

Contact

Leslie Friesen
Power Creative Designer-in-Residence
leslie.friesen@louisville.edu

Admission

Admission to the Communication Art & Design BFA track involves **THREE STEPS**:

1 Application and acceptance to the University.

- › Students must apply and be accepted by the University of Louisville.
[<http://louisville.edu/admissions/>]

2 Application and acceptance to the Department of Fine Arts

- › Students must also apply and be accepted into the Department in order to pursue any Studio Art (BA or BFA) or Art History degree. Studio Art classes (other than ART 101) are open only to students in the Department. The Department has its own application in addition to the University's. The form is available through the Department's website: <http://louisville.edu/art> then select the Undergraduate Admissions link.
- › Acceptance into the Department is based on a portfolio of five pieces, student's statement, GPA, and ACT or SAT scores.
- › Acceptance into the Department does **NOT** guarantee acceptance into a BFA track.

3 Application to the BFA track in Communication Art & Design

- › Approximately 15 students are accepted per year into the BFA in CA&D track.

a For students currently in the Department's BA program

- The majority of our BFA students are admitted during their second year as a fine arts major through their performance in the Introduction to Graphic Design course.
- › To apply to the BFA track in CA&D, students must have completed the Foundations courses and be in or have taken Introduction to Graphic Design.
 - › Selection is based on assessment of their class assignments, overall GPA, and attendance.

b Priority Admission status for incoming freshman

1. Students interested pursuing the Communication Art & Design track, may also apply for Priority Admission status to the CA&D BFA program.
2. Applicants for Priority Admission need to have a **minimum GPA of 3.2** and a minimum **ACT score of 27**. (or 1220 SAT CR+M)
3. In addition to the regular general portfolio submission for the department, applicants complete a supplemental design-related application consisting of an essay and two brief design projects. (Application available online at <http://louisville.edu/art/cad/cad.html>.)
4. Application deadline for Priority Admission to the CA&D track is January 15. Students applying for Priority Admission will be notified by early March.
5. Students not granted Priority Admission may still be admitted to the CA&D program via the Intro to Graphic Design class. (See option A.)
6. Priority-admitted students must take the Foundations courses, attain the same minimum GPA requirements in those courses and maintain the other BFA departmental standards, including completing their degree on a timely basis.

c Transfer students

- › Transfer students are reviewed on a case-by-case basis. Students who have already had graphic design courses at another program should apply to the Department and submit a portfolio of the graphic design work along with their transcripts.

Satisfactory Progress

In order to remain in good standing, CA&D students must have no grade lower than a B- in graphic design studio courses.