The field of specialization in studio art requires sophomore-level proficiency in a foreign language. For further information on the foreign language requirement, see page 402.

Bachelor of Fine Arts

The Bachelor of Fine Arts in Art will provide School of Art students with a professional degree in art, offering a comprehensive study with fields of specialization in either a 123-hour program in Communication Design, a 123-hour program in Studio Art, or a 129-hour program in Visual Studies (leading toward teacher certification). These degrees can be completed in four years and will provide students an opportunity to have an intensive and in-depth experience through visual concepts and practice.

Field of Specialization in Visual Studies

The Bachelor of Fine Arts with a field of specialization in visual studies (leading toward art teacher certification) prepares graduates for the realities facing teachers today. The program emphasizes contemporary theories and artists through the study of multiple and diverse visual cultures. Prior to student teaching, students participate in field practica in public schools and community settings.

This program requires 54 semester hours of studio art and art history, 30-36 semester hours of professional education, and 44-51 semester hours of general requirements as stipulated by the College of Visual and Performing Arts. The minimum number of hours required for visual studies (leading toward teacher certification) is a total of 129 credit hours. A minimum of 40 credit hours of junior- and senior-level courses are required for graduation.

Field of Specialization in Communication Design

The Bachelor of Fine Arts (B.F.A.) with a field of specialization in communication design addresses problem-seeking and problem-solving skills. It stresses the importance of conceptual development and the integration of form and information for the purpose of effective visual communication. The program emphasizes civic responsibility and the role of the graphic designer in the community. Students hone not only their artistic and professional skills but also their understanding of the fundamental issues of society and what, as professional artists, can do in service to others. This program prepares students for careers in design-related fields such as publication design, collateral design, and web design.

Students working toward a B.F.A. with a field of specialization in communication design must complete a minimum of 120 credit hours, including the Art Foundations coursework, 45 semester credit hours of communication design courses, 15 hours of studio art and art history electives, and the university’s core curriculum requirements for a B.F.A. in the College of Visual and Performing Arts.

The communication design curriculum is based on a series of carefully sequenced courses. All courses must be taken in sequence and successfully completed with a passing grade in order to progress within the curriculum.

All students accepted into the communication design program are required to have a laptop computer meeting specific criteria as they enter their major coursework. For more detailed information see www.art.ttu.edu (click on Laptop Initiative).

Admission to the communication design program requires specific course requirements and a portfolio review. Admission to Texas Tech University does not guarantee admission to the communication design program.

Applicants are selected each year in the spring semester (mid-April) through a rigorous portfolio and interview process. Students must prepare for the portfolio review by enrolling in ART 2388 in the spring of their first year. The prerequisites for ART 2388, 1302 and 1303 must be taken prior to enrolling in ART 2388. Students enrolled in ART 2388 must concurrently enroll in ART 2303 and ART 2304, if the courses have not been taken previously.

Communication design is a limited-access program and the selection process is highly competitive. Students who are not accepted have the option of reapplying one final time during the subsequent review process in the next spring semester. Students can complete the program in communication design in four years if they are accepted upon the first portfolio review.

A portfolio review will occur during the fall semester of a student’s third year in the communication design curriculum. A faculty panel will review work produced in ART 3381, 3382, 3383, 3384, and 4357. A student whose work is found to be unsatisfactory will enter a probationary period but may continue taking courses within the curriculum. The faculty panel will conduct a second review the following spring semester. If the student’s new work demonstrates improvement, the probationary period will be concluded. In the event that satisfactory improvements have not been made, the student will be dismissed from the program and may not pursue readmission.

Field of Specialization in Studio Art

The Bachelor of Fine Arts with a field of specialization in studio art offers depth in the studio areas and requires 82 hours of art and art history courses in addition to the 38 to 51 hours of general requirements as stipulated by the College of Visual and Performing Arts. One-third of the semester hours in studio art above the Art Foundations must be outside the student’s area of emphasis and must be chosen with advisor approval. The minimum number of