



Art

School of Arts & Communication

The Department of Art provides a creative educational environment that encourages intellectual development, visual literacy, and artistic production and fosters the development of graduates who are active citizens and advocates for the arts. Studios and classrooms in The Center for the Arts provide UW-La Crosse with an excellent environment for learning, featuring a mix of new and traditional equipment for ceramics, metal, painting, printmaking, and sculpture. A drawing studio, design studio and new Macintosh computer lab complete the laboratory areas. Photography is taught in the recently renovated Wing Technology Center and contains state-of-the-art black and white photography labs, a digital imaging lab, a north light studio and high tech classrooms.

The University Art Gallery, located in the Center for the Arts, schedules displays of art works by students, faculty, and regional and nationally known artists. In conjunction with the gallery program, the department periodically invites visiting artists to present lectures for students and the public. Lectures, workshops and demonstrations are offered whenever possible.

To help meet school expenses, many art majors work in the Art Department as student studio assistants, digital imaging specialists, clerical help, gallery exhibition installers and attendants, and models. Annually, the Art Department gives promising art students scholarships and awards. Students also have the opportunity to be placed in arts internship programs throughout the region.

Undergraduate Programs

Majors:

- Art
- Art Education
(Middle/Secondary Education)*

Minors:

- Art (2-D or 3-D emphasis)
- Photography

**Teacher certification available*

Department Features

Many UW-L graduates continue their education in graduate school, in either studio arts or art education.

Students are encouraged to apply for internships and exhibition opportunities either in the La Crosse arts community or in other cities. All students are encouraged to participate in various out-of-class experiences including field trips to museums and galleries in Milwaukee, Madison, Chicago and Minneapolis sponsored by the Art Department as a whole or by faculty in individual studio areas; local, regional, and national art

competitions in various studio areas; and undergraduate research designed for the student's own interests and personal vision. In addition, all art majors will get the professional experience of installing their own senior exhibition, and learning about the "business" of art in the Professional Practices course.

The department faculty recognize the importance of international exposure to students of the arts. Students are encouraged to spend a semester, a full year, or a one-month summer opportunity studying abroad. The Art Department supports such programs for university credit in many parts of the world.

UW-L Art Department faculty members have all earned the terminal degree in their discipline, all from well-recognized universities. Faculty strive to be excellent teachers while priding themselves as being working artists and scholars active in exhibiting and publishing their own works internationally, nationally, and regionally.

Sample Courses

A beginning art major, art education major, or art minor would start with The Core Curriculum, consisting of 4 courses in Foundations encompassing drawing, two- and three-dimensional design. Students take two Art History survey courses and choose from three upper-level courses in Art History. Professional Practices and Senior Exhibition courses complete the core. Intensive studio experience in the following areas allows students to develop a cohesive body of work:

- Ceramics
- Digital Media/Graphic Design
- Drawing
- Jewelry and Metalsmithing
- Painting
- Photography
- Printmaking
- Sculpture

The art minor allows students to choose either a 2D or a 3D emphasis. The photography minor encompasses an array of courses, including:

- Black and White Photography
- Digital Photography
- Photo Composition
- Documentary/Editorial Photography
- Portrait Photography

Career Opportunities

Entry Level

- Art Teacher
(with teacher certification)
- Craftsperson
- Freelance Artist
- Graphic Artist/Web Designer
- Museum/Gallery (various positions)
- Photographer

Further Education

- Art Institutes/Art Schools
- Graduate study in art, art education, art history; Degrees: M.A., M.E.P.D., Ed.D., Ph.D., M.F.A.

Long Term Career Development

- Architect
- Art Teacher (art institutes, colleges or universities with advanced degree)
- Art/Architectural Historian
- Arts Administrator
- Ceramist
- Curator
- Gallery Owner/Director
- Graphic Artist
- Illustrator
- Interior Decorator
- Jeweler
- Jewelry Designer
- Media Artist
- Metals Researcher
- Photographer
- Professional Artist
- Restoration
- Technical Artist

Occupational Outlook

Art teachers for elementary and secondary schools continue to be in demand and the placement rate of UW-L graduates in art is constantly high for those who choose to go directly into teaching with the bachelor's degree. New standards of educational excellence as defined by the Wisconsin legislature require a comprehensive art curriculum in each school district staffed by a specialist with a degree in art. This should continue the demand for well-

qualified art teachers. Some school systems consistently seek UW-L graduates in art because of the excellent training UW-L students receive.

Capable art graduates are encouraged and aided by the department in seeking M.A. and M.F.A. degrees required for college teaching. The department takes pride in noting the many graduates who have excelled in their advanced training and now have jobs in schools across the country. This success will continue as the department launches its new Bachelor of Fine Arts Degree.

The continuing emphasis on art as a necessary part of the general education of post-secondary students indicates an ongoing need for professors of art in all parts of the country. Although UW-L's Department of Art does not offer a full degree program in art history, it does provide a sound foundation for those students interested in pursuing this subject at the master's or doctoral level. College and university teaching, museum work, restoration of art objects, and various consultant positions in government and industry are available to those with an advanced degree in art history.

The abilities learned in the art studios at UW-L also prepare the student to seek employment in many areas of business and industry. Graphic arts, industrial or product design, illustration, typography, and printing are a few of the areas in which art majors have found employment.

There are many people in all areas of artistic creativity who make all or part of their living through sales of their works. Any creative individual should not ignore this possibility. Advanced training and hard work is essential, but individual competence is of the utmost importance.

Job Titles of Graduates

- Animator
- Architectural Historian
- Art Historian
- Art Teacher (high school/elementary)
- Book Illustrator
- Cartoon Artist
- College Professor

- Fashion Display Coordinator
- Graphic Display Coordinator
- Graphic Artist
- Illustrator
- Industrial Designer
- Museum Attendant/Curator
- Photographer
- Product Designer
- Professional Artist
- Scenery Designer
- Typographer/Printer
- Videographer
- Web Designer

Professional Associations

- American Craft Council
- Coalition of Active Sculpture Teachers
- College Art Association
- Foundations in Art: Theory and Education
- National Art Education Association
- Phi Delta Kappa
- National Council on Education for Ceramic Artists
- Society of North American Goldsmiths
- Society for Photographic Education
- Wisconsin Art Education Association

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