**Program Review: Fleming College’s Visual and Creative Arts Diploma Program (2 year)**

**Program Description/ Why Choose Fleming**

This program is delivered at Fleming College’s Haliburton Campus, located in central Ontario's spectacular Haliburton Highlands region and home to the Haliburton School of The Arts, renowned for outstanding arts programming. Designed for visual artists, the contemporary architecture maximizes natural light in the studios, classrooms and common areas. It's the perfect environment to flourish as an artist.

Fleming students have unique and flexible options for earning their diploma in the visual arts. Once students have completed their certificate, they can continue their education by enrolling in two more semesters of study to complete their Visual and Creative Arts diploma.  Students can continue their arts education through transfer agreements with several universities including Emily Carr University of Art and Design, OCAD University (Ontario College of Art and Design) and Wayne State University, Michigan.

The certificate programs are delivered in an intensive format in which two semesters of credits can be completed in only 15 weeks. Each certificate course comprises 32.5 hours of in-class instruction with an additional 15 hours of technician - guided, independent studio time. Faculty members are not only professional artists and designers, but also dedicated teachers who are intent upon the development of your technical skills, creative thinking, and artistic integrity. The 40-year history of the Haliburton School of The Arts is proof of the passion and focus of its faculty, administration, and support staff, whose collaboration provides an environment rich in potential for studies in the arts.

**Is this You?**

An interest in art, drawing, and painting is essential to your success in this program. Other abilities and traits that would be an asset include:

* Oral and written communication skills
* An open mind
* Willingness to learn from others
* An interest in exploring your creativity
* Ability to commit to the intensive program format

**Career Opportunities**

You have started a life long learning experience in the world of art with endless options in your pursuit of a career in the art field. You might continue to pursue a career by taking more advanced studies or work as a studio artist to further develop your talents, become a teacher or work in a gallery, museum or art/craft retail operation.

**Minimum Admission Requirements**

OSSD with the majority of credits at the College (C) and Open (O) level, including:

2 College (C) English courses (Grade 11 or Grade 12)

When (C) is the minimum course level for admission, (U) or (U/C) courses are also accepted.

**Mature Students:** If you are 19 years of age or older before classes start, and you do not possess an OSSD, you can write the Canadian Adult Achievement Test to assess your eligibility for admission.

**Related Programs:** Fleming College Visual and Creative Arts Diploma graduates can complete Fleming's Museum Management and Curatorship post-graduate program with just two additional semesters of study.

**Additional VCAD Costs:**

* Students must have access to a digital camera for this program.
* Print Credits: to print assignments and portfolio materials approx. $200.
* Field Trip: approx. $100
* Required Texts: approx. $230
* Additional Materials and Tools based on personal choice in media

**Transfer Agreements:**

* [Alberta College of Art + Design](http://flemingcollege.ca/education-pathways/alberta-college-of-art-design)
* [Emily Carr University of Art + Design](http://flemingcollege.ca/education-pathways/emily-carr-university-of-art-design)
* [Nipissing University](http://flemingcollege.ca/education-pathways/nipissing-university)
* [Nova Scotia College of Arts & Design](http://flemingcollege.ca/education-pathways/nova-scotia-college-of-arts-design)
* [OCAD University](http://flemingcollege.ca/education-pathways/ocad-university)
* [York University](http://flemingcollege.ca/education-pathways/york-university)

**Program of Studies:**

The Visual and Creative Arts Diploma (VCAD) offers you unique and flexible options for earning a diploma in the visual arts.

Choose the learning path that is right for you. It’s your diploma, your way.

**VCAD = foundation courses + elective courses**

**Elective Courses**

The elective courses build upon the foundation courses and focus on studio-based learning and techniques.

You can acquire these elective courses through one of two learning pathways: the Specialist Option or the Generalist Option.

**Specialist Option**

Take one of our 15-week Art Certificate programs.

**Generalist Option**

Or, you can obtain your elective courses by taking a Generalist Option. Choose 12 courses plus a two-week capstone course.

Study at your own pace, including spring, summer and fall courses (see the Haliburton School of The Arts Calendar for these courses).

You can fast-track this program and complete your diploma in one calendar year.

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| **Visual and Creative Arts Diploma (2 year) List of Foundation Courses** |
| **Course** | **Proposed Course** |
| **Art History – The Recent Century****ARTS 0956**Semester 1 45 hours | **Course Description:**This survey course provides an introduction to the major styles and movements of Western art history, from the sources of Impressionism to the end of the twentieth century. It will briefly reference the roots of the Impressionists and Post-Impressionists from ancient art to the movements of Neo-Classicism and Romanticism. The course provides an important frame of reference for further explorations in contemporary art issues or art history. Using studio, lectures, research, and presentations, emphasis is placed on developing an understanding of the key styles, methods and principles of artists and art processes of interest to the individual student. |
| **Learning Outcomes:** | 1. Explain the cause and effect relationship between cultural influences and the emergence of major art movements.
2. Research and present specified artists’ biographies and artwork associated with, major historical movements.
3. Demonstrate selected styles from chosen art movements in pastiche form.
4. Describe personal affinities with specific artists and their work through research and presentations.
5. Assess the role of the art institutions and critics in the promotion and historical documentation of artists and their work.
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| **Contemporary Art Investigations****ARTS 0957**Semester 160 hours | **Course Description:**The contemporary artist can better understand themselves, their values, and their own works when related to the events constantly unfolding in current realms of art, craft, design, science, and technology. The boundaries of these worlds are disappearing as collaborative endeavors share the materials, techniques, and design processes in the pursuit of new insights. Through critical exercises, research, and presentations, students will develop a strengthened vision and vocabulary about visual art. They will engage in a study of the art world at various levels through studio tours, research, and critical discussion. Emphasis will be placed on appreciation of the wealth of insights afforded by the well-structured critique. This course will include a three day visit to a variety of urban arts venues; a rich experience which will support the establishment of personal themes and goals in the students’ own visual arts practices. |
| **Learning Outcomes:** | 1. Distinguish between different art theories used to describe content in works of contemporary art.
2. Critically analyze visual art works, clearly making a distinction between intuitive response and objective description.
3. Explore the question *What is art?* through the comparison of non-traditional work, artists, exhibitions and venues.
4. Relate to ones own interest in styles, media, and issues to contemporary artists/works through research, presentation and written summaries
5. Describe cultural and social aspects of contemporary art work that are linked to 20th century events and developments.
6. Research and present previously unknown works of contemporary art.
7. Compare the differences in various forms of the critical process.
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| **Drawing Disciplines****ARTS 0960**Semester 145 Hours | **Course Description:**In this overview of drawing practices, students will investigate these purposes and processes through research, sample drawings, and presentations. ***Visualization, ideation, notation and communication*** afford valuable processes for many types of art making. Rendering skills will be analyzed through depiction of a variety of subject matter. Observational, technical, and conceptual drawings for the purposes of record, design, description, and expression will be examined in both historical and contemporary applications. Students will also examine the properties of various drawing media and supports. |
| **Learning Outcomes:** | 1. Compare drawings used for examination, description, record, illustration, design, production, narrative, and expression.
2. Execute basic drawings for specified purposes.
3. Render assigned subject matter addressing contour, proportion, tonality, light, shadows, and surface texture
4. Use thumb-nailing and sketching to successfully communicate the development of concepts
5. Interpret the meaning of and mimic, examples of expressive drawings.
6. Research and sample unconventional drawing practices, using non-traditional materials.
7. Use basic one and two point perspective drawing processes.
8. Use layers in the execution of sample drawings.
9. Research and compare the properties of drawing media and supports.
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| **Media Explorations I****ARTS 0962**Semester 121 hours | **Course Description:**Artistic expression is accessed through a wide range of media and disciplines. In this course students will have the opportunity to visit specialized studio practices for a hands on experience. This will afford a direct insight into the tools, materials and potential interests that they may have in materials such as clay, metal, textiles, paint media, and traditional darkroom photography, as available in the fall semester. These experiences will allow the student to make better-informed choices as they continue their studies in visual arts as well as broader insights into works in these materials that they will encounter through images and gallery experiences.  |
| **Learning Outcomes:** | 1. Explore the basic tools and techniques used for creating objects in each studio.
2. Using drawings, maquettes, or samples where appropriate to visualize designs for each medium/studio.
3. Explore the attributes of key materials for each media.
4. Safely use basic tools, equipment and materials specific to each medium /studio.
5. Participate in the studio in a professional manner, respectful of peers, time requirements, material use, and maintenance procedures.
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| **Design I** **ARTS 0960**Semester 145 Hours | **Course Description:**Effective works of art engage the viewer on sensory, emotional, and intellectual levels. Through an understanding of the principles and elements of design in the development of the art object, the student is better able to reflect on both their own work and that of others. This understanding affords insight into the way that certain aspects of a visual experience can stimulate responses in the audience. Students will realize the basic elements and principles of two-dimensional design through a variety of applied exercises using paint and collage in conjunction with examples from design history. Through research, discussion, critical thinking, and design projects, students begin to recognize and understand the powerful implications of different design solutions. |
| **Learning Outcomes:** | 1. Use key design terms and vocabulary accurately
2. Evaluate the application of the principles and elements of design in a wide range of artwork.
3. Experiment with varied applications of the elements and principles to change the visual form and content of 2D works.
4. Use basic paint media to demonstrate the properties and systems of colour as an element in design solutions.
5. Analyze the characteristics of the major style movements through research and presentation.
6. Compose works of specific attributes with regard to focal point(s), spatial depth, subject, and visual narrative appropriate to the frame of reference in compositional studies.
7. Use a variety of visual arts materials and tools using best practices for safety and respectful conservation of studio materials and facilities.
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| **Visual Documentation****ARTS 0963**Semester 130 hours | **Course Description:**Students will use basic skills with digital cameras to produce well-considered images for display in print and digital formats. Applying the aspects of lighting, angles and positioning to a variety of subjects, they will begin to gather a collection of digital images for visual art works, artist's presentations, documents, web applications, and artist’s portfolio. Attention will be given to developing basic skills in staging, lighting and framing work for the specified subject matter, output, and audience. Computer processes will be used in adjustment, cropping, and compositing for both layout and creative manipulation. Organization, storage and file names will be emphasized in conjunction with the design in selecting, editing, and sequencing a series of images. Studios activities will include research, presentations and photographic sessions, as well as critical discussion. |
| **Learning Outcomes:** | 1. Shoot series of assigned photographic studies.
2. Use specific aspects of both staged and found lighting in shooting images.
3. Use software to manipulate images of technical and aesthetic merit for both print and electronic output.
4. Integrate photographs, text and graphic elements in digital images and printed documents.
5. Edit, name, and organize collections of digital images.
6. Critically discuss both the form and content of digital photographs using correct terminology
7. Research and present specific examples of contemporary digital photographs.
8. Document both two and three-dimensional artworks
9. Assemble image sequences to clearly narrate concepts and themes using presentation software.

*Objectives: Requires new learning sequence to engage progressive studies beginning with found lighting, critical discussion, then basic editing play.* *This will culminate with studies in sound, basic lighting scenarios for artwork (2D3D) using both staged (basic) and found lighting.**Maintenance and management of digital image library.* *Course is to be NON TECH with respect to lighting and camera and computer. VERY BASIC tools.* |
| **Design II****ARTS 0965**Semester 245 Hours. | **Course Description:**This course extends the skills and knowledge acquired in Design I by applying them to the use of the design process. Students develop problem-solving skills through the testing of various solutions as they convert ideas to ideals and execute the plans for two designed projects of complex criteria. Students also examine current issues of design and style, and how they are affected by social and technological developments. Emphasis will be placed on effective communication and presentation skills in demonstrating the results of research as applied to their design solutions.Pre-Requisite: Design I ARTS 0960 |
| **Learning Outcomes:** | 1. Present key images, styles, and concepts associated with contemporary visual design.
2. Create, compare, and revise a series of sketches and samples which examine design variations in relation to project criteria.
3. Prepare and present proposals for design solutions.
4. Analyze the impact of design variations.
5. Analyze the elements of style applied to visual solutions in various media.
6. Use design terminology to address the relative value, function, aesthetics, and meaning of highly visual designs.
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| **3D Design- Studio** **ARTS 0959**Semester 145 Hours | **Course Description:**In this course, students begin to use materials to explore formal three-dimensional design theory. Three-dimensional design encompasses art and non-art objects as well as the built environment. Through the creation of a series of three-dimensional forms the student increases their capacity to “think with materials” while developing personal choices in context, subject and meaning. Interactive studio lectures, discussions, and collaborative activities will expand critical thinking and problem solving skills as students examine their relationship to three-dimensional design practices.  |
| **Learning Outcomes:** | 1. Use the principles and elements of design to construct a variety of three-dimensional works.
2. Select, research and present examples of 3 D designs that are of personal interest from both contemporary and historical artists.
3. Demonstrate an understanding of the working relationships of both material properties and tools through project work.
4. Identify the specific elements which generate style in three-dimensional forms.
5. Achieve predetermined scale and proportion in technical drawings and models.
6. Use design vocabulary to critically discuss examples of three-dimensional designs in the constructed environment, addressing form, function, subject and context as related to the meaning of the 3D work.
7. Use safe practices in all aspects of studio work.
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| **Business for Artists****BUSN 0099**Semester 245 Hours | **Course Description:**Through discussion, examples and practical application, this course introduces business practices that apply to visual artists. Sound business practices ensure that more time, money, and resources exist for artistic production. Knowing how to research and work with legal rights and responsibilities, financial structures, copyright, contractual obligations, ethics and negotiation skills are critical to survival and success. Through a combination of theory and practice, this course examines the ways in which artists can assess the market, promote their work, and price it appropriately according to specific venues. Students will apply the processes required for responding to a call for submissions, commissions, and writing grant proposals in classroom activities, research and presentation.  |
| **Learning Outcomes:** | 1. Apply basic methods for practical record keeping, budgeting, and business management using computer applications such as spreadsheets and word processing.
2. Compare the merits of various internet strategies suitable for maintaining an online presence to promote visual artwork.
3. Research and summarize methods for self-protection through ethically negotiating business contracts using criteria and argument.
4. Summarize the organizational skills and practices required to manage demands of studio, teaching, and marketing operations.
5. Calculate the value of products, referencing both production costs and current retail and wholesale market values
6. Outline the processes for and challenges of engaging in competitions, commissions, exhibitions, grants, and sales venues.
7. Establish reliable sources of information regarding current legal rights and responsibilities, tax implications, licensing, etc.
8. Use criteria and argument in the assertive and ethical negotiation of business contracts, personal references, and customer sales.
9. Summarize the specific responsibilities of an artist in maintaining a studio practice which is safe for themselves, their associates, and the environment.
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| **Media Explorations II** **ARTS 0966**Semester 2 | **Course Description:**This is a continuation of Media Explorations I. Students will have the opportunity to continue their experience working in a variety of media including a variety of processes such as sculpture, glassblowing, and jewelry metal working as available in the winter semester. Experimentation will be encouraged with respectful attention to the use of tools, materials, and studio protocol.  |
|  | **Learning Outcomes:**1. Explore the basic tools and techniques used for creating objects in each studio.
2. Using drawings, maquettes, or samples where appropriate to visualize designs for each medium/studio.
3. Explore the attributes of key materials for each media.
4. Safely use basic tools, equipment and materials specific to each medium /studio.
5. Participate in the studio in a professional manner, respectful of peers, time requirements, material use, and maintenance procedures.
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| **Concept** **Development** **ARTS 0964**Semester 2120 hours  | **Course Description:**This course is designed to provide the student with a focused and challenging studio experience paralleling professional practices. After beginning with intensive explorations in material investigations, they will negotiate their choice of material process with the faculty team and undertake the development and presentation of one or more series of works. Exercising self-reflective skills through a maintained exhibition space and ongoing review, the students will identify the beginnings and ongoing development of personal themes in their studio work. The progressive nature of the studio process will be emphasized through individual and group discussions with faculty. Cultural, political and social relevance in relation to personal interests will be referenced to the developing body of work in both historical and contemporary perspectives. This endeavor will culminate in an artists talk supported by a final exhibition of works. **Pre-Requisites:**  *Visual Documentation (ARTS0963)* *Design I (ARTS0960) Contemporary Art Explorations (ARTS0957)**Media Explorations I (ARTS0962) 3D Design – Studio (ARTS0959)**Art History - The Recent Century (ARTS0956) Drawing Disciplines (ARTS0961)*  |
| **Learning Outcomes:**Note: edit lesson plan to include interest summary at the beginning. | 1. Present a summary of researched material reflecting ones personal interests, values and challenges.
2. Relate one's interests to the practices and values of other contemporary artists.
3. Execute an extensive series of process-based works exploring traditional and/or non-traditional media.
4. Compare the issues and challenges associated with working on studio process versus product.
5. Maintain a studio journal and working exhibition wall for the purpose of reflecting on one’s own work and practice as well as recording new stimuli and interests.
6. Organize proposals and executed works for verbal and written artists’ presentations.
7. Critically discuss the impact of the changing forces of subject, context, and form, as they influence meaning in a developing series of works.
8. Consistently demonstrate professional judgement and demeanor in all aspects of studio practice, exhibitions, and presentations.
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| **Portfolio and Presentation ARTS 0967**Semester 230 Hours | **Course Description:**Students will develop the processes and support materials for presenting and promoting their work to interested clients, prospective galleries, juries and other audiences. Applying the skills developed in the Visual Documentation course, they will create image portfolios, as well as write curriculum vitae, artist's statements and related documents with professional style and content. Visual impact in presentation materials will be considered through experimentation with colour systems, typography, layout, and image sequencing. Students will use word processing, image adjustment software and presentation software to develop both print and digital versions of their portfolios and presentations.*Pre-Requisite: Visual Documentation (ARTS 0963)*  *Co-Requisite: Concept Development (ARTS 0964)* |
| **Learning Outcomes:** | 1. Develop ones curriculum vitae, a cover letter, artist’s statement, list of works, and a brief biography using recognized conventions for content and presentation.
2. Use both print and digital documents as well as photographic images to create various types of portfolios and associated material.
3. Design portfolios formatted for web, print, and presentation of an artist’s talk.
4. Apply visual design and appropriate formatting to both print and web based marketing media.
5. Consistently demonstrate a sense of aesthetic throughout all presentations.
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**Program Outcomes:**

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|  | **Program Outcomes** |
| 1 | **Develop content by gathering ideas, manipulating material elements, and exploring themes.** |
| 2 | **Apply the process of design in seeking effective solutions for visual arts projects.** |
| 3 | **Manipulate aspects of form using materials, techniques, and tools, both experimental and traditional.** |
| 4 | **Manage safely all materials, tools, and studio processes.** |
| 5 | **Interpret works of art using knowledge of art history and contemporary references (e.g. cultural, political, financial, institutional, and social factors.)** |
| 6 | **Critique visual artwork through research, reflection, and informed discussion.** |
| 7 | **Assess one’s art making processes as they contribute to personal content and visual style.**  |
| 8 | **Communicate one’s perceptions and artistic vision to various audiences through presentations, exhibitions, and written documents.**  |
| 9 | **Apply business practices to the management of an enterprise in visual arts.**  |
| 10 | **Form one’s studio practice through the exploration of materials and content.**  |

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| **VCAD Program Mapping** | **Program Outcomes** | Core Competencies/Essential Employability |
| **Course Name** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | Communication | Numeracy | Critical Thinking & Prob Solving | Creativity/ Adaptability | Information Management | Interpersonal Effectiveness | Self Management | Global perspective/Citiz |
| **Art History – The Recent Century** |  | x | x | x | x | x |  |  |  | x |  |  | x | x | x |  |  | x |
| **Contemporary Art Investigations**  | x |  |  |  | x | x | x | x |  | x | x |  | x |  |  | x |  | x |
| **Design I** |  | x | x | x | x | x |  | x |  |  | x | x | x | x |  |  |  |  |
| **Drawing Disciplines** | x | x | x |  | x | x |  | x |  |  | x | x |  | x |  |  |  | x |
| **3D Design – Studio**  | x | x | x | x | x |  |  |  |  |  |  | x | x | x |  |  |  | x |
| **Media Explorations I** |  |  | x | x |  |  |  |  |  | x |  | x |  |  | x |  |  |  |
| **Visual Documentation**  | x | x | x |  |  | x | x | x |  | x | x | x | x | x | x |  | x |  |
| **Design II** | x | x | x |  | x | x | x | x |  | x |  | x | x | x | x | x | x | x |
| **Concept Development**  | x | x | x | x |  | x | x | x | x | x |  | x | x | x | x | x | x | x |
| **Business for Artists** | x |  |  | x | x | x | x |  | x | x |  | x |  |  | x | x | x | x |
| **Media Explorations II** |  |  | x | x |  |  |  |  |  | x | x | x | x |  |  |  |  |  |
| **Portfolio and Presentation**  |  | x |  |  |  | x | x | x | x | x | x | x | x | x | x | x | x | x |