

ILLUSTRATION MAJOR (M)

At Concordia University Wisconsin, the Illustration Major is dedicated to cultivating a community of innovative creators who are passionate about conveying powerful messages through visual artistry. We are committed to excellence in education, upholding Lutheran values of integrity, service, and respect in every facet of our curriculum. Our program is designed to inspire students to explore the world of technology and illustration, fostering a space where they understand that their creativity is ultimately more meaningful when aligned with purpose. Our state-of-the-art facilities provide a canvas for students to harness their skills in drawing, multimedia, animation and digital imaging, ensuring they are proficient with the latest tools and techniques in the industry. As we guide our students through a rigorous, thought-provoking journey of artistic and personal growth, we also emphasize the importance of ethical responsibility and the impact of illustration in society. We strive to equip our graduates with a robust portfolio that not only showcases their technical proficiency but also reflects their understanding of illustration as a tool for positive change. Our mission is to empower each student to become a visionary Christian leader, ready to contribute to the world with faith-rooted confidence and creative excellence.

Our top-notch facilities act as a creative playground, enabling students to refine their skills across diverse art mediums, while staying abreast of the industry's evolving tools and techniques. Our educational journey is not just about artistic skill-building; it also delves into the ethical dimensions of art, highlighting the role and responsibilities of artists making visual images in society.

We're dedicated to preparing our students for the real world, ensuring they leave with a comprehensive portfolio that demonstrates their technical expertise and a deep understanding of art as a catalyst for positive change. Our ultimate goal is to nurture each student into becoming a visionary Christian leader, equipped to make meaningful contributions to the world with a blend of faith-driven confidence and artistic brilliance.

The Illustration major consists of 60 credit hours of course work, 12-15 of which are completed through a cooperative program with the Milwaukee Institute of Art & Design (MIAD). To enroll in MIAD courses, students must have a 3.0 minimum GPA in all prior course work in the major. MIAD is just a 25-minute drive from our Mequon Campus and offers the very latest in illustration technologies. A student Mac lab is available on the Concordia University campus for students completing course work at MIAD. In addition to the 45-credit Liberal Arts core requirements and required courses listed, all Illustration majors are encouraged to complete a minor. An Animation, small business or marketing minor is strongly recommended to help students develop the skills they will need to channel their talents into a successful career. Required Macbook Pro (not a Macbook Air) 8GB Unified memory (Apple Education Store) + (Apple Care).

For specific information about MIAD courses please visit the MIAD website at www.miad.edu (<http://www.miad.edu>).

Program Learning Outcomes

Students will:

- Describe and understand the relationships that exist between the visual arts and the Christian faith.
- Describe image making as the embodiment of an innate God-given feature of the human condition; and will assess critical life issues

using research from multiple sources to incorporate a balanced global perspective.

- Critical Thinking/Creative Problem Solving: The creative process required for art-making is one that emphasizes critical thinking and creative problem solving.
- Use data for creative inspiration, to inform artistic decisions, and/or in the creation of data-driven art doing so in a manner that is efficient, accurate, and insightful.
- Apply appropriate historical knowledge in the creation, description and analysis of works of visual art. Art and design are viewed as technical, spiritual/philosophical, and social endeavors.
- Analyze complex questions within challenging visual problems and compare and contrast multiple alternatives.
- Demonstrate professional visual, oral and written communication to present their work and communicate to clients.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/)		45
Major Requirements		
Concordia Required Courses		42
MIAD Required Courses		12
Major Electives		6
Additional Electives		15
Minor: Recommended (18 Credits Minimum)		
Total Hours		120

Major Requirements

Code	Title	Hours
Required Courses (Concordia Campus)		
ART 1020	Digital Imaging Fundamentals	3
ART 1500	2-Dimensional Design	3
or ART 1550	Color Theory Application	
ART 1510	Observational Drawing	3
ART 2200	Art History Comprehensive	3
ART 2540	Mixed Media Drawing	3
ART 2550	Typography I	3
ART 2560	Painting	3
ART 3500	Figure Drawing (or IL 214 Figure Drawing for Illustrators - MIAD course)	3
ART 4800	Senior Portfolio/Exhibition	3
GD 1500	Digital Vector Design	3
GD 1510	Digital Raster Design	3
GD 3000	Pixel Motion	3
GD 3500	Advanced Pixel Motion	3
GD 4800	Design Outlook	3
Major Electives CUW or MIAD		6
ART 1050	Ceramic Fundamentals	
ART 1060	Glass Fundamentals	
ART 1520	Creative Workshop: 2D Art	
ART 1540	Interior Space Production	

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ART 2510	Ceramics: Throwing on the Wheel	
ART 2520	History of Design	
ART 2530	History of Photography	
ART 3030	Digital Imaging: Movement	
ART 3040	Digital Imaging: Product Photography	
ART 3800	Art Study Abroad	
GD 3510	Creative Pixel Studio	
GD 3520	Web Design Solutions	

Required Courses (MIAD Campus)

IL 210	Illustration I	3
IL 211	Illustration II	3
IL 212	Illustration Media	3
IL 214	Figure Drawing - or ART 3500 Figure Drawing at CUW	
IL310	Illustration III	3

Total Hours 60

Plan

Course	Title	Hours
Semester 1		
GD 1500	Digital Vector Design	3
ART 1500 or ART 1550	2-Dimensional Design or Color Theory Application	3
ART 1510	Observational Drawing	3
ENG 1040	Introduction to Writing	3
REL 1000	The Bible	3
HHP 1100	Stewardship of the Body	1
Hours		16
Semester 2		
CCE 1010	Christian Citizen	3
GD 1510	Digital Raster Design	3
ART 2540	Mixed Media Drawing	3
REL 1100	Christian Faith	3
CORE		3
HHP		1
Hours		16
Semester 3		
ART 2550	Typography I	3
ART 1020	Digital Imaging Fundamentals	3
ART 2200	Art History Comprehensive	3
CCE 1020	Western Culture & Worldview	3
MIAD IL 210		3
Hours		15
Semester 4		
CCE 1040	Science & Humanity	3
CSC 1010 or MATH 1250	Foundations of Computer Science or Contemporary Math	3
ART 2560	Painting	3
MIAD IL 212		3
CCE 1030	Western Thought & Worldview	3
Hours		15
Semester 5		
MIAD IL 211		3
CORE		3
GD 3000	Pixel Motion	3
CORE		4
CORE		3
Hours		16

Semester 6		
MIAD IL 310		3
GD 3500	Advanced Pixel Motion	3
ART 3500	Figure Drawing	3
CORE		3
ELECTIVE OR MINOR		3
Hours		15

Semester 7		
CORE		3
ART ELECTIVE		3
ART ELECTIVE		3
ELECTIVE OR MINOR		3
ELECTIVE OR MINOR		3
Hours		15

Semester 8		
ART 4800	Senior Portfolio/Exhibition	3
GD 4800	Design Outlook	3
ELECTIVE OR MINOR		3
ELECTIVE OR MINOR		3
Hours		12
Total Hours		120

Course options and schedule are subject to change.