

Graphic and Animation Design, BFA

Program Mission

Longwood University's Graphic and Animation Design (GAND) program provides students with a rigorous and comprehensive four-year education in either Graphic Design, Animation, Simulation and Time-based Media, or Motion Design.

Our primary mission is to prepare students to be able to think critically, communicate both visually and in writing, and to be able to engage in-and execute-a systematic approach to visual problem solving. This includes effective research and cross disciplinary problem solving methodologies, concept generation, concept development and critical analysis.

Students are provided with a solid foundation in traditional and digital craft and tools skills. We promote exploration, the use of narrative and storytelling, organization, and visual information systems to be able to craft an appropriate message for a specific audience.

The GAND program was developed around contemporary methods and practices, and encourages students to compete nationally in refereed competitions, and through real client interaction with the student-run agency Design Lab.

The GAND program, in conjunction with an excellent liberal arts foundation and the program's emphasis on interdisciplinary electives, aims to graduate students with the skills and nimble thinking to excel in the marketplace of today and tomorrow.

Student Assessments

As a graduation requirement, all students must participate in, and pass each of the five levels of the Graphic and Animation Design's (GAND) portfolio assessments. At each of the five assessment levels, students must present work that is predetermined by the faculty. The assessment evaluations are scored as either pass, no-pass, or conditional no-pass. See "Evaluation scores explained" for definitions of each evaluation score.

Each student must register for the appropriate zero-credit class for each level of assessment. The zero-credit classes are used to prevent students who have received a no-pass for an assessment from advancing to the next level in the GAND program. Since the class is zero credit, there is no cost for the class, and because it is pass or no-pass it does not affect the student's GPA. Each student will register for the appropriate zero-credit class when they register for classes in each of their assessment semesters. Beginning with the Third-year Assessment, students will register for the appropriate section of the zero-credit class in their area of study in one of the three concentrations: Brand Identity and Media Design or Animation, Simulation and Time-Based Media Design or Graphic, Animation, and Motion Design.

Zero-credit Class Schedule

[GAND 100 - First-year Portfolio Assessment](#)

[GAND 200 - Second-year Portfolio Assessment](#)

[GAND 300 - Third-year Portfolio Assessment](#) - choose the section specific to the student's area of study. Participation in the Junior Show is mandatory to pass Third-year Assessment.

[GAND 350 - Senior Project Mid-Assessment](#) - choose the section specific to the student's area of study.

[GAND 400 - Senior Project Final Assessment](#) - choose the section specific to the student's area of study. Participation in the Senior Show is mandatory to pass Senior Assessment.

Transfer students must contact the Theatre, Art, and Graphic and Animation Design Department Chair, who will route them to the appropriate faculty, who will determine what assessments the students must complete for graduation. This contact is the responsibility

of the student and should occur shortly after the student is admitted into the Longwood GAND program. A review of the transfer student's portfolio may be required to determine what assessments are required.

The five levels of assessment are usually offered twice a year: in the fall, after Fall Break (for students whose first semester at Longwood was in the previous spring), and in the spring, in the week prior to Spring Break (for student whose first semester at Longwood was the previous fall.)

The five levels of assessment progress as follows:

- First-year Portfolio Assessment - Six to eight works from the student's first year GAND courses- [GAND 101](#), [GAND 102](#), [GAND 103](#), [GAND 104](#), [GAND 104](#), [GAND 105](#), and [GAND 204](#)-are assessed.
- Second-year Portfolio Assessment - Five to seven works from the student's second-year GAND courses are assessed.
- Third-year Portfolio Assessment - The focus of this assessment is the evaluation of the student's Senior Project Proposal, and additional work from the student's third-year GAND courses are assessed.
- Senior Project Mid-Assessment - The focus of this assessment is the evaluation of the student's Senior Project at its mid-point.
- Senior Project Final Assessment - The focus of this assessment is the evaluation of the student's completed Senior Project.

Evaluation scores explained

- A pass permits the student to progress to the next level and continue to take GAND classes.
- A conditional no-pass is granted only if the assessing faculty members believe the problems with the work can be improved in the remaining weeks before the end of the semester. If a conditional no-pass is granted, the student will be reassessed. The student will be informed as to what must be improved, and a date and time for the reassessment will be set. The reassessment will take place within the remaining weeks before the end of the semester and by the original assessors.
- A no-pass stops the student from advancing to the next level in the GAND programs for one year. In that year, the student must take GAND electives and other university courses, but not any of the GAND Core courses. Only one no-pass assessment is permitted. A second no-pass results in the student losing the opportunity to major in GAND. Any student receiving a no-pass in an assessment must wait one year before that student is eligible to be reassessed.

Transfer Students

The Graphic and Animation Design BFA degree program is a four-year course of study in graphic, animation, and motion design. Therefore, a transfer student can expect to spend a minimum of three to three and a half years within the GAND program. A student planning to transfer to the Longwood's GAND program is encouraged to contact the Chair of the Department of Theatre, Art, and Graphic and Animation Design who will route them to the appropriate GAND faculty for questions about the student's transfer plans.

Course Requirements

All Graphic and Animation Design majors will receive a Bachelor of Fine Arts Degree. The Longwood Civitae Core Curriculum requirements must be completed by GAND students regardless of their concentration: Brand Identity and Media Design; Animation, Simulation and Time-based Media; or Graphic, Animation, and Motion Design.

To satisfy major requirements for graduation, **students majoring in Graphic and Animation Design must earn a grade no less than C in all GAND courses.** The student bears full responsibility for meeting all graduation requirements.

Additionally, as a graduation requirement, all students must participate in, and pass, five annual portfolio assessments.

Every attempt has been made to state the major requirements as clearly as possible. However, it is strongly recommended that every student majoring in Graphic and Animation Design maintain close communication with the academic advisor assigned in order to plan their program in a fashion best suited to the student's individual goals and needs. The faculty stands ready to assist any student in this regard.

Additional Requirements

Field trips in some lecture and studio classes may involve a nominal cost for the students. Students are required to furnish all necessary supplies and some tools. However, most items are purchased with a studio fee, which allows students to benefit from bulk purchases and also have the convenience of the materials being readily available.

Course fees will be assessed depending on the class and the materials supplied. A list of these fees is available from the Dean's Office and the Department of Theatre, Art, and Graphic and Animation Design office. Any student enrolled in a GAND class after the end of the "add period" must pay this fee. To avoid the fee, it is imperative that the student be officially withdrawn from the class prior to this

deadline. This rule will be strictly enforced and no exceptions made since these funds must be spent early in the semester to insure the availability of student supplies for the classes. Students who withdraw after the deadline will have the option of obtaining their share of the purchased materials.

Civitae Core Requirements (39-40 credits)

Civitae Core Curriculum

Graphic and Animation Design majors may count Civitae Core courses satisfying major requirements as also satisfying their respective Civitae Core requirements, up to two Pillar courses and one Perspectives course. The following are the courses in this major that may be used in this way:

ART 250 can satisfy the Aesthetic Expression Pillar requirement

Courses satisfying major requirements that are designated as Civitae Core courses subsequent to the print deadline of this Catalog will not appear in the above listings but will be eligible to also satisfy Civitae Core requirements, subject to the same rules as the others. (If doing so would otherwise decrease the total credits required for the degree below 120, General Elective credit must be substituted to restore the total.)

Additional Degree Requirements (3 credits)

Graphic and Animation Design students are required to take an additional course to earn a BFA degree. They may choose one course in either Humanities, Foreign Language, or Social Science.

Major Requirements

All students must pass

These are 0 credit classes attached to the five assessments. A passing grade (P) must be earned in all five as a graduation requirement.

- GAND 100 - First-year Portfolio Assessment 0 credits
- GAND 200 - Second-year Portfolio Assessment 0 credits
- GAND 300 - Third-year Portfolio Assessment 0 credits
- GAND 350 - Senior Project Mid-Assessment 0 credits
- GAND 400 - Senior Project Final Assessment 0 credits

Core Requirements (28 credits)

- GAND 101 - Visual Problem Solving for Design 1.5 credits
- GAND 102 - Drawing for Design 1.5 credits
- GAND 103 - Handcraft and Color for Design 3 credits
- GAND 104 - Digital Craft and Color 3 credits
- GAND 105 - Research, Critique, and Presentation for Design 3 credits
- GAND 110 - GAND First-Year Seminar 1 credit (Transfer students may negotiate with the department chair to substitute 1 credit of a course such as GAND 490 or Design Lab in place of GAND 110)
- GAND 204 - Surface, Space, and Time I 3 credits
- GAND 205 - Surface, Space, and Time II 3 credits
- ART 262 - History of Western Art: Renaissance to Modern 3 credits
- GAND 301 - History of Graphic Design 3 credits
- ART 362 - Modern Art 3 credits

Concentration Requirements

- [Animation, Simulation, and Time-Based Media Design Concentration](#)

Animation, Simulation, and Time-Based Media Design Concentration

Concentration requirements (30 credits)

- [GAND 202 - Action Analysis I 3 credits](#)
- [GAND 210 - Animation and Simulation I 3 credits](#)
- [GAND 212 - Narrative Sequencing and Storyboards 3 credits](#)
- [GAND 310 - Animation and Simulation II 3 credits](#)
- [GAND 325 - Introduction to 3D Modeling 3 credits](#)
- [GAND 330 - Illustration and Digital Imaging 3 credits](#)
- [GAND 410 - Intermediate 3D Modeling 3 credits](#)
- [GAND 421 - Portfolio 3 credits](#)
- [GAND 422 - Senior Thesis Research and Development 3 credits](#)
- [GAND 462 - Senior Professional Seminar 3 credits](#)

Major electives (15 credits)

- [GAND 246 - Design Lab 1 1-3 credits](#) (serves as theory, critical or practical)
- [GAND 345 - Design Lab 2 1-3 credits](#) (serves as theory, critical or practical)
- [GAND 346 - Design Lab 3 1-3 credits](#) (serves as theory, critical or practical)
- [GAND 445 - Design Lab 4 1-3 credits](#) (serves as theory, critical or practical)

Theory:

(choose 6 credits from the following list)

- [GAND 226 - Typography I 3 credits](#)
- [GAND 302 - Action Analysis II 3 credits](#)
- [PHIL 300 - Logic 3 credits](#)
- [THEA 225 - Elements of Theatrical Design 3 credits](#)
- [THEA 340 - Scene Design 3 credits](#)
- [ENGL 356 - The Art of Film I 3 credits](#)
- [ENGL 357 - Studies in Film 3 credits](#)

Critical:

(choose 6 credits from the following list)

- [GAND 232 - Character Design and Animation Layout 3 credits](#)
- [GAND 280 - Character Animation 3 credits](#)
- [GAND 311 - Animation History 3 credits](#)
- [GAND 312 - Advanced Storyboards 3 credits](#)
- [ENGL 356 - The Art of Film I 3 credits](#)
- [ENGL 357 - Studies in Film 3 credits](#)
- [THEA 339 - Fashion History and Décor 3 credits](#)

Practical:

(choose 3 credits from the following list)

- [GAND 221 - Graphic Design and Production I](#) **3 credits**
- [CMSC 210 - Web Page Design and Scripting](#) **3 credits**
- [CMSC 381 - Introduction to Graphics Programming](#) **3 credits**
- [GEOG 358 - Map Design and Analysis](#) **4 credits**
- [THEA 240 - Technical Theatre](#) **3 credits**
- [THEA 241 - Drafting for Theatrical Design](#) **3 credits**
- [THEA 345 - Costume Design](#) **3 credits**
- [THEA 339 - Fashion History and Décor](#) **3 credits**

- [Brand, Identity, and Media Design Concentration](#)

Brand, Identity, and Media Design Concentration

Concentration requirements (24 credits)

- [GAND 221 - Graphic Design and Production I](#) **3 credits**
- [GAND 226 - Typography I](#) **3 credits**
- [GAND 326 - Typography II](#) **3 credits**
- [GAND 330 - Illustration and Digital Imaging](#) **3 credits**
- [GAND 421 - Portfolio](#) **3 credits**
- [GAND 422 - Senior Thesis Research and Development](#) **3 credits**
- [GAND 425 - Interactive and Web Design](#) **3 credits**
- [GAND 462 - Senior Professional Seminar](#) **3 credits**

Major electives (15 credits)

- [GAND 246 - Design Lab 1](#) **1-3 credits** (serves as theory, critical or practical)
- [GAND 345 - Design Lab 2](#) **1-3 credits** (serves as theory, critical or practical)
- [GAND 346 - Design Lab 3](#) **1-3 credits** (serves as theory, critical or practical)
- [GAND 445 - Design Lab 4](#) **1-3 credits** (serves as theory, critical or practical)

Theory

(choose 6 credits from the following list)

- [ENGL 303 - Visual Rhetoric and Document Design](#) **3 credits**
- [ENGL 350 - Linguistics and Language Learning](#) **3 credits**
- [PHIL 300 - Logic](#) **3 credits**
- [GEOG 358 - Map Design and Analysis](#) **4 credits**
- [PSYC 219 - Cross-Cultural Psychology](#) **3 credits**
- [PSYC 360 - Consumer Psychology](#) **3 credits**
- [PSYC 362 - Human Factors Psychology](#) **3 credits**
- [THEA 340 - Scene Design](#) **3 credits**

Critical

(choose 3 credits from the following list)

- [ENGL 301 - Rhetorical Criticism](#) **3 credits**
- [THEA 339 - Fashion History and Décor](#) **3 credits**

Practical

(choose 6 credits from the following list)

- [ART 250 - Personal Narrative in Print Media](#) 3 credits
- [ART 252 - Expressive Printmaking](#) 3 credits
- [ART 457 - Editions](#) 3 credits
- [CMSC 210 - Web Page Design and Scripting](#) 3 credits
- [ENGL 301 - Rhetorical Criticism](#) 3 credits
- [ENGL 319 - Technical Writing](#) 3 credits
- [GEOG 358 - Map Design and Analysis](#) 4 credits
- [THEA 225 - Elements of Theatrical Design](#) 3 credits
- [THEA 240 - Technical Theatre](#) 3 credits
- [THEA 241 - Drafting for Theatrical Design](#) 3 credits
- [THEA 339 - Fashion History and Décor](#) 3 credits
- [THEA 340 - Scene Design](#) 3 credits
- [THEA 345 - Costume Design](#) 3 credits
- [Graphic, Animation, and Motion Design Concentration](#)

Graphic, Animation, and Motion Design Concentration

Concentration Requirements (27 credits)

- [GAND 210 - Animation and Simulation I](#) 3 credits
- [GAND 212 - Narrative Sequencing and Storyboards](#) 3 credits
- [GAND 226 - Typography I](#) 3 credits
- [GAND 260 - Motion Design I](#) 3 credits
- [GAND 330 - Illustration and Digital Imaging](#) 3 credits
- [GAND 360 - Motion Design II](#) 3 credits
- [GAND 421 - Portfolio](#) 3 credits
- [GAND 422 - Senior Thesis Research and Development](#) 3 credits
- [GAND 462 - Senior Professional Seminar](#) 3 credits

Major Electives (15 credits)

Design Lab courses can fulfill credits in Theory, Critical, or Practical ([GAND 246](#), [GAND 345](#), [GAND 346](#), or [GAND 445](#)).

Theory (6 credits)

- [ENGL 350 - Linguistics and Language Learning](#) 3 credits
- [PHIL 300 - Logic](#) 3 credits
- [PSYC 219 - Cross-Cultural Psychology](#) 3 credits
- [PSYC 360 - Consumer Psychology](#) 3 credits
- [PSYC 362 - Human Factors Psychology](#) 3 credits
- [THEA 113 - Acting I](#) 3 credits

Critical (3 credits)

- [ENGL 301 - Rhetorical Criticism](#) 3 credits
- [ENGL 356 - The Art of Film I](#) 3 credits
- [ENGL 357 - Studies in Film](#) 3 credits
- [GAND 301 - History of Graphic Design](#) 3 credits
- [GAND 311 - Animation History](#) 3 credits

Practical (6 credits)

- [GAND 202 - Action Analysis I](#) **3 credits**
- [GAND 221 - Graphic Design and Production I](#) **3 credits**
- [GAND 310 - Animation and Simulation II](#) **3 credits**
- [GAND 325 - Introduction to 3D Modeling](#) **3 credits**
- [GAND 326 - Typography II](#) **3 credits**
- [GAND 425 - Interactive and Web Design](#) **3 credits**
- [THEA 241 - Drafting for Theatrical Design](#) **3 credits**
- [THEA 340 - Scene Design](#) **3 credits**

General Electives

- General electives for Brand, Identity and Media Design concentration: 10-11 credits
- General electives for Animation, Simulation and Time-Based Media Design concentration: 4-5 credits
- General electives for Graphic, Animation, and Motion Design concentration: 7-8 credits

Total Credits B.F.A. in Graphic and Animation Design

B.F.A. with a concentration in Brand, Identity and Media Design - 120

B.F.A. with a concentration in Animation, Simulation and Time-Based Media Design - 120

B.F.A. with a concentration in Graphic, Animation, and Motion Design - 120
