

## **Core Competencies for the Illustration Concentration**

**It is the goal of the Illustration Concentration that graduates demonstrate the following:**

### **1. Knowledge of Materials and Processes and Core Study within the Concentration**

Students achieve a high level of proficiency in pictorial design and communication including formal principles, technical proficiency, the use of artists' materials, technology, craft, and safe studio practices. Graduates also achieve conceptual proficiency, demonstrating a personal aesthetic and content in their work.

### **2. Communications Proficiency**

Students develop a mastery of designing effective visual communication that artfully expresses their ideas and concepts. Students support their creations with verbal and written proficiency.

### **3. Historical and Contemporary Awareness of the Medium**

Students have knowledge of the historical and contemporary practitioners and the forces of influence that have shaped the communication arts as well as the fine arts, which include the approaches, professional practices and ever-changing technologies and their impact on culture.

### **4. Contextual Awareness, Analytical Proficiency**

Students are able to critically evaluate their work and the work of other professionals in an informed and insightful manner. Also, they are able to research, analyze and evaluate a variety of references and resources so as to better understand the multiple perceptions of imagery as well as the creation of it.

### **5. Professional Business Practice**

Students are knowledgeable of professional business practices, ethical and moral behavior, and are able to successfully conduct themselves in multiple professional environments. They have an objective view of an artist's and designer's role in society, and are prepared to assume their places as informed, responsible, contributing citizens in society.