

Foundation Visual Arts

CURRICULUM STANDARD
2025 - 2026

New Brunswick
COLLEGE
of CRAFT
& DESIGN



CURRICULUM STANDARD

FOUNDATION VISUAL ARTS

2025-2026

Copyright © 2025 New Brunswick College of Craft and Design

Electronic Approval Date: 2025-03-01

Preface

Introduction

Program Description

Areas of Study

Program Learning Outcomes

Career Possibilities

Program Information

Admission Requirements

Certification

Modifications to Academic Programs

Articulations

Territorial Acknowledgement

Program Structure

Delivery Sequence

The New Brunswick College of Craft and Design (NBCCD) fosters a learner-centered environment that puts the student at the heart of the educational experience.

NBCCD's officially approved document, the Curriculum Standard, details specific learning outcomes necessary for a student to be certified. It also ensures uniformity of the delivery of a program's content.

The Curriculum Standard is an introduction to the program which includes the program description, program learning outcomes, and the program's potential career opportunities. This is followed by information on duration, credits, admission requirements, advanced placement, certification, articulations, and prior learning assessment and recognition.

This document also contains a program delivery sequence and the course profiles with specific course learning outcomes and grading basis.

In addition, the Curriculum Standard is used as a tool for revision and evaluation of the program and for the promotion of transfer agreements with other post-secondary institutions.

NBCCD welcomes all comments and inquiries regarding the implementation of this program and the use of this document. Please forward any requests or suggestions to the attention of:

Anna Mathis, Academic Dean
 New Brunswick College of Craft and Design
 457 Queen Street
 PO Box 6000
 Fredericton New Brunswick
 E3B 5H1

anna.mathis@gnb.ca

Program Description

Foundation Visual Arts is a one-year certificate program that offers students a wide-ranging overview of the practice, theory and history of the visual arts and is achieved over two semesters. A solid technical grounding and an understanding of the conceptual framework of visual art is learned through a hands-on, project-based curriculum. Visual literacy and problem-solving skills are emphasized through courses in drawing, design, colour study and the creative process. Students have the opportunity to make products by exploring a selection of the College's studios: Ceramics, 3D Digital Design, Fashion Design, Graphic Design, Jewellery/Metal Arts, Photography/Videography and Textile Design.

Program Critical Performance

By the end of this program, students will have demonstrated the ability to integrate concepts and principles of art, craft and design through the creation of their personal work.

Areas of Study

- Skill Development (Fine Craft, Applied Design and Visual Arts Practice)
- Elements and Principles of Design
- Creative Process and Visual Problem Solving
- Drawing From Observation
- Historical Trends and Contemporary Theory
- Visual Communication and Critique Skills

Program Learning Outcomes

Following successful completion of this program, students will be able to:

- Apply basic design principles with an emphasis on two and three dimensions.
- Exhibit skill in observational drawing and the use of drawing media.
- Utilize creative and critical thinking skills in relation to visual art through written work, presentations and a variety of media.
- Demonstrate a basic knowledge of art history and theory and the influence of art, craft and design on culture.
- Work effectively with others in visual arts projects that benefit the individual and/or society.

Career Possibilities

The Certificate in Foundation Visual Arts provides foundational knowledge in design and visual arts vocabulary, dexterity, critical thinking, and visual problem-solving skills. These highly transferable skills can offer a stand-alone foundation for creative work, and scholarships, or serve as a pathway to further study in one of NBCCD's Diploma programs and other institutions.

PROGRAM INFORMATION

Admission Requirements

For admission requirements, please visit nbccd.ca/admissions.

Certification

Upon successful completion of the prescribed curriculum, the student will receive a certificate in Foundation Visual Arts.

Modifications to Academic Programs

NBCCD may modify, adapt, or adjust the curriculum requirements, teaching methods, or learning outcomes when necessary to keep the program effective and relevant. Every student accepted for enrolment at NBCCD is deemed to have agreed to any such changes whether made before or after acceptance. NBCCD reserves the right to require enrolled students to meet the revised requirements.

Articulations

The Foundation Visual Arts program has developed articulation arrangements with other institutions as follows:

- Institution: University of New Brunswick (Fredericton)
- Articulation Period: 1998-05-14 to Undetermined
- Information: The Bachelor of Applied Arts (BAA) is an articulated agreement with the University of New Brunswick. For admission requirements, refer to www.unb.ca

- Institution: Ontario College of Art and Design University (Toronto, ON)
- Articulation period: 2023-01-01 to Undetermined
- Information: The Bachelor of Fine Arts is a transfer pathway. OCADU will recognize the Foundation Visual Arts Certificate for Year 2 entry into one of the following BFA programs: Criticism & Curatorial Practice, Integrated Media, Photography, Printmaking & Publications or Sculpture/Installation. A portfolio is not required for admission but other conditions apply. Refer to admissions.ocadu.ca

TERRITORIAL ACKNOWLEDGMENT

NBCCD acknowledges that we live, work and create on the unsundered and unceded traditional Wolastoqey land. The lands of Wabanaki people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations. The river that runs by our college is known as Wolastoq (Saint John River), along which live Wolastoqiyik – the people of the beautiful and bountiful river.

FALL 2025 18 CREDITS	DSGN 1000 2D Design 3 CREDITS	DRAW 1000 Drawing from Observation 3 CREDITS	FVAD 1004 Colour Study 3 CREDITS	HIST 1000 Visual Culture 1 3 CREDITS	COMM 1000 Communication and Critique 3 CREDITS	MEXP 1000 Media Explorations 3 CREDITS
WINTER 2026 15 CREDITS	DSGN 1001 3D Design 3 CREDITS	DRAW 1001 Drawing from Observation: Form and Expression 3 CREDITS	HUMN 1001 The Creative Process 3 CREDITS	HIST 1001 Visual Culture 2 3 CREDITS	DSGN 1004 Time Design 3 CREDITS	

Total Certificate Credits: 33

Fall 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
DSGN 1000	2D Design	3	45	90	None
DRAW 1000	Drawing from Observation	3	45	90	None
FVAD 1004	Colour Study	3	45	90	None
HIST 1000	Visual Culture 1	3	45	90	None
COMM 1000	Communication & Critique	3	45	90	None
*MEXP 1000	Media Explorations	3	60	60	None

*MEXP 1000 - Students rotate through 5 studios (out of 7) for Media Explorations. Each rotation is 4 weeks long.

Total of credits: 18.00

Winter 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
DSGN 1001	3D Design	3	45	90	DSGN 1000
DRAW 1001	Drawing From Observation: Form and Expression	3	45	90	DRAW 1000
HUMN 1001	The Creative Process	3	45	90	None
HIST 1001	Visual Culture 2	3	45	90	COMM 1000
DSGN 1004	Time Design	3	45	90	None

Total of credits: 15.00

Total Certificate Credits: 33

Course Code/Title: DSGN 1000 2D Design

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

Course Description

In this course, students are introduced to the elements and principles of two-dimensional design, exploring formal interactions on a two-dimensional surface. Using a variety of media, students will examine spatial relationships, form generation, and colour applications to create unified compositions. Through visual problem solving and effective decision making students learn to use two-dimensional design to communicate conceptual ideas.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Produce technically proficient work that incorporates the elements and principles of 2D design.
2. Apply creative problem-solving techniques to a variety of assignments displaying conceptual development in the communication of ideas.
3. Use relevant mathematical and measurement skills in the completion of assignments.
4. Develop personal work habits that include effective self-management skills such as setting goals, managing one's workload and meeting deadlines.
5. Use design specific terminology during critiques, presentations and written assignments.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: DRAW 1000 Drawing from Observation

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
0	45	45	0	0

Course Description

In this course, students acquire the ability to draw from observation through the application and exploration of drawing elements, principles and strategies. They produce drawings that investigate line, shape, space, value and perspective. In addition, students experiment with a variety of materials such as pencil, charcoal and ink. Through progressive assignments, they are prepared for continued exploration in drawing.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Use essential fundamental drawing elements to create observational drawings that translate the 3D world onto the 2D drawing surface with a degree of accuracy, attention to formal qualities and responsive expression.
2. Apply appropriate methods, techniques and strategies in drawings that reflect their effective and creative visual problem-solving skills, while developing fluency with basic drawing materials.
3. Build a portfolio of drawings that displays individual development with concepts, materials and techniques.
4. Discuss and critique drawings by responding to their visual qualities with an understanding of the methods, concepts and vocabulary of drawing.
5. Work in a productive manner that shows effective resource and self-management skills.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: FVAD 1004 Colour Study

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
30	15	45	0	0

Course Description

In this course, students learn colour theory through the manipulation and application of colour. They identify specific colour relationships, contrasts and harmonies, as they become familiar with mixing complex colours. In addition, students investigate how artists and designers use colour and in turn, how people respond to colour. They create assignments that reflect their understanding of the design principles and psychology of colour in order to build a reference folio for future studies.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Proficiently mix colours through various material-based processes, using the principles of colour theory to solve visual problems.
2. Apply critical thinking and the principles of colour theory in the design and creation of projects.
3. Identify and interpret the use of colour strategies by relating the theory of colour to the production of art, craft and design.
4. Build a reference folio of colour assignments that reflects effective resource management (e.g. time, workload, information and other resources).
5. Communicate effectively in verbal, visual and written forms by applying the vocabulary of colour in assignments and discussions.
6. Incorporate a self-reflective working process in a manner that reflects an understanding of pertinent concepts, techniques and methods.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: HIST 1000 Visual Culture 1

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course, students examine the production and meaning of art, craft and design through four thematic lenses. Over the course of four modules, students consider the traditions, intersections, and diversity of visual culture, thus acknowledging the cross-cultural dialogue that has shaped our shared heritage. Students engage in the critical discourse that surrounds the history and production of images, objects and artifacts.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Recognize historically significant examples of work in all visual art disciplines.
2. Understand the historical framework of specific periods and styles.
3. Identify and interpret stylistic elements of various art, craft and design examples through written and visual projects.
4. Apply skills in critical thinking and research.
5. Communicate effectively and appropriately in verbal, written and visual forms.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: COMM 1000 Communication & Critique

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course, students learn the fundamentals of visual communication and writing by responding to art, craft and design through a process of description, analysis, evaluation and argumentation. With this knowledge, students will gain the ability to effectively communicate about visual culture, and the confidence to do so clearly and succinctly. This can be applied to writing grant proposals, artist statements, and critical reviews.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Construct and communicate meaning in visual art and design mediums.
2. Employ established critiquing methods through the analysis of art, craft, and design.
3. Develop practices that include research and critical thinking.
4. Develop and build an academic level study that consists of research, argumentation and formatting.
5. Complete class assignments in a manner that reflects effective time, workload and resource management.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: MEXP 1000 Media Explorations

Associate Dean: Maegen Black

Requisites: none

Nominal/Scheduled Hours: 60/60

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
15	45	0	0	0

Course Description

Through this course, students will engage with a selection of the following studios: Ceramics, 3D Digital Design, Fashion Design, Graphic Design, Jewellery/Metal Arts, Photography/Videography and Textile Design. This course is designed to familiarize students with the studio and assist them in determining an area of specialization for further comprehensive studies. Through presentations and hands-on tasks, students will become familiar with the studio programs, and their post-graduation career possibilities.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Determine their area of interest within the College's studio offerings.
2. Complete project(s) in the medium of study.
3. Incorporate the elements and principles of design and concepts learned in colour theory into their work.
4. Utilize studio specific materials/software and techniques.
5. Consider career path and long term goals.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. Success in this course depends primarily on attendance and full participation.

Grading Basis: Successful / Unsuccessful

Course Code/Title: DSGN 1001 3D Design

Associate Dean: Maegen Black

Requisites: DSGN 1000

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

Course Description

In this course, students are introduced to the elements and principles of three-dimensional design, exploring formal interactions in real space. Using a variety of media, students investigate the potential of organizing materials, structures and forms to create unified compositions. Through visual problem solving and effective decision-making students learn to use three-dimensional design to communicate conceptual ideas.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Produce technically proficient work that incorporates the elements and principles of 3D design.
2. Apply creative problem-solving techniques to a variety of assignments while displaying conceptual development in the communication of ideas.
3. Use relevant mathematical and measurement skills in the completion of assignments.
4. Develop personal work habits that showcase effective self-management skills, including but not limited to setting goals, managing one's workload and meeting deadlines.
5. Use design terminology during critiques, presentations and written assignments.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: DRAW 1001 Drawing From Observation: Form and Expression

Associate Dean: Maegen Black

Requisites: DRAW 1000

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
0	45	45	0	0

Course Description

In this course, students build upon their introductory drawing skills by increasing accuracy (technical skill), refining personal style and using drawing as a means of creative visual expression. They create their own interpretive and expressive responses by focusing on strategies aimed at visual enquiry. A variety of wet and dry media are used to address complex subject matter including the human figure.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Produce observational drawings of complex forms, including the human figure.
2. Build upon and incorporate additional methods, concepts and strategies.
3. Apply a range of materials, including colour, to create effective drawings that responsively interpret and translate the visual world.
4. Create a portfolio of drawings that displays individual development.
5. Display effective resource and self-management skills.
6. Examine and critique drawings by responding to their visual qualities with an understanding of the methods, concepts and vocabulary of drawing.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: HUMN 1001 The Creative Process

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course, students learn new strategies to develop and expand their creative habits and abilities. They explore convergent and divergent approaches to problem solving through research, mind-mapping and journaling. Drawing on personal experience while working in a variety of media, students cultivate an awareness of how art can affect social change.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Generate artwork in various media, that is informed by applied research, critical analysis, openness to multiple and alternative processes, as well as creative and imaginative visual problem solving.
2. Conduct ongoing reflective practices and self-assessment for personal and professional growth.
3. Communicate effectively and appropriately in verbal, written and visual forms.
4. Engage in group critique processes that reflect an understanding of effective visual communication.
5. Complete class assignments on time with good workload and resource management.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: HIST 1001 Visual Culture 2

Associate Dean: Maegen Black

Requisites: COMM 1000

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course, students further examine the production and meaning of art, craft and design through four thematic lenses. Over the course of four modules, students will explore examples from various periods, styles and movements. Students consider the traditions, intersections, and diversity of visual culture, thus acknowledging the cross-cultural dialogue that has shaped our shared heritage. Students engage in the critical discourse that surrounds the history and production of images, objects and artifacts.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Accurately associate works of art, craft and design from specific movements, styles, time periods and cultures by analyzing their nature, scope and purpose.
2. Conduct research on the meaning and significance of works of art, craft and design and apply this knowledge to assignments and discussions.
3. Identify and interpret formal stylistic elements of art, craft and design works within specific periods, through effectively executed written and visual projects.
4. Appreciate the role and nature of art, craft and design within the context of historical cultures and societies and communicate this in projects and discussions.
5. Communicate effectively in verbal and written forms, using appropriate and relevant terminology, in discussions and other learning activities related to the study of art, craft and design.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

Course Code/Title: DSGN 1004 Time Design

Associate Dean: Maegen Black

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
45	0	45	0	0

Course Description

In this course students will learn introductory time design concepts through exploration of film, visual books, and other time-based media. Students will apply knowledge during in-class exercises that will require them to demonstrate understanding and engagement with each topic.

Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Identify dynamics and relationships between time-based mediums.
2. Understand and engage with the process of narrative and non-narrative representations of time.
3. Experiment with various concepts including rhythm, tempo, and causality.
4. Create a narrative storyboard demonstrating sequence and juxtaposition.
5. Demonstrate professionalism in the classroom.

Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.