

# FOUNDATION VISUAL ARTS

Curriculum Standards

2022-23

New Brunswick  
COLLEGE  
of CRAFT  
& DESIGN



# CURRICULUM STANDARD

FOUNDATION VISUAL ARTS

2022 - 2023

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Electronic Approval Date: 2021-12-31

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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:

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

[denise.richard3@gnb.ca](mailto:denise.richard3@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 variety of the College's studios: Ceramics, 3D Digital Design, Fashion Design, Graphic Design, Jewellery/Metal Arts, Photography 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
- English Language 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, grant applications, and scholarships, or serve as a pathway to further study in one of NBCCD's Diploma programs and other institutions.

## PROGRAM INFORMATION

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## Admission Requirements

An official Transcript of Marks indicating one of the following:

- High school diploma;
- GED;
- Adult High School Diploma;
- Equivalent experience will be considered

AND

- A Portfolio Submission

Review of the above may lead to a personal interview

## Certification

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

## 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 - 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](http://www.unb.ca).

## TERRITORIAL ACKNOWLEDGMENT

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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 2022<br>18 CREDITS      | <b>DSGN 1000</b><br>2D Design<br>3 CREDITS | <b>DRAW 1000</b><br>Drawing from<br>Observation<br>3 CREDITS                         | <b>FVAD 1004</b><br>Colour Study<br>3 CREDITS                                     | <b>HIST 1056</b><br>Visual Culture:<br>Prehistory for 1600<br>3 CREDITS | <b>ENGL 1001</b><br>Language of Design<br>3 CREDITS | <b>MEXP 1000</b><br>Media Explorations<br>3 CREDITS |
| WINTER<br>2023<br>15 CREDITS | <b>DSGN 1001</b><br>3D Design<br>3 CREDITS | <b>DRAW 1001</b><br>Drawing from<br>Observation: Form<br>and Expression<br>3 CREDITS | <b>HUMN 1001</b><br>The Creative Process<br>and Social<br>Engagement<br>3 CREDITS | <b>HIST 1057</b><br>Visual Culture: 1600<br>to the Present<br>3 CREDITS | <b>DSGN 1004</b><br>Time Design<br>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 1056  | Visual Culture: Prehistory to 1600 | 3       | 45              | 90            | None       |
| ENGL 1001  | Language of Design                 | 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 and Social Engagement    | 3       | 45              | 90            | None       |
| HIST 1057 | Visual Culture: 1600 to the Present           | 3       | 45              | 90            | ENGL 1001  |

|           |             |   |    |    |      |
|-----------|-------------|---|----|----|------|
| DSGN 1004 | Time Design | 3 | 45 | 90 | None |
|-----------|-------------|---|----|----|------|

Total of credits: 15.00

Total Certificate Credits: 33

## DELIVERY SEQUENCE/COURSE PROFILES

**Course Code/Title:** DSGN 1000 2D Design

**Associate Dean:** Jared Peters

**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%.





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**Course Code/Title:** DRAW 1000 Drawing from Observation**Associate Dean:** Jared Peters**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%.

**Electronic Approval Date:** 2018-08-13

**Course Code/Title:** FVAD 1004 Colour Study

**Associate Dean:** Jared Peters

**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%.

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**Course Code/Title:** HIST 1056 Visual Culture: Prehistory to 1600**Associate Dean:** Jared Peters**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 from pre-history until 1600. As a survey, it includes examples from various periods, styles and movements. Students consider the traditions and intersections of both Western and non-Western visual culture, thus acknowledging the cross-cultural dialogue that has shaped our shared heritage. Through lectures and tutorial sessions, 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 from prehistory to 1600.
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%.

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**Course Code/Title:** ENGL 1001 Language of Design**Associate Dean:** Jared Peters**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, you 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, you gain confidence in professionally communicating about visual culture topics such as writing scripts, grant proposals, artist statements, catalogue essays 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 write an academic level essay 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%.

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**Course Code/Title:** MEXP 1000 Media Explorations**Associate Dean:** Jared Peters**Requisites:** none**Nominal/Scheduled Hours:** 60/60**Credits:** 1

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 15      | 45     | 0        | 0                 | 0         |

### Course Description

Through this course, students will engage with the following studios: Ceramics, 3D Digital Design, Fashion Design, Graphic Design, Jewellery/Metal Arts, Photography and Textile Design. This course is designed to familiarize students with the studio and assist them in determining an area of specialization for further and more 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

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**Course Code/Title:** DSGN 1001 3D Design**Associate Dean:** Jared Peters**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:** Jared Peters

**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%.

**Electronic Approval Date:** 2018-10-22



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**Course Code/Title:** HUMN 1001 The Creative Process and Social Engagement**Associate Dean:** Jared Peters**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%.

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**Course Code/Title:** HIST 1057 Visual Culture: 1600 to the Present**Associate Dean:** Jared Peters**Requisites:** ENGL 1001**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 from 1600 to present. As a survey, it includes examples from various periods, styles and movements. Students consider the traditions and intersections of both Western and non-Western visual culture, thus acknowledging the cross-cultural dialogue that has shaped our shared heritage. Through lectures and tutorial sessions, 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 1600 to the present to 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%.

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**Course Code/Title:** DSGN 1004 Time Design**Associate Dean:** Jared Peters**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%.

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