Your Department of
ART and GRAPHIC DESIGN

UNIVERSITY OF THE PACIFIC
The Department of Art and Graphic Design is committed to excellence in undergraduate education for future graphic designers and studio artists. Our department is integrated within the College of the Pacific’s distinctive liberal arts program, the historical hallmark of our university. Our faculty members inform and inspire; their teaching expertise is enriched by their professional experience as artists and designers.

We help students achieve intellectual and professional skill sets that enhance their ability to understand and contribute to the future through art and design. Our students regularly accept graduate appointments and entry-level positions in their respective fields.

The University of the Pacific is accredited by the Western Association of Schools and Colleges (WASC). Additionally, the degree programs of the Department of Visual Arts are accredited by the National Association of Schools of Art and Design (NASAD).

What differentiates our programs?
- Low student to faculty ratio
- Individual mentoring and oversight of internship programs
- Professionally active artists teaching undergraduate courses
- Numerous on-campus opportunities for internships and student life involvement
- Cross-disciplinary, collaborative, real-life, student-driven projects
- Undergraduate research projects on local and national (NURCC) levels
Degree Programs

The Department of Visual Arts offers these programs of study:

- Bachelor of Fine Arts, Graphic Design
- Bachelor of Fine Arts, Studio Arts
- Bachelor of Arts, Self-Designed Program

Admission into the BFA degree programs requires filing a Declaration of Major Form and a consultation with the department chair.

**Bachelor of Fine Arts Degree**
A professional degree program that offers a balance of theoretical and practical skills complemented by the enriched experience of the liberal arts environment of Pacific. The goal of this degree is to develop skills, concepts, and sensitivities essential to professional Studio Artists and Graphic Designers.

Designed for students who are willing to engage in a rigorous undergraduate program that provides preparation for professional life through internships, graduate studies, or entry-level opportunities in the arts and arts-related fields.

To complete a BFA degree in 4 years a student must complete 17 units each semester to accrue 136 units.

**Concentrations in Studio Art**
Drawing, Painting, Printmaking, Photography and 3D.

**Self-Designed Program**
Under faculty supervision, students can complete majors that are not currently offered by the university by combining courses from several disciplines. Our students have used this program to complete majors in Visual Studies with emphasis in Art History and Visual Studies with an emphasis in Arts Management.

**Minors**
The Department of Visual Arts offers minors in Art History, Graphic Design and Studio Art.

“Pacific’s broad-based design curriculum draws heavily on courses in studio art and art history. This background has allowed me to create designs that are not only aesthetically pleasing, but theoretically and conceptually sound — drawing on strong foundational skills and knowledge of historical movements in art, design and theory.”

— Harrison Inefuku
BFA Graphic Design, BA Visual Culture.
Masters in Archival Studies/Library and Information Studies, University of British Columbia, He has presented papers at professional conferences in Chicago, Honolulu, New Orleans, Toronto and Vancouver. Currently, Harrison is the Digital Repository Coordinator at Iowa State University.

Transform Yourself as an Art Major
Faculty

Daniel Kasser, 1984, Professor, BA, Humboldt State University, 1980; MA, University of New Mexico 1984, MFA, University of New Mexico, 1991. Photography. dkasser@pacific.edu

Marie A. Lee, 2009, Associate Professor, BA, Michigan State University, 2000; BFA, Colorado State University, 2002; MFA, Colorado State University, 2005. Graphic Design. mlee2@pacific.edu

Brett DeBoer, 1999, Associate Professor, BFA, University of Northern Colorado, 1977; MS, Parsons School of Design, 1985; MFA, Rochester Institute of Technology, 1989. Graphic Design. bdeboer@pacific.edu

Lucinda Kasser, 1995, Associate Professor BA, Humboldt State University, 1979; MA, California State University, Sacramento, 1989. Painting. lkasser@pacific.edu

Jennifer Little, 2005, Associate Professor, BFA, Washington University, 2001; MFA, University of Texas, Austin, 2005. Photography. jlittle@pacific.edu

Monika Meler, 2010, Assistant Professor, BFA, Milwaukee Institute of Art and Design, 2003; MA, Purdue University, 2005; MFA, Temple University Rome, 2007. Printmaking. mmeler@pacific.edu

Our faculty members have in-depth expertise covering diverse aspects of our discipline. Not only do our faculty excel in their own academic scholarship, but also impart that knowledge to their students.

“Whether your interests lie in photography, graphic design, fine arts or art history, you will not find better instructors than the art department professors at Pacific. They are passionate about their areas of expertise and they let you know that your education is a priority.”

— Kirsten Halterman Chanley
BFA Graphic Design, Art History Minor, MFA Parsons School of Design, Mobile User Experience Designer and Project Manager, Vice President at Bank of America Merrill Lynch, San Francisco
Located in the Jeannette Powell Art Center, the Reynolds Gallery is a premier space dedicated to the exhibition of art. The gallery acts as a crossroads for students making connections between visual arts and other disciplines. It also serves to promote the application of visual literacy, professional development, and personal growth by the exchange of artistic and cultural ideas, encouraging students and the larger region to explore traditional and contemporary art and design.

Its program supplies a practical means to develop perceptual skills and a visual arts language, knowledge of diverse media, and an understanding of the historical and cultural context of the visual arts.

**Student-Curated Exhibitions**

Through the work produced by national and regionally recognized artists in addition to that from class projects and individualized study, students have the opportunity to design and curate exhibitions focusing on a variety of topics. Past examples have included gender issues, environmental practices, history, culture, and lifestyle, among others.
Selected Student Activities

Community and Research
Our students take part in a variety of activities on campus, within the community, regionally and internationally.

**DeltaFusion** project used visual and performing arts to tell the stories of one of the most culturally diverse areas in the country. Visual arts students, members of the Pacific and Stockton communities create larger-than-life puppets and masks for this annual pageant.

**PURCC, Pacific Undergraduate Research and Creativity Conference, and NCUR, National Conference on Undergraduate Research** prepares students for graduate school or professional life. Students present their research annually.

Five B.A. and B.F.A. Studio Art students were contracted by the Heinz North America Corporation to produce a cycle of four mural paintings for its newly constructed Research and Development Labs.

**Christine Strain**, BFA Studio Art, was selected as a finalist in the National Strathmore Artist Papers “How Do You See Green” Illustration Competition.

**Anastasya Uskov** was the 1st student to accompany Professor Lee to Kam minority village in China where she worked on preserving its unique unwritten cultural heritage. Our students have now founded Singing Hands Agency where they work with Kam artisans to design contemporary products based on indigenous aesthetics. Students then market the products in the US to support the traditional culture and community development in the village.

Oakwood School Rebrand is a part of Pacific’s “Beyond our Gates” initiative and seeks to apply design and art thinking to influence a positive image for the school. Students of both art and design have been involved.

**Visiting Artist Workshops**
Every semester, we strive to bring a visiting artist or scholar to work with our students on broadening their skills and perspectives.

**Graphic Design AIGA Club**
Pacific boasts its own student chapter of AIGA, American Institute of Graphic Arts. AIGA is a national professional organization for the graphic arts. Pacific’s student group is a part of the San Francisco chapter. Students attend professional events such as lectures, shows and competitions and initiate best business practices and networking contacts.

**Ivan Rocha, Lauren Friedrich, David Mayman, Micaela Todd, Andy Bischofberger and Christian Le**
BFA Graphic Design majors, recently won awards in Flux Design, a national design competition sponsored by AIGA Frederick, MD. The competition included over 500 entries from universities and art schools across the country.
Financial Aid
We offer a variety of scholarships based on need, scholarship and potential for future growth. The process includes a portfolio submitted to the Department and application through the Office of Financial Aid. Several work study opportunities are available within the department. Students can also co-write grants with faculty to fund research projects.

Recent Student Achievements

Faculty/Student Duo Publishes Book
Amanda Zimmerman, Studio Senior, collaborated with Professor Daniel Kasser on a photographic book on Stockton’s history, published by Arcadia Publishing and available in major bookstores.

Calliope Wins 7th APEX Design Publication Award
https://pacificalliope.wordpress.com
Calliope, Pacific’s literary and arts magazine, is designed, illustrated and written by students from the departments of Art and English. It is the only student-led magazine to win this national award from Apex Publications.

Graphic Design Student a Finalist in Poster Competition
Mark Radanovich, Graphic Design Junior, was one of seven finalists in the international movie poster competition sponsored by Talenthouse for the upcoming film “Animal Charm.”

Graphic Design Student Wins “Bling our Truck” Contest
Sophomore Graphic Design student, Aaron Davis won a competition for the mobile café from Bon Appetite. The new “café” is a truck which brings snacks and other refreshments to south campus.

Student-Developed Wayfinding System
With guidance from Professor Brett DeBoer, Ivan Rocha, David Mayman, Glynnis Koike and Lauren Friedrich worked together to create a wayfinding system for the Pacific campus. The design system includes signage, campus maps, iPhone and website applications and more. The design was awarded the Hoefer prize for undergraduate research.

Student Design Wine Label
Glynnis Koike had her label design for Cor Sanare win a bronze medal at the San Francisco International Wine Competition. Glynnis’ exceptional design was selected among 1290 wineries submitting wines and their labels from 27 countries and 28 states for this prestigious honor.
“After graduating from Pacific I have had the fortune of working for clients such as Apple, Google, HP, Cisco, GE, Chevron, Adobe, and others. I treasure my way of thinking, my designs and the spark of creativity that started my career as a designer.”

— Anish Bhasin
BFA Graphic Design
Graphic Designer & Manager, Creative Services at Facebook

What to Do with an Art Degree?

The value of the arts have profoundly transformed the entrepreneurial and employment opportunities for studio artists and graphic designers.

85% of all recent graduates in art/design are currently employed in art or design fields.
(above the national average)

97% B.F.A. GRAPHIC DESIGN
82% B.F.A. STUDIO ART

Students can augment their studies by participating in undergraduate research and internship programs as a part of their academic learning. Many of our students also complete graduate studies before entering the field. Here are just a few examples of what some of our students have done with an art/design degree:

**Julie Beeler, (BFA Graphic Design)**
Julie created and is is the principle owner of the international firm, 2nd Story Interactive Design Group.

**David Mayman (BFA Graphic Design)**
Upon graduation David joined Gensler and Associates where a new position was created for him in the company’s San Francisco office.

**Brooke Cashion (BFA Art)**
Brooke is a Ceramics Lab Instructional Assistant at Cabrillo College. She supervises all the technical aspects of a ceramics facility, budgets, and working with students.

**Robin Lee (BA Visual Studies and Film Studies)** Robin works for the online journal, Paris Cherie devoted to the women of China who admire Parisian fashion.

**Ivan Rocha (BFA Graphic Design)**
Senior Designer at Moxie Sozo, Denver, CO

**Eliana Cetto (BFA Studio Art/Photography, BA Visual Studies)** Eliana completed a Masters of Fine Arts in photography at San Jose State University and holds a teaching assistantship there.
Are you looking for a college where you can pursue a liberal arts education while studying Studio Art or Graphic Design? Do internships interest you or perhaps preparing for graduate studies? Does a more personal college atmosphere and the opportunity to work closely with faculty and students appeal to you? If the answer to these questions is yes, Pacific is an ideal place for you.

Contact Us

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