

An overview of the department and its offerings. For further information, visit the website at [www.moravian.edu/art](http://www.moravian.edu/art).

Moravian's art department is based in traditions that lay the groundwork for students to integrate and appreciate art throughout their lives. Faculty cultivate a vibrant academic community committed to creative and critical thinking based on a passion for art—a form of meaning-making that relies on invention, research, and an infinitely curious mind to construct new knowledge, foster self-expression and explore visual communication. Professional opportunities are provided through internships, in-house graphic design studio, student teaching, exhibitions, guest lectures, study abroad experiences, participation in conferences, workshops, and more. Students unleash their creativity through dynamic projects that embrace risk-taking, problem-solving, revision, and self-reflection.

### Strong, Personalized Academic Majors

Four concentrations, or tracks, lead to the B.A.: studio art, graphic and information design, art history and criticism, and art education. Courses in studio art and art history are the basis for all tracks.

The concentration in studio art is designed to prepare students for careers in the fine arts in such areas as drawing, painting, sculpture, ceramics, or photography. Working from observation, studio art majors learn technique while developing conceptual strategies. Students utilize a variety of traditional and digital media, and diverse classes in



media-related arts including photography, video, website design, and printmaking are offered. Studio majors create and develop a cohesive body of work that becomes their review thesis. Graphic and information design students pursue advanced coursework that focuses on professional creative work. The track is designed for students interested in careers in publication or interactive design. More than half our art majors are graphic designers and get extensive hands-on experience throughout their course of study.

The study of art history and criticism, integrated into the studio experience, is an essential element for creative and intellectual growth; art history also is a full-fledged track, designed for students to pursue careers as art historians, critics, or curators in museums or galleries.

Art education students take courses in art and education and spend a semester in supervised student teaching in order to receive Pennsylvania teacher certification. They have the option of earning dual certification in early childhood or middle level education and art education. Art education activities support and challenge cognitive, artistic, and social development of youngsters.

Individually designed majors offer enhanced flexibility. They can be easily developed by combining courses from art, other disciplines, and LVAIC institutions. For example, photojournalism combines courses from photography and





English. The art department offers minors in photography, graphic design, art history, and a general art minor. These minors are popular with majors in other disciplines, such as science majors minoring in photography and business or computer science minoring in graphic design.

### Hands-On Learning

Art students engage in hands-on learning in all aspects of the field: art as a creative enterprise, as technology, as communication, as a job, as a business, as public service, and as a subject for learning and teaching. They participate in individual and group activities that enhance their effectiveness as unique artists and as members of a team.

- Art students engage in field studies assisting professional artists, businesses, and photographers.
- Art Club organizes workshops, art auctions, murals, “arthouse” movie nights, visiting-artist series, and visits to museums, studios, and galleries.
- Art students work as studio or gallery assistants, or assist in photography, ceramics, and printmaking labs.
- StudioSouth is a student-run business that provides graphic design services to College offices and departments. These students work in a real-world environment, with clients and deadlines, creating portfolio pieces, and getting paid.
- Students receive regular individual and group critiques throughout their art studies. All art majors participate in the Sophomore Review, where they discuss and present their work to a panel of art faculty from a variety of disciplines. They receive valuable feedback to help direct their future art studies.
- Art Education students join NAEA, the National Art Education Association, and participate in conferences and workshops, network with art teachers and alumni, and plan art activities and exhibitions for children.

- Advanced students are eligible to apply for individual studio space for sustained production of their work.
- Students participate in group and solo exhibitions, on- and off-campus. They plan, promote, and hang exhibitions and learn valuable exhibition skills.
- The culmination of the program is the Senior Thesis Exhibition in Payne Gallery in spring of senior year. Students research and plan their scholarship during their senior capstone courses and their work becomes part of their graduate school or professional portfolios.

### Alumni Outcomes

- Melissa Marcin '10 is a designer for Aerosoles.
- Tyler deRouen '09 is the manager of creative services for IronPigs baseball.
- Ryan Shelley '07 earned an M.F.A. from the Maryland Institute College of Art and is a freelance designer.
- Heather McGarvie Corey '05 earned an M.F.A. in printmaking/papermaking from the University of Pennsylvania and exhibits throughout the region.
- Melissa Salny '06 earned an M.A. in museum studies and worked for several years at Sotheby's. She is now an independent artist.
- Matt Cokeley '98 works for Bonnier Corp. in New York City, where he is art director for *Popular Science*.
- Jason Travers '94 earned an M.F.A. in painting from the University of Pennsylvania. He is a full-time faculty member in Lehigh University's art department.
- Kathryn Burke '92 is director of Martin Art Gallery at Muhlenberg College.
- Many alumni are employed as art teachers, including Rachel Matus '10, Bethlehem Area School District; Kristin Roberts Ritter '05, Central Bucks School District; Darla Kovacs Rodriguez '03, Pine Grove School District; and Lauren Zickmund '08, Quakertown Area School District.

Long before 1776,  
Moravian College stood for  
life, liberty, and the pursuit of happiness.  
As the sixth-oldest college in America,  
we believe everyone is born with an innate love of learning.

*Our mission is to set it free.*

To every student of every circumstance,  
we promise the power of the liberal arts,  
a whole wide world of experience,  
and a deeper enjoyment of life.

*Pursue them all with passion.*