

# Keystone College



## **2023-2024 Undergraduate Catalog Addendum**

---

One College Green  
La Plume, PA 18440  
(570) 945-8000  
1-877-4COLLEGE  
[admissions@keystone.edu](mailto:admissions@keystone.edu)  
[www.keystone.edu](http://www.keystone.edu)

## Art and Entrepreneurship Bachelor of Arts

In January 2024, an addendum was published to the 2023-2024 Undergraduate Catalog. The addendum includes additions to academic programs that are effective for the 2023-2024 academic year and should be used in conjunction with the 2023-2024 Undergraduate Catalog. Any questions concerning the catalog addendum should be directed to the Registrar's Office at [registrar@keystone.edu](mailto:registrar@keystone.edu).

## Table of Contents

Art and Entrepreneurship, B.A. ....	1
Studio Arts, B.A. ....	4

The Bachelor of Arts program in Art and Entrepreneurship provides a unique combination of in-depth training in studio art or digital media, combined with the business and marketing skills necessary for students to start their own independent businesses or work in a variety of creative business environments upon graduation. Students learn not only how to make well-designed and crafted objects of art, but also how to move their creations successfully into a complex commercial marketplace.

Students follow a Studio Arts or Digital Media course of study, including a cross-disciplinary digital/traditional foundation, experimentation in studio art disciplines, art historical context, and concentrations in two-dimensional or three-dimensional art including drawing and painting, photography, ceramics, sculpture, or glass. Student who are interested in graphic design, web design, audio or video production will follow the digital media course of study. A solid business education in economics, marketing, accounting, sales, and entrepreneurship is woven throughout the program. It is intended to provide students greater opportunities to engage in a variety of arts related businesses, including the non-profit sector, or become independent contractors/entrepreneurs.

Arts entrepreneurship is an emerging transdisciplinary field that harnesses the skills and mindset of the entrepreneur to empower artists to create work that is meaningful, sustainable, and oriented to community and market needs. Students in art or digital media will benefit from the business, marketing and organizational skills offered by this course of study.

### Graduation Requirements

ENGL 0050 – Critical and Analytical Reading – All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status as well as athletic eligibility and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores received an exemption that does not carry credits.

All students must successfully complete the general education and curriculum requirements listed below with a minimum overall grade point average of 2.00 to graduate from this curriculum. Additional graduation criteria are found beginning on page 41 of the 2023-2024 Undergraduate Catalog.

### General Education Requirements (Minimum 40 credits)

Courses fulfilling the General Education Requirements can be found beginning on page 53 of the 2023-2024 Undergraduate Catalog.

### Competencies

Communication Skills	11 credits
COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	

Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

### Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000- and/or 4000-level.

ARHI 1001 - Art History Survey I  
 ARHI 1002 - Art History Survey II  
 ARHI 3001 - History of Design  
 ART 1135 - Three-dimensional Design  
 ART 1120 - Drawing I  
 ART 4810 - Professional Practices (Exhibit, Employment, Ethics)  
 DIGM 1120 - Drawing for Design  
 DIGM 1130 - Color and Design  
 DIGM 1145 - Electronic Media  
 BUSN 2115 - Marketing  
 ECON 2110 - Principles of Macroeconomics  
 BUSN 2195 - Entrepreneurship  
 ACCT 1125 - Managerial Accounting  
 DIGM 2110 - Web Design II  
 BUSN 3135 - Advertising and Sales Promotion  
 BUSN 3145 - E-Marketing

### Concentration in Two-Dimensional Studio Art

ART 2115 - Drawing and Composition II  
 ART 2160 - Fundamentals of Photography  
 ART 2185 - Fundamentals of Painting  
 ART 3160 - Photography II  
 ART 3180 - Painting II  
 Advanced Studio <sup>1</sup>  
 Advanced Studio <sup>1</sup>  
 ART/DIGM elective - 2000-level (chosen from list below)  
 DIGM 2135 - Fundamentals of Graphic Design  
 DIGM 2163 - Digital Photography

#### ART/DIGM Electives – 2D Concentration

ART 2145 - Fundamentals of Ceramics  
 ART 2155 - Fundamentals of Glass  
 ART 2175 - Fundamentals of Sculpture

### Concentration in Three-Dimensional Studio Art

ART 1150 - Introduction to 3D CAD and Printing  
 ART 2145 - Fundamentals of Ceramics  
 ART 2155 - Fundamentals of Glass  
 ART 2175 - Fundamentals of Sculpture  
 ART 3145 - Ceramics II  
 ART 3155 - Glass II  
 ART 3170 - Sculpture II  
 Advanced Studio<sup>2</sup>  
 Advanced Studio<sup>2</sup>  
 ART/DIGM Elective - 2000 level (chosen from list below)

#### ART/DIGM Electives – 3D Concentration

ART 2115 - Drawing and Composition II  
 ART 2160 - Fundamentals of Photography  
 ART 2185 - Fundamentals of Painting  
 DIGM 2135 - Fundamentals of Graphic Design  
 DIGM 2163 - Digital Photography

**Free Electives:** Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

### Footnotes

<sup>1</sup>Chosen from: ART 4940 and 4941 or ART 4960 and 4961.

<sup>2</sup>Chosen from: ART 4920 and 4921; ART 4931 and 4932; or ART 4950 and 4951

**Recommended Sequence of Courses:** Visit [www.keystone.edu/academics](http://www.keystone.edu/academics) for further information.

The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Course offerings are dependent on enrollment.

## Studio Art Bachelor of Arts

The Bachelor of Arts program in Studio Art provides students a cross-disciplinary digital/traditional arts foundation, experimentation in a variety of traditional studio areas, art historical context, and the ability to concentrate in either two-dimensional or three-dimensional disciplines including drawing and painting, photography, ceramics, sculpture, and glass. It is designed to work seamlessly with the Digital Media program for students who are interested in graphic design, web design, audio, and/or video production. The program also may be paired with our Arts and Entrepreneurship program for students who would like in-depth study in the business aspects of a creative career.

The program may be individually tailored to meet the various educational and creative goals of students. It provides options for students to enter a variety of art and art-related fields by presenting a range of concentration areas in studio art augmented with choices of study from other academic disciplines. The program provides sound preparation for artistic careers or further graduate study. It can be tailored with minors in most other academic areas of the College.

### Graduation Requirements

ENGL 0050 – Critical and Analytical Reading – All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status as well as athletic eligibility and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores received an exemption that does not carry credits.

All students must successfully complete the general education and curriculum requirements listed below with a minimum overall grade point average of 2.00 to graduate from this curriculum. Additional graduation criteria are found beginning on page 41 of the 2023-2024 Undergraduate Catalog.

### General Education Requirements (Minimum 40 credits)

Courses fulfilling the General Education Requirements can be found beginning on page 53 of the 2023-2024 Undergraduate Catalog.

### Competencies

Communication Skills	11 credits
COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
FYS 1110 - The First-Year Seminar	
Moral Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits

Critical Analysis & Reasoning

Arts & Humanities Literacy 6–9 credits

Social & Cultural Consciousness 6–9 credits

### Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be at the 3000- and/or 4000-level.

ARHI 1001 - Art History Survey I

ARHI 1002 - Art History Survey II

ARHI 3001 - History of Design

ART 1135 - Three-dimensional Design

ART 1120 - Drawing I

ART 4810 - Professional Practices (Exhibit, Employment, Ethics)

DIGM 1120 - Drawing for Design

DIGM 1130 - Color and Design

DIGM 1145 - Electronic Media

### Concentration in Two-Dimensional Studio Art

ART 2115 - Drawing and Composition II

ART 2160 - Fundamentals of Photography

ART 2185 - Fundamentals of Painting

ART 3160 - Photography II

ART 3180 - Painting II

Advanced Studio<sup>1</sup>

Advanced Studio<sup>1</sup>

ART/DIGM elective - 2000-level (chosen from list below)

DIGM 2135 - Fundamentals of Graphic Design

DIGM 2163 - Digital Photography

### ART/DIGM Electives – 2D Concentration

ART 2145 - Fundamentals of Ceramics

ART 2155 - Fundamentals of Glass

ART 2175 - Fundamentals of Sculpture

### Concentration in Three-Dimensional Studio Art

ART 1150 - Introduction to 3D CAD and Printing

ART 2145 - Fundamentals of Ceramics

ART 2155 - Fundamentals of Glass

ART 2175 - Fundamentals of Sculpture

ART 3145 - Ceramics II

ART 3155 - Glass II

ART 3170 - Sculpture II

Advanced Studio<sup>2</sup>

Advanced Studio<sup>2</sup>

ART/DIGM Elective – 2000 level (chosen from list below)

### ART/DIGM Electives – 3D Concentration

ART 2115 - Drawing and Composition II

ART 2160 - Fundamentals of Photography

ART 2185 - Fundamentals of Painting

DIGM 2135 Fundamentals of Graphic Design

DIGM 2163 Digital Photography

### **Footnotes**

<sup>1</sup>Chosen from: ART 4940 and 4941 or ART 4960 and 4961.

<sup>2</sup>Chosen from: ART 4920 and 4921; ART 4931 and 4932; or ART 4950 and 4951.

**Recommended Sequence of Courses:** Visit [www.keystone.edu/academics](http://www.keystone.edu/academics) for further information.

The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Course offerings are dependent on enrollment.