

## UNDERGRADUATE COUNCIL Request for Change(s)

Originating unit requesting change Department of Design

Type of Change requested:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Course number(s)   | <input type="checkbox"/> Course prerequisite(s) | <input type="checkbox"/> Program title                   |
| <input type="checkbox"/> Course title       | <input type="checkbox"/> Drop course(s)         | <input type="checkbox"/> Program description             |
| <input type="checkbox"/> Course description | <input type="checkbox"/> Drop program(s)        | <input checked="" type="checkbox"/> Program requirements |

Semester and year change(s) take effect: Fall 2020

Appropriate computer abbreviation if course title is more than 30 spaces: BFA in Graphic Design

Briefly summarize the change requested:

Revise the foundation for the degree. This involves replacing some classes currently offered through another department, and adding additional six credit hours of design competencies in the critical areas of light and color, and three-dimensional design.

### Catalog copy

Present catalog copy (paste-up from catalog is acceptable).

#### Graphic Design Requirements (78 hours)

##### Studio Art (9 hours)

ARST 10103	Drawing I	3
ARST 10123	Design and Color	3
ARST 20743	Photography	3

##### Art History (12 hours)

ARHI 10043	Introduction to Art History	3
ARHI 20833	History of Visual Communication	3
ARHI	Approved Art History electives	9
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##### Graphic Design Concentration (57 hours)

ARGD 10143	Introduction to Visual Communication	3
ARGD 20301	Professional Development for Graphic Designers	1
ARGD 20323	Typography	3
ARGD 20453	Introduction to Computer Graphics	3
ARGD 20503	The Digital Portfolio	3

Proposed change(s). (Include exact catalog copy as desired. Underline changes)

#### Graphic Design Requirements (~~78 hours~~) (81 Hours)

##### Studio Art (9 hours)

<u>ARST 10103</u>	<u>Drawing I</u>	<u>3</u>
<u>ARST 10123</u>	<u>Design and Color</u>	<u>3</u>
<u>ARST 20743</u>	<u>Photography</u>	<u>3</u>

##### Design Foundation (18 hours)

DSGN 10103	Introduction to Creative Practice	3
DSGN 10113	Drawing for Design	3
DSGN 10123	Two-Dimensional Design Principles	3
DSGN 10133	Color and Light Theory	3
DSGN 10143	Three-Dimensional Design Principles	3
DSGN 10153	Introduction to Computer Graphics	3

##### Art Design History (12 hours)

<u>ARHI 10043</u>	<u>Introduction to Art History</u>	<u>3</u>
ARHI 30000+ DSGN 30000+	Approved Art or Design History electives	9

ARGD 30301	Professional Recognition for Graphic Designers	1
ARGD 30323	Advanced Design Practices	3
ARGD 30423	Publication Design	3
ARGD 30433	Package Design	3
ARGD 30443	Corporate Identity	3
ARGD 30453	Computer Applications to Graphic Design	3
ARGD 30473	Advanced Computer Applications to Graphic Design	3
ARGD 30523	Advertising Design	3
ARGD 40143	Senior Thesis in Visual Communication	3
ARGD 40410	Graphic Design Internship	3-6
ARGD 40413	Portfolio and Marketing	3
ARGD 30000+	Upper-Division Graphic Design Electives	6

Graphic Design Concentration ~~(57 hours)~~ (51 hours)

<del>ARGD 10143</del>	<del>Introduction to Visual Communication</del>	<del>3</del>
ARGD 20301	Professional Development for Graphic Designers	1
ARGD 20323	Typography	3
<del>ARGD 20453</del>	<del>Introduction to Computer Graphics</del>	<del>3</del>
ARGD 20503	The Digital Portfolio	3
ARGD 30301	Professional Recognition for Graphic Designers	1
ARGD 30323	Advanced Design Practices	3
ARGD 30423	Publication Design	3
ARGD 30433	Package Design	3
ARGD 30443	Corporate Identity	3
ARGD 30453	Computer Applications to Graphic Design	3
ARGD 30473	Advanced Computer Applications to Graphic Design	3
ARGD 30523	Advertising Design	3
ARGD 40143	Senior Thesis in Visual Communication	3
ARGD 40410	Graphic Design Internship	3-6
ARGD 40413	Portfolio and Marketing	3
ARGD 30000+	Upper-Division Graphic Design Electives	6

## Request for Changes

1. What is the justification for the change(s) requested?  
In the Fall Semester 2019 the Interior Design Program was moved from a different department into the Department of Graphic Design, creating the Department of Design. This concluded a multi-year effort. The first major curricular priority for the new department has been to create a new foundation to support all departmental offerings. Historically the foundation has been taught in other departments with outcomes inconsistent with the specific needs of our majors. Therefore, the Department has designed new foundation courses to specifically fit our students' needs in preparation for the rigorous upper-division Graphic Design classes.
2. If applicable, explain how the change(s) will affect the current program outcomes and assessment mechanisms.  
NA
3. **Faculty Resources:** How will the unit provide faculty support for this change and any other impact this change may have on other current departmental listings.  
NA
4. **Educational Resources:** Will this change require additional resources not currently available (e.g. space, equipment, library, other)?  
If yes, list additional resources needed. ☐ YES  
☒ NO
5. If this change affects other units of the University, include a statement signed by the chairperson(s) of the affected unit(s).  
Attached
6. If cross-listed, provide evidence of approval by all curriculum committees appropriate to both the originating and cross-listed units.  
NA



Approval signature of chairperson of originating unit



School of Art

February 21, 2020

Dear University Council:

I am aware of and support the Department of Design's foundation revision.

This will include dropping the requirement for the following three classes, offered in the School of Art:

ARST 10103 Drawing I

ARST 10123 Design & Color

ARST 20743 Photography

Sincerely,

A handwritten signature in black ink, reading "Richard K. Lane". The signature is fluid and cursive, with the first name "Richard" and last name "Lane" clearly legible.

Richard Lane, Director  
School of Art  
College of Fine Arts