UNDERGRADUATE CURRICULUM FORMS
ILLINOIS STATE UNIVERSITY - NEW PROGRAM PROPOSAL

New Undergraduate Program (Majors, Minors, Sequences) Proposal
Illinois State University - University Curriculum Committee

Program Department School of Art

Initiator Peter Bushell

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Initiator Department School of Art

Coauthor(s) None

Title of New Program Graphic Design Sequence

Submission Date Saturday, May 12, 2018

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Campus Address 5620 School Of Art

Version 3 **ID** 194

Proposed Starting Catalog Year 2019-2020

Associated Course Proposals

	Course	Title	Version	Proposal Type	Initiator
View	ART 202	Digital Media Design I	2	New Course	Peter Bushell
View	ART 302	Digital Media Design II	3	Revise Course	Peter Bushell
View	ART 308	Digital Media Design III	2	New Course	Peter Bushell
View	ART 326	Graphic Design III	2	Revise Course	Peter Bushell
View	ART 336	Graphic Design IV	2	Revise Course	Peter Bushell
View	ART 338	B.F.A. Senior Studio I	4	New Course	Peter Bushell
View	ART 340	B.F.A. Senior Studio II	3	New Course	Peter Bushell
View	ART 396	Design Streak Studio	3	New Course	Peter Bushell

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1. Proposed Action

New Major

New Minor

New Sequence

More than 50% of courses in this program are Distance Education

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No Is this program an Integrated Bachelors/Masters degree program?

Sequence Major

Major in Art, B.F.A.

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2. Provide *Undergraduate Catalog* copy for new program.

Major in Art

Degree offered: B.F.A.

Graphic Design Sequence

-66 hours in Art required beyond the Core Courses (15 hours), as follows:

-36 hours required graphic design courses: ART 202, 216, 226, 227, 302, 308, 315, 323, 326, 336, 338, 340.

-3 hours from: ART 213, 235, 236, 245, 246, 261.

-6 hours from: ART 252, 284, 371, ATK 380A01.

-6 hours of intermediate and advanced Art History courses: ART 279, 280 or 281, and any 300-level Art History seminar course.

-15 hours electives in Art. Students are strongly encouraged to include ART 363.

-**NOTE**: ART 201, 211, 307, 309 do not count toward the major.

Admission-Retention Requirements for the BFA

Graphic Design Sequence:

Students may apply to the B.F.A. Degree program during the spring semester in their sophomore year. Students seeking admission to the B.F.A. program must have a minimum 3.0 cumulative and major GPA and must submit a portfolio of creative work to the Graphic Design faculty for a competitive review. If a student drops below a 3.0 GPA or fails a required design course, the student will no longer be able to continue in the B.F.A. sequence, but will be able to shift their design studies to the B.A./B.S. degree offering. Further information on admission requirements for the B.F.A. program is available from the School's undergraduate academic advisor.

To graduate with a B.F.A., all Graphic Design sequence students are also required to participate in and help organize a group exhibition with the other B.F.A. Graphic Design students.

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3. Provide a description for the proposed program.

B.F.A. Graphic Design will be a sequence offered within the existing B.F.A. degree in the School of Art. It will share some requirements with the B.F.A. Studio Arts sequence, and have other requirements unique to graphic design. The new B.F.A. Graphic Design Sequence is part of a larger curricular overhaul being proposed by the graphic design area of the School of Art. It will be one of several viable options for students wanting to study graphic design at Illinois State.

The B.F.A. Graphic Design sequence will be a highly selective course of study to prepare students for a professional career in graphic design and related fields in visual communication. Among other requirements, students will take a sequence of 12 design courses which will allow them to explore topics such as design research, branding and identity, information design, typography, book arts, cultural identity, interaction design, user experience, image making, time-based narratives, and civic engagement. The senior year of the sequence will require students to develop and create within an independently chosen research topic. In addition, students could gain useful professional experience in a graphic design internship. Internships will require a competitive portfolio review.

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4. Provide a rationale of proposed program.

Currently, the only way to study graphic design at Illinois State is through the existing Graphic Design sequence in the B.A. and B.S. in Art degrees in the School of Art. Within this liberal arts degree structure, we have developed a strong experience for students to develop knowledge, skill and professional practice. The graphic design sequence at Illinois State has a strong reputation for excellence in undergraduate design education.

In 2014 the School of Art went through a National Association of Schools of Art and Design (NASAD) accreditation review. Related to offering only a B.A. or B.S. (non-professional degrees), some feedback was critical of certain requirements and our positioning of graphic design as a professional program. This proposed B.F.A. Graphic Design sequence will remedy that by providing a more rigorous course of study for a select group of students intent on developing a professional career in graphic design. The combination of both B.A./B.S. and B.F.A. degrees in graphic design will position us to be more competitive than other schools in the state that only provide one of those.

B.F.A. students will be able to apply critical thinking skills to print and interactive projects based on a strong foundation of design methodology, typography, image making, and interaction. Through each subsequent course, they will strive to create work that successfully utilizes type, image, technology, and form to create beautiful and effective visual communications. Through internship opportunities they will build skill in professional practice by working with clients on real-world assignments. And during their senior year, through their independent research subject, they will gain a better understanding of the complexities of research and self-driven creativity.

The graphic design faculty are professional graphic and interactive designers. They are committed to engaging students in a wide variety of design topics including: design research, branding and identity, information design, typography, book arts, cultural identity, interaction design, user experience, image making, time-based narratives, and civic engagement. Related to the work in the required design courses, each student's research and creative thinking will resolve itself in various graphic design forms such as: posters, websites, packaging, business stationery, publications, mobile apps, logos, motion graphics, environmental graphics, book covers, icons, mailers, social media, menus, and more.

The students that graduate from the B.F.A. Graphic Design sequence will be prepared for a professional career in graphic design and grow into leadership positions such as senior designer, creative director, art director and principal of a design firm. Through their work with and without clients, on screen and in print, they will be able to positively impact our complex society.

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5. Describe the expected effects of the proposed program on existing campus programs (if applicable).

The proposed new B.F.A. Graphic Design sequence will only affect other programs in the School of Art.

This sequence requires students to take many credits in Art classes beyond the required graphic design courses. But the students can choose which courses. This will have a positive impact by increasing the population in many courses such as, Photography, Printmaking, Video, Expanded Media, Art History, etc.

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6. Provide a sample four year plan of study demonstrating that a student could realistically complete the program requirements in a specific number of semesters.

Bachelor of Fine Art Degree with a Concentration in Graphic Design

Freshman (Fall) 15 hrs

Art 103 2D Fundamentals

Art 104 Drawing Fundamentals

Art 155 Art History Survey I

General Education course

General Education course

Freshman (Spring) 15 hrs

Art 109 3D Fundamentals

Art 156 Art History Survey II

General Education course

General Education course

General Education course

Sophomore (Fall) 15 hrs

Art 226 Graphic Design I

Art 216 Design History

General Education course

General Education course

General Education course

Sophomore (Spring) 15 hrs

Art 227 Graphic Design II

Art 202 Digital Media Design I

Art 279, 280 or 281 Art History

General Education course

General Education course

Junior (Fall) 15 hrs

Art 326 Graphic Design III

Art 323 Typography

Art 302 Digital Media Design II

General Education course

General Education course

Junior (Spring) 15 hrs

Art 336 Graphic Design IV

Art 308 Digital Media Design III

Selective GD requirement

Art Elective

General Education course

Senior (Fall) 15 hrs

Art 338 BFA Senior Studio I

Any 300-Level Art History

Selective GD requirement

Art Elective or GD Internship

Art Elective

Senior (Spring) 15 hrs

Art 340 BFA Senior Studio II

Art 315 Special Topics in Design

Selective GD requirement

Art Elective or Gd Internship

Art Elective

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7. **Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:**

This new B.F.A. Graphic Design sequence will include a similar foundation and several courses from the existing B.A./B.S. in graphic design. Four new courses will enrich the sequence and define it as more of a professional program: ART 202 Digital Media Design I; ART 308 Digital Media Design III; ART 338 B.F.A. Senior Studio I; ART 340 B.F.A. Senior Studio II. One revised course is included as well: ART 302 Graphic Design for the Web (original), revised to ART 302 Digital Media Design II.

Additionally, ART 396 Design Streak Studio will also be available to those who pass a competitive portfolio review.

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8. **Anticipated funding needs and source of funds.**

With the addition of the B.F.A. Graphic Design sequence and revisions to the B.A./B.S. Graphic Design sequence, more courses will be offered in graphic design. The current four faculty in graphic design can offer 12 out of the 15 to 17 courses offered per semester. It is anticipated that extra courses will be covered by NTT adjuncts to start, with the potential for a TT position at a later date. One proposed idea includes offering a full-time, NTT positon for two years, similar to a post-doc position. (Offered once or twice – two to four years.) The School of Art would seek out qualified recent MFA graduates as candidates. Adjuncts will be utilized where most effective – not necessarily cover only new B.F.A. Graphic Design sequence courses.

The request for these funds will be initiated in the annual budgets of the School of Art.

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9. **No** **Does this program count for teacher education?**

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10. **No** **Is this an Interdisciplinary Studies program?**

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11. **The following questions must be answered.**

Yes Have you confirmed that Milner Library has sufficient resources for the proposed program?

No Are more than 124 hours required to complete a degree with this major?

Yes Beyond General Education, does the major require more than 66 semester hours?

Rationale for mandating over 66 hours in the major.　Required Hours Policy

81 hours in Art will be required for the B.F.A. Graphic Design sequence. This number of credits is in line with the guidelines developed by the National Association of Schools of Art and Design (NASAD): Courses in the major area (Art) normally total at least 65% of the curriculum (78 hours from 120 minimum).

Yes Does this sequence (if in a major) require more than 55 semester hours of major courses?

Yes Does this program stipulate specific general education courses offered in the major department/school as a part of the major requirements only if such courses serve as prerequisites for other courses required by the major?

Explain why specific general education courses are required.

ART 155 and 156 are Gen Ed Fine Arts courses. All majors in Art are required to take ART 155 and 156.

No Is the proposed program intended to be longer than four years (as indicated by the plan of study)?

N.A. Have letter(s) of concurrence from affected departments/schools been obtained?

A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.

Financial Implications Form　**View Financial**　*If new window does not appear after clicking the View Financial Implications button, please disable the "pop-up blocker" feature of your internet browser.*

Executive Summary　**View Summary**　*If new window does not appear after clicking the View Executive Summary button, please disable the "pop-up blocker" feature of your internet browser.*

Upload Provost Approval Memo. Must be in Adobe PDF format. *PDF cannot exceed 4MB in size.*

no file selected

Upload File

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12. **Routing and action summary for New Program:**
Proposal Routing

1. School of Art Department Curriculum Committee Chair

Lea Cline (website)	Lea Cline	4/13/2018 3:01:17 PM
Signature	Print	Date

2. School of Art Department Chair/School Director

Michael Wille (website)	Michael Wille	4/16/2018 7:45:45 AM
Signature	Print	Date

3. College of Fine Arts College Curriculum Committee Chair

Darby Wilde (website)	Darby Wilde	7/26/2018 1:17:07 PM
Signature	Print	Date

4. College of Fine Arts College Dean

Janet Tulley (website)	Janet Tulley	7/26/2018 2:14:28 PM
Signature	Print	Date

5. University Curriculum Committee Chair

Jean Standard (website)	Jean Standard	10/1/2018 4:41:17 PM
Signature	Print	Date

All new programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate

Comments

Comments from Version 1 from Lea Cline (Department Curriculum Committee Chair):

Proposed wording for catalog copy:

Graphic Design Sequence
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36 hours required graphic design courses: ART 202, 216, 226, 227, 302, 308, 315, 323, 326, 336, 338, 339.
3 hours from: ART 213, 235, 245, 246, 261.
6 hours from: ART 252, 284, 371, ATK 380.01.
6 hours of intermediate and advanced Art History courses: ART 279, 280 or 281, and any 300-level Art History seminar course.
15 hours electives in Art.
NOTE: ART 201, 211, 307, 309 do not count toward the major.

Proposed wording for Admission-Retention Requirements for the BFA:
Graphic Design Sequence:
Students may apply to the B.F.A. Degree program during the spring semester in their sophomore year. Students seeking admission to the B.F.A. program must have a minimum 3.0 cumulative and major GPA and must submit a portfolio of creative work to the Graphic Design faculty for a competitive review. Students whose cumulative or major GPA falls below 3.0 will not be allowed to register for Graphic Design courses. Students who fail a required graphic design course will be removed from the B.F.A. Graphic Design sequence. Further information on admission requirements for the B.F.A. program is available from the School's undergraduate academic advisor.
To graduate with a B.F.A., all Graphic Design sequence students are also required to participate in and help organize a group exhibition with the other B.F.A. Graphic Design students.

Comments from Version 2 from Darby Wilde (College Curriculum Committee Chair):

The committee requests revision of the following:
"Students whose cumulative or major GPA falls below 3.0 will not be allowed to register for Graphic Design courses. Students who fail a required graphic design course will be removed from the B.F.A. Graphic Design sequence." The committee questions this wording as to the lack of clarity it gives students. Do they reapply for the B.F.A.? It is recommended for this language to be clarified by explaining student status more effectively.