



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE:

Revision of Curriculum for Bachelor of Fine Arts in Graphic Design (BFA in GD),
School of Art and Design, College of Fine and Applied Arts

SPONSOR:

Eric Benson, Associate Professor and Chair of Graphic Design, 512-538-4211,
ebenson@illinois.edu.

COLLEGE CONTACT:

Linda Murphy Robbennolt, Associate Dean, Academic Programs, College of fine
and Applied Arts. (217) 333-6061, weasel@illinois.edu

BRIEF DESCRIPTION:

The legacy curriculum includes: 26 core GD credits (3 of which are for Design History), 12 GD elective credits, and 9 Art + Design elective credits. (This leaves roughly 4–16 credits for truly open general electives.) The proposed curriculum revision increases the core from 26 to 34 credits (+8 cr.), which includes eliminating the Design History Survey course as a requirement and moving it into the School's Art History requirements. GD electives are removed entirely (-12 cr.) and courses from that previous list are considered as Art + Design electives. Art + Design electives increase from 9 to 12 credits (+3 cr.). (In aggregate this increases open / elective credits by 1.) Increasing the core GD credits ensures that students have a proper base for practice in the field of graphic design. Increasing the Art + Design electives sends more Graphic Design majors into other disciplinary offerings in the school, increasing choice. Some courses in the proposed curriculum's core are topical (ARTD 351 & ARTD 451), where students can select from varied offerings that share the same rubric, further increasing choice.

JUSTIFICATION:

The proposed Graphic Design curriculum better prepares its majors for contemporary and future practices while maximizing course flexibility within the School of Art + Design. To better prepare students, current elective offerings that represent core graphic design proficiencies (esp. as related to web design and methods) are pulled into the major's core curriculum. Coursework, once framed as a central six-semester sequence (Intermediate I, Intermediate II, Advanced I, etc.), is organized into more compact content sequences. Within these individual sequences are successive courses. But the provision of separated sequences increases flexibility for students moving through the program, as they needn't follow a prescribed six-semester sequence. Rather, they can build their expertise across "shallower" sequences. This also facilitates college transfers, thereby increasing enrollments

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

- a. How does the unit intend to financially support this proposal?

Due to efficiencies in populating the proposed courses, and because most new offerings are currently being offered in alternate form as electives, this redesigned curriculum requires little to no more total sections of offerings by Graphic Design faculty (despite the increase from 7 to 11 core studios for majors).

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

No losses are expected to coincide with the new curriculum. The flexible nature of the curriculum is likely to equate with greater offerings of graphic design courses for students outside of the major.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

No assistance is needed.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

Letter attached.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Contingent upon the exact size of the Graphic Design program (number of majors), the proposed curriculum requires no additional faculty resources in comparison to the legacy curriculum. This is possible because many new courses in the core are already being offered in some form as electives, while others utilize efficiencies in scheduling and class size. Some courses in the proposed curriculum offer the promise of involving students outside of Graphic Design and even Art + Design. Others hold promise for overlaps with potential future programs of study, such as Interaction Design.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

There should be no new cannibalism of other students from other majors into the program beyond what currently happens. Importantly, this new curriculum, since we rolled our electives into our core, allow GD students to better experience Art + Design through taking electives in the studio, art history, and art education courses within the school.

- c. Please address the impact on the University Library

Letter attached

- a. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

Since the GD program currently (and will continue going forward) mandates a laptop to be purchased by each student, we do not rely (as a program) on computer labs. This will continue. The technology we rely on (printing) will not need to change with this new curriculum proposal.

For new degree programs only:

- 3) Briefly describe how this program will support the University's mission, focus, and/or current priorities. Include specific objectives and measurable outcomes that demonstrate the program's consistency with and centrality to that mission.
- 4) Please provide an analysis of the market demand for this degree program. What market indicators are driving this proposal? What type of employment outlook should these graduates expect? What resources will be provided to assist students with job placement?
- 5) If this is a proposed graduate program, please discuss the programs intended use of waivers. If the program is dependent on waivers, how will the unit compensate for lost tuition revenue?

DESIRED EFFECTIVE DATE:

2016-2017 academic year (fall 2016)

Graphic Design

Alan Mette

143 Art and Design Building, 408 East Peabody, Champaign

PH: (217) 333-0855

www.art.illinois.edu

For the Degree Bachelor of Fine Arts in Graphic Design

The curriculum in graphic design requires 122 credit hours and prepares the student for entrance into the professional practice of design visual communications. Studio work **addresses graphic design fundamentals (typography and image making), design history and contemporary practices, research methods, user experience, and social responsibility.** **Students engage with complex problems and are asked to identify opportunities to develop their personal interests by taking advantage of a highly interdisciplinary selection of elective courses offered by the School of Art + Design, including photography, video, traditional printmaking, sustainability, advanced interaction design, and the design of *Ninth Letter*, a nationally-distributed and award-winning literary arts journal.**

Contact: Mark Avery

Coordinator of Undergraduate Academic Affairs

School Office: 140 Art and Design Building, Champaign, 333-6632, mavery@illinois.edu

Students in the School of Art and Design must complete the [Campus General Education](#) requirements. Some Art and Design courses will also apply toward the [General Education](#) requirements.

Graphic Design Requirements

Code	Course List	Title	Hours
ARTD 222	Typographic Practice		3
ARTD 333	Type & Image		3
ARTD 270	Design Methods		3
ARTD 351	Graphic Design Inquiry		6
ARTD 444	Typographic Systems		3
ARTD 371	Graphic Design Practicum		2
ARTD 471	Graphic Design Capstone		3
ARTD 451	Graphic Design Problems (and ARTD 452, Interaction Design Problems)		4
ARTD 218	Intro to Web Technologies		2
ARTD 318	Digital Interaction		3

Deleted: encompasses visual organization, typography, image making, sequential design, production techniques, and the process of communication planning

Deleted: The first year of study provides a foundational base in understanding design through the study of design history, typography, semiotics, visual principles, and image making and meaning. The second year furthers these studies through experimentation and development of methodological approaches to design. The final year

Deleted: s students in practical applications of design through client-based projects that explore information design, visual systems, publishing, and web and interactive design.

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Code	Course List	Title	Hours
ARTD.418	Digital Interaction Sandbox		2
Total Core Required Hours			34

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Art Foundation

Code	Course List	Title	Hours
ARTF 101	Contemporary Issues in Art		2
ARTF 102 & ARTF 104	Drawing I and Drawing II		6
ARTF 103 & ARTF 105	Design I and Design II		6
Total Hours			14

Art History

Code	Course List	Title	Hours
Select two of the following 100 level courses (all meet a general education requirement; credit will not be given for both ARTH 112 and ARTH 115):			8
ARTH 111	Ancient to Medieval Art		
ARTH 112	Renaissance to Modern Art		
ARTH 113	Introduction to African Art		
ARTH 114	Introduction to East Asian Art		
ARTH 115	Art in a Global Context		
Advanced art history (200-level or above)			3
ARTH 211	Design History Survey		3
Total Hours			14

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Electives

Code	Course List	Title	Hours
Art and Design electives (art and design courses not in graphic design requirements or used as graphic design electives)			12
Open electives as needed to total 122 hour degree			

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ARTH 211	Design History Survey	3
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ARTH 211	Design History Survey	3
Page 2: [3] Deleted	Brad Tober	11/30/2015 12:50:00 PM

Graphic Design Electives

Code	Course List Title	Hours
Select four of the following:		12
ARTD 260	Basic Photography	
ARTD 261	Photography II	
ARTD 262	View Camera	
ARTD 263	Digital Photographic Output	
ARTD 313	Digital Interaction	
ARTD 399	Internship in Design	
ARTD 415	Ninth Letter	
ARTD 445	Seminar in Design	
Total Hours		12

CLEARANCES: (Clearances should include signatures and dates of approval. *The signatures must appear on a separate sheet. If multiple departments or colleges are sponsor the proposal, please add the appropriate signature lines below.*)

Signatures:


Unit Representative:

9-30-15
Date:


College Representative:

10-16-15
Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

**Appendix A:
(Proposed Curriculum Revisions)**

Current Core Requirements:	Current Hours	Revised Core Requirements:	Revised Hours
ARTD 211 / ARTH 211 Design History Survey	3	ARTD 211 / ARTH 211 Design History Survey <i>*(shifted to the art History requirement for the BFA)</i>	0
ARTD 215 Intro to Typography <i>(course is retained for non-majors offerings)</i>	3	ARTD 222 Typographic Practice	3
ARTD 216 Intro to Image Making <i>(course is retained for non-majors offerings)</i>	3	ARTD 333 Type & Image	3
ARTD 217 Intro to Graphic Design <i>(course is retained for non-majors offerings)</i>	3	ARTD 270 Design Methods	3
ARTD 310 Intermediate GD I	3	ARTD 351 Graphic Design Inquiry	6
ARTD 311 Intermediate GD II	3	ARTD 444 Typographic Systems	3
ARTD 410 Advanced GD I	4	ARTD 371 Graphic Design Practicum	2
ARTD 411 Advanced GD II	4	ARTD 471 Graphic Design Capstone	3
ARTD 411 Advanced GD II	4	ARTD 451 Graphic Design Problems (and ARTD 452 Interaction Design Problems)	4
Graphic Design Electives	12	Required electives eliminated	0
ARTD 299 Intro to Web Technologies	2	ARTD 218 Intro to Web Technologies	2
ARTD 313 Digital Interaction	3	ARTD 318 Digital Interaction (rubric change)	3
ARTD 499 Adv. Digital Interaction	3	ARTD 418 Digital Interaction Sandbox	2
Total Current Core Required Hours	29	Total Revised Core Required Hours	34

New courses not previously taught:

- ARTD 270 Design Methods
- ARTD 570 Design Methods Workshop

New courses with existing content currently covered under other rubrics:

- ARTD 218 Intro to Web Technologies Current taught in ARTD 299, special topics
- ARTD 222 Typographic Practice Currently taught as ARTD 215 (see below)
- ARTD 318 Digital Interaction Rubric change from ARTD 313 to create logical sequence (18's)
- ARTD 333 Type & Image Currently taught as ARTD 216 (see below)
- ARTD 351 Graphic Design Inquiry Recently developed across ARTD 217, 310, & 410 coursework
- ARTD 371 Graphic Design Practicum Currently or recently covered in ARTD 411 & 445
- ARTD 418 Digital Interaction Sandbox Recently taught in ARTD 499, special topics
- ARTD 444 Typographic Systems Currently taught in ARTD 499, special topics
- ARTD 451 Graphic Design Problems Currently or recently covered across ARTD 311, 410, & 411
- ARTD 452 Interaction Design Problems Will count as ARTD 451 but with different prerequisites
- ARTD 471 Graphic Design Capstone Recently covered between ARTD 410 & 411

Courses temporarily retained for rollout / transition only:

- ARTD 310 Intermediate GD I Needed for students sophomore or later as of adoption date
- ARTD 311 Intermediate GD II Ibid.
- ARTD 410 Advanced GD I Ibid.
- ARTD 411 Advanced GD II Ibid.

Courses retained for non-majors offerings or as Art + Design foundation courses:

- ARTD 215 Intro to Typography Replaced with ARTD 222 in core; modified version retained
- ARTD 216 Intro to Image Making Ibid. (ARTD 333)
- ARTD 217 Intro to GD Elements absorbed into ARTD 351; otherwise modified and retained

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Contingent upon the exact size of the Graphic Design program (number of majors), the proposed curriculum requires no additional faculty resources in comparison to the legacy curriculum. This is possible because many new courses in the core are already being offered in some form as electives, while others utilize efficiencies in scheduling and class size. Some courses in the proposed curriculum offer the promise of involving students outside of Graphic Design and even Art + Design. Others hold promise for overlaps with potential future programs of study, such as Interaction Design.

The adoption of the proposed Graphic Design curriculum should place no strain on the School of Art + Design.

The following pages include (page 2) an audit of the courses (whether new, legacy, or transitional); (3) schematics comparing a typical (but not required) path through the proposed and legacy curricula; and (4) a diagram visualizing the network of prerequisites in both curricula, emphasizing the proposed curriculum's flexibility.

February, 2015

PROPOSED CURRICULUM

	Fall / Fall A	Fall B	Spring / Spring A	Spring B
Senior	Ninth Letter (3cr)		Ninth Letter (3cr)	
	GD Inquiry (2cr)	GD Practicum (2cr)	GD Capstone Studio (3cr)	
Junior	Design Methods (3cr)		Type Systems (3cr)	
	GD Inquiry (2cr)	DI Sandbox (2cr)	GD Problems (2cr)	GD Problems (2cr)
Sophomore	Type Practice (3cr)		Type & Image (3cr)	
	GD Inquiry (2cr)	Intro Web Tech (2cr)	Digital Interaction (3cr)	

- Preparatory Sequence
- Experiences
- Typography Sequence
- Interaction Sequence
- Art + Design Electives

LEGACY CURRICULUM

	Fall	Spring / Spring A
Senior	Lectures (Spec. Top.) (3cr)	Ninth Letter (3cr)
	Adv. GD I (4cr)	Adv. GD II (4cr)
Junior	Ninth Letter (3cr)	Digital Interaction (3cr)
	Inter. GD I (3cr)	Inter. GD II (3cr)
Sophomore	Intro to Type (3cr)	Intro Web Tech (2cr)
	Intro to GD (3cr)	Image Making (3cr)

- Core Classes
- GD Electives

FLEXIBILITY VIA PREREQUISITES

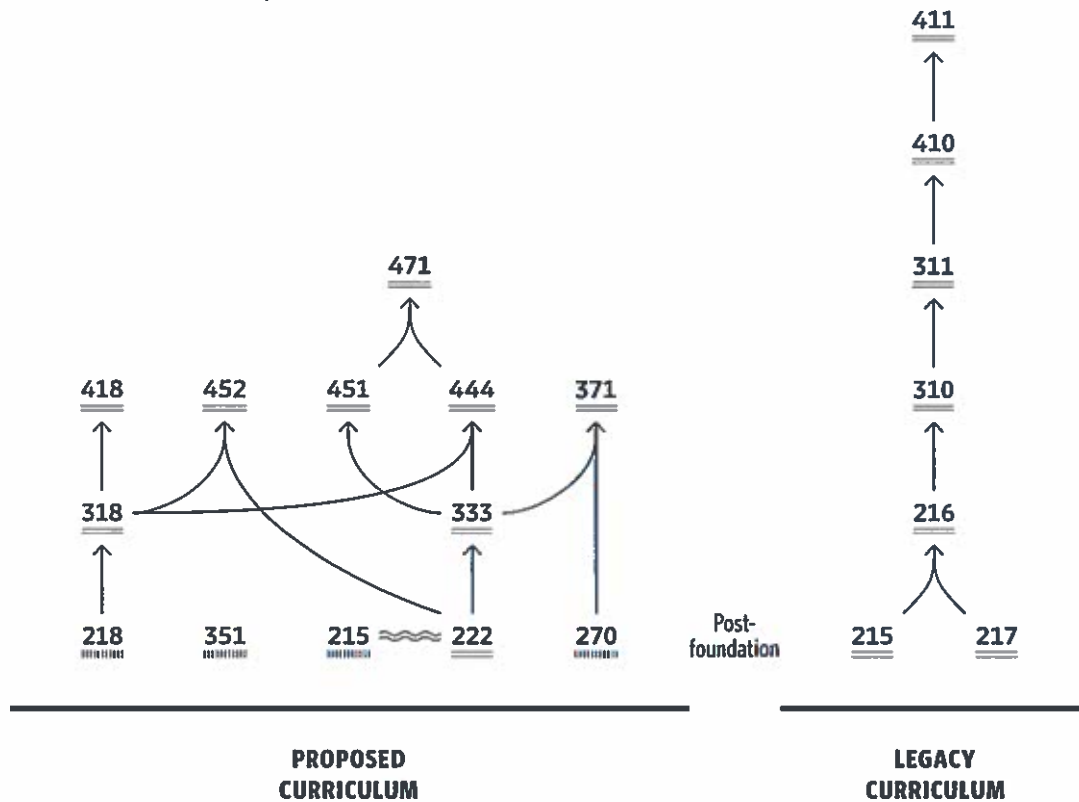


Diagram Key:

- || Graphic Design majors
- ||| Routinely open course
- ↑ Prerequisite-based sequencing
- ≡ Equivalent course

Courses:

- | | | | |
|----------|---------------------------|----------|-----------------------------|
| ARTD 215 | Intro to Typography | ARTD 371 | Graphic Design Practicum |
| ARTD 218 | Intro to Web Technologies | ARTD 418 | Digital Interaction Sandbox |
| ARTD 222 | Typographic Practice | ARTD 444 | Typographic Systems |
| ARTD 270 | Design Methods | ARTD 451 | Graphic Design Problems |
| ARTD 318 | Digital Interaction | ARTD 452 | Interaction Design Problems |
| ARTD 333 | Type & Image | ARTD 471 | Graphic Design Capstone |
| ARTD 351 | Graphic Design Inquiry | | |

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Fine and Applied Arts

Office of the Dean
100 Architecture Building
608 East Lorado Taft Drive
Champaign, Illinois 61820



28 September 2015

Senate Educational Policy Committee
University of Illinois
608 South Wright Street
Urbana, IL 61801

Dear Committee:

The College of Fine and Applied Arts acknowledges the School of Art and Design's proposal to revise the Curriculum for Bachelor of Fine Arts in Graphic Design (BFA in GD).

No additional resources will be required by the School of Art and Design to deliver this revised curriculum. Revenue generated through the campus budget model will be credited to the School of Art and Design consistent with FAA's budgeting procedures.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen Harleman'.

Kathleen Harleman
Acting Dean

c: Linda Robbennolt, Interim Associate Dean
Paul Redman, Executive Assistant Dean

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

University Library
Office of Dean of Libraries
and University Librarian
230 Main Library, MC-522
1408 West Gregory Drive
Urbana, IL 61801



September 29, 2015

Professor Eric Benson
Chair, Graphic Design
Art & Design
143 Art & Design Bldg
M/C 590

Dear Prof. Benson:

Thank you for giving the University Library the opportunity to review the proposed revisions to the Bachelor of Fine Arts in Graphic Design. Based upon the evaluation of the proposal received on September 24, 2015, it is our belief that there will be no significant impact on our operations or collections.

If additional services or materials are required as the program develops, we will be happy to discuss those needs as they emerge.

Sincerely,

A handwritten signature in black ink, appearing to read 'John P. Wilkin', written over a horizontal line.

John P. Wilkin
Juanita J. and Robert E. Simpson
Dean of Libraries and University Librarian

c: Melanie Emerson
Linda Murphy Robbennolt, Associate Dean, College of Fine and Applied Arts
Thomas Teper

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

EP.16.25

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



October 16, 2015

Bettina Francis, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Francis:

Enclosed is a copy of a proposal from the College of Fine and Applied Arts to revise the Bachelor of Fine Arts in Graphic Design.

Sincerely,

A handwritten signature in cursive script that reads "Kathryn A. Martensen".

Kathryn A. Martensen
Assistant Provost

Enclosures

c: L. Robbennolt
A. Mette
D. Poe