



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: School of Art + Design First Year Foundations Curricular Revision and Concurrent Revision to the BFA Graphic Design Major Program of Study

SPONSOR: Melissa Pokorny, Associate Professor, Associate Director, School of Art + Design, 333-0855, mpokorny@illinois.edu

COLLEGE CONTACT: Linda Robbennolt, Associate Dean for Undergraduate Academic Affairs–Academic Programs, College of Fine and Applied Art, 333-6061, weasel@illinois.edu

BRIEF DESCRIPTION: The School of Art + Design is revising the first year foundation curriculum. All students in the School take these required courses; therefore this revised curriculum will affect every major program of study in the School. The current freshman level courses in drawing, design, and art history are being revised or replaced, and additional courses are being proposed or are moving from the sophomore sequence into the freshman sequence. Please see revisions provided in the appendix.

JUSTIFICATION: In the fall of 2016, the School of Art + Design implemented direct admission into majors. All incoming freshmen must still complete the required foundations curriculum, prior to beginning the core major sequence in their sophomore year. Part of this shift to direct admission included the unanimous vote by faculty to also restructure the foundational year in a manner that: 1. Allowed freshmen to take a course in their major, and 2: Ensures that all freshmen experience the breadth of practice and expertise available in the nine degree-granting programs in the School. This would allow them the opportunity to switch majors, if appropriate, prior to the sophomore year.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

- a. How does the unit intend to financially support this proposal? Existing faculty and graduate teaching assistants will teach all courses.
- 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? The current foundations curriculum resources are being reassigned.
- 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? None Needed.
- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program. Please see attached letter.

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. None.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units. No Units outside of the School of Art +Design are impacted.
- c. Please address the impact on the University Library. Please see attached letter.
- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.) None.

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: Fall 2017

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Art and Design, School of

Director: Alan Mette

School Office: 143 Art and Design Building, 408 East Peabody, Champaign, 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 where design can intervene. In addition, students have the opportunity 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

Hours	General Education Requirements ¹
4	Composition I
3	Advanced Composition
24-27	Six hours in each of the following areas: humanities and the arts, natural sciences and technology, social and behavioral sciences, quantitative reasoning, and nine hours in cultural studies ²
0-12	Foreign language ³
31-46	Total

Hours	Art History
3	ARTH 110 Introduction to the History of Art and Visual Cultures
3	ARTH 211—Design History Survey
6	Advanced art history (200-level or above)
12	Total

Hours	Art Foundation
2	ARTF 101—Contemporary Issues in Art
2	ARTE 101—Art, Design, and Society
3	Drawing course⁴
3	Course in the 2D Category⁵ (ARTD151—Intro to Graphic Design required)
3	Course in 3D Category⁶
3	Course in 4D Category⁷
14	Total

Hours	Graphic Design Requirements
2	ARTH 218—Introduction to Web Technologies
3	ARTD 222—Typographic Practice
2	ARTD 251—Graphic Design Toolbox
3	ARTD 270—Design Methods
3	ARTD 313—Digital Interaction
3	ARTD 333— Type & Image
4	ARTD 351— Graphic Design Inquiry
2	ARTD 371— Graphic Design Practicum
2	ARTD 418— Digital Interaction Sandbox
3	ARTD 444—Typographic Systems
4	ARTD 451— Graphic Design Problems
3	ARTD 471— Graphic Design Capstone
34	Total

Hours	Electives
12	Art + Design electives (art + design courses not in graphic design requirements)
	Open electives ⁸ as needed to total 122 hour degree

122	Total
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1. See www.courses.illinois.edu for a current listing of courses and requirements.
2. Six of the eight required Art History credits will also be used as general education requirements.
3. Students must complete a third-level college foreign language course or its equivalent for graduation.
4. Drawing Courses include: ARTF 102--Observational Drawing; ARTF 104—Expressive Drawing; and ARTF 106—Visualization Drawing.
5. 2D Categories include: ARTD 151 Introduction to Graphic Design; ARTD 160—The Image World; ARTS 205—Introduction to Printmaking; and ARTS 251—Beginning Painting.
6. 3D Categories include: ARTD 101—Introduction to Industrial Design; ARTS 201—Crafts Design; and ARTS 280—Beginning Sculpture.
7. 3D Categories include: ARTD 101—Introduction to Industrial Design; ARTS 201—Crafts Design; and ARTS 280—Beginning Sculpture.

8. Open electives are any UIUC course not used to satisfy graphic design requirements, graphic design electives, art + design electives, or general education requirements.

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


Signatures:



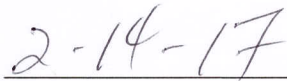
Unit Representative:



Date:



College Representative:



Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

Appendix A

Art Foundation (Current)

Alan Mette
143 Art and Design Building, 408 East Peabody, Champaign
PH: (217) 333-0855
<http://art.illinois.edu>

Foundation Year for All Art and Design Curricula

The School of Art and Design offers bachelor of fine arts degrees in art education, crafts, graphic design, new media, the history of art, industrial design, painting, photography, and sculpture. All major's first-year experience will include courses in drawing, 2D, 3D, and 4D practices. Specialization begins in the second year.

Courses in the history and appreciation of art and certain courses in studio work are open to students from other colleges of the University. A field of concentration in art history is also offered in the College of Liberal Arts and Sciences. The school occupies studios, computing labs, workshops, classrooms, and offices in several different University buildings.

A portfolio review is required for admission to the School of Art and Design.

Contact: Mark Avery
Coordinator of Undergraduate Academic Affairs
School Office: 140 Art and Design Building, Champaign, 333-6632, mavery@illinois.edu

	Foundation Program for All Art and Design Curricula
Hours	Foundations, First Semester
4	ARTH 111,112,113,114 or 115 Ancient to Medieval Art
2	ARTF 101 Contemporary Issues in Art
3	ARTF 102 Observational Drawing
3	ARTF 103 Design I
4	RHET Writing and Research
16	Total Semester Hours
	Foundations, Second Semester
4	ARTH 111,112,113,114 or 115 Ancient to Medieval Art
3	ARTF 104 Expressive Drawing
3	ARTF 105 Design II
6	Open electives
16	Total Semester Hours
32	Total Hours

ARTH 111, ARTH 112, ARTH 113, ARTH 114, and ARTH 115 all meet a general education requirement. See www.courses.illinois.edu. Credit will not be given for both ARTH 112 and ARTH 115.

Students are assigned to a Composition I course for either fall or spring semester. Students will take a general education elective during the semester they are not taking their Composition I course.

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



February 1, 2017

Linda Robbennolt
Associate Dean, Academic Programs
College of Fine and Applied Arts
408 E Peabody Dr.
M/C 590

Dear Prof. Robbennolt:

Thank you for forwarding copies of the proposed changes to the School of Art + Design's First Year Foundations Curriculum and Concurrent Changes to the programs of study for nine undergraduate majors. The proposals reviewed by the University Library included changes to the following programs:

- Art Education
- Art History
- Crafts
- Graphic Design
- Industrial Design
- New Media
- Painting
- Photography
- Sculpture

Based upon the documents received and reviewed by Melanie Emerson on January 31, 2017, it is our belief that there will be no significant impact on collection development, instruction, or other operations in the University Library.

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

Sincerely,

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

e-c: Melanie Emerson
Thomas Teper

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



7 February 2017

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 proposals to revise the first year foundation curriculum and concurrent revisions to the following Programs of Study:

- Sculpture Major
- Painting Major
- Photography Major
- New Media Major
- Industrial Design Major
- Graphic Design Major
- Crafts Major
- Art History Major
- Art Education Major

No additional external 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,

Kathleen Harleman
Acting Dean

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

EP.17.65

Office of the Provost and Vice Chancellor for Academic
Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



February 21, 2017

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, Graphic Design major.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathryn A. Martensen', written in a cursive style.

Kathryn A. Martensen
Assistant Provost

Enclosures

c: L. Robbennolt



Senate Educational Policy Committee Proposal Check Sheet

PROPOSAL TITLE (Same as on proposal): School of Art + Design First Year Foundations Curricular Revision and Concurrent Revision to the BFA Graphic Design Major Program of Study

PROPOSAL TYPE (select all that apply below):

- A. ☒ Proposal for a NEW or REVISED degree program. Please consult the Programs of Study Catalog for official titles of existing degree programs.

1. Degree program level:

☐ Graduate ☐ Professional ☒ Undergraduate

2. ☐ Proposal for a new **degree** (e.g. B.S., M.A. or Ph.D.):

Degree name, "e.g., *Bachelor of Arts or Master of Science*": _____

3. ☒ Proposal for a new or revised **major, concentration, or minor**:

☐ New or ☒ Revised **Major** in (name of existing or proposed major): Graphic Design

☐ New or ☐ Revised **Concentration** in (name of existing or proposed concentration): _____

☐ New or ☐ Revised **Minor** in (name of existing or proposed minor): _____

4. ☐ Proposal to rename an existing major, concentration, or minor:

☐ Major ☐ Concentration ☐ Minor

Current name: _____

Proposed new name: _____

5. ☐ Proposal to terminate an existing degree, major, concentration, or minor:

☐ Degree ☐ Major ☐ Concentration ☐ Minor

Name of existing degree, major, or concentration: _____

6. ☐ Proposal involving a multi-institutional degree:

☐ New ☐ Revision ☐ Termination

Name of existing Illinois (UIUC) degree: _____

Name of non-Illinois partnering institution: _____

Location of non-Illinois partnering institution:

☐ State of Illinois ☐ US State: _____ ☐ Foreign country: _____

- B. ☐ Proposal to create a new academic unit (college, school, department, program or other academic unit):

Name of proposed new unit: _____

- C. ☐ Proposal to rename an existing academic unit (college, school, department, or other academic unit):

Current name of unit: _____

Proposed new name of unit: _____

- D. ☐ Proposal to reorganize existing units (colleges, schools, departments, or program):

1. ☐ Proposal to change the status of an existing and approved unit (e.g. change from a program to department)

Name of current unit including status: _____

2. ☐ Proposal to transfer an existing unit:

Current unit's name and home: _____

Proposed new home for the unit: _____

3. ☐ Proposal to merge two or more existing units (e.g., merge department A with department B):

Name and college of unit one to be merged: _____

Name and college of unit two to be merged: _____

Proposed name and college of new (merged) unit: _____

4. ☐ Proposal to terminate an existing unit:

Current unit's name and status: _____

- E. ☐ **Other educational policy proposals** (e.g., academic calendar, grading policies, etc.)

Nature of the proposal: _____

Revised 10/2012