

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

EP.05.12

Office of the Provost and Vice Chancellor  
for Academic Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



September 22, 2004

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

Dear Abbas:

Enclosed are copies of a proposal from the College of Fine and Applied Arts to revise the Graphic Design Undergraduate Curriculum in the School of Art & Design.

This proposal has been approved by the School of Art and Design and the Courses and Curriculum Committee of the College of Fine and Applied Arts; it now requires Senate review.

Sincerely,

Keith A. Marshall, Ph.D.  
Assistant Provost

Enclosures

c: E. Harwood  
C. Livingstone  
R. Springfield

EP, 05, 12  
Rev. 12/04

Proposal To The Senate Committee On Educational Policy

**Title:**

Revision to the Graphic Design undergraduate curriculum within the School of Art and Design in the College of Fine and Applied Arts.

**Sponsor:**

Associate Professor Robb Springfield, Chairperson, Graphic Design Program  
(217) 244-8539  
[springfi@uiuc.edu](mailto:springfi@uiuc.edu)

**Description:**

Developments and changes in the practice and scope of graphic design point to the need for more flexible and responsive course offerings. In the current program of 122 hours, 35 hours are graphic design fixed requirements. We would like to reduce the set requirements to a core of 7 enhanced design studios and 1 design survey with a total of 26 hours and offer additional courses from a pool of courses for students to complete their required 38 hours (National Association of Schools of Art and Design recommends between 30 and 42 hours).

**Justification:**

The professional practice of graphic design has expanded and become more collaborative and includes issues involving interface design, environmental graphics, digital video and animation, and publication design to name a few. The rigidity of the current Graphic Design program allows little flexibility in course selection. Moving to a curriculum with a core of sequential design studio courses and a pool of design elective courses gives the program the flexibility to offer courses on contemporary design issues. Advisors will help the students shape the individual focus of their studies. The new requirements will also allow us to introduce new offerings as needed and allow the School to become more flexible in staffing assignments.

- a. No additional staff or dollars are required
- b. Internal reallocations will be minimal.
- c. There should be no effect on enrollment in other departments, since all but a few students enrolled in graphic design courses are graphic design majors.
- d. There will be no additional demands on library, computer use, facilities, or equipment.

**Guidelines for undergraduate education.**

These changes will allow for more flexibility and choices for students and still meet accreditation guidelines. With the guidance of advisors, these changes will help the students develop unique portfolios with focus in their area of interest in design. This will be a significant advantage when entering the creative field of professional design. It will also allow the program to offer courses that are cross-disciplinary in content, courses that introduce emerging issues in design, and collaborative courses with other programs and visiting designers.

Clearances:

  
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CHAIR OF GRAPHIC DESIGN

  
\_\_\_\_\_

DIRECTOR OF THE SCHOOL OF ART AND DESIGN

*Eve E. Harwood, Assoc. Dean, FAA May 20/04*  
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DEAN OF THE COLLEGE OF FINE AND APPLIED ARTS

\_\_\_\_\_  
PROVOST

\_\_\_\_\_  
SENATE

**Current Statement for Catalog:**

The curriculum in graphic design requires 122 credit hours and prepares the student for entrance into professional practice of visual communication. Studio work encompasses visual organization, typography, image making, sequential design, production techniques, and the process of communication planning. *SY*

**New Statement for Catalog:**

The curriculum in graphic design requires 122 credit hours and prepares the student for entrance into professional practice of visual communication. Studio work encompasses visual organization, typography, image making, sequential design, production technologies, and the process of communication planning.

*See appendix.*

**Effective:**

August 2004

APPENDIX:  
PROPOSED MAJOR IN GRAPHIC DESIGN FOR FALL 2005

**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 visual communications. Studio work encompasses visual organization, typography, image making, sequential design, production technologies, and the process of communication.

<b>Hours</b>	<b>General Education Requirements</b>
	All General Education courses must be on the approved list at: <a href="http://www.courses.uiuc.edu/gened/">http://www.courses.uiuc.edu/gened/</a>
4	RHET 105 or 108-Composition I
3	Advanced Composition <i>Select courses designated as "Gen Ed ACP."</i>
15	One approved sequence of six hours in each of the following areas: humanities and the arts ( <i>select from "HP", ARTH 112 satisfies half of the humanities requirement.</i> ) natural sciences and technology ( <i>select from "LS or "PS"</i> ) social and behavioral sciences ( <i>select from "SS" and "BS"</i> )
3	Quantitative reasoning I ( <i>select from "QR1"</i> )
3	Quantitative reasoning II ( <i>2<sup>nd</sup> "QR1" or "QR2"</i> )
3	Western Culture ( <i>select from "W"</i> )
3	Non-Western Culture ( <i>select from "NW"</i> )
34	Total
<b>Hours</b>	<b>Art History – Choose 2 of the following (pending changes in the Foundation requirements for Art History)</b>
4	ARTH 111-Intro to Western Art before 1400
4	ARTH 112 -Intro to East Asian Art
4	ARTH 113-Intro to African Art
4	ARTH 114-Intro to Western Art after 1400
4	ARTH 115-Themes of Art History
6	Choose two advanced Art History courses (3 hours each) at the 200 level or above.
14	Total
<b>Hours</b>	<b>General Art and Design</b>
2	ARTF 101-Contemporary Issues in Art and Design
3	ARTF 102-Drawing I
3	ARTF 103-Design I
3	ARTF 104-Drawing II
3	ARTF 105-Design II
14	Total

<b>Hours</b>	<b>Major sequence in Graphic Design</b>
3	ARTD 210-Visual Organization
3	ARTD 211-Design History Survey
3	ARTD 212-Typography
3	ARTD 213-Image Making I
3	ARTD 310-Advanced Typography
3	ARTD 311-Methodology
4	ARTD 410-Advanced Graphic Design I
4	ARTD 411-Advanced Graphic Design II
26	Total

<b>Hours</b>	<b>Major elective in Graphic Design (choose 12 hours)</b>
3	ARTD 312-Production
3	ARTD 313-Sequential Design
3	ARTD 314-Image Making II
3	ARTD 391-Special Problems in Design
3	ARTD 412-Computer Visualization I
3	ARTD 413-Computer Visualization II
3	ARTD 490-Senior Honors
3	ARTS 260-Basic Photography
3	ARTS 261-Photography 2
3	ARTS 262-View Camera and Studio
3	ARTS 263-Color Photography
3	ARTS 440-Image Studio
3	ARTS 441-Multimedia Studio
3	ARTS 442-Moving Image I
3	ARTS 443-Image Studio 2
3	ARTS 444-Experimental Web Studio

<b>Hours</b>	<b>Electives</b>
9	General electives (see college list of approved electives)
13	*Professional and Art and Design electives
22	Total

\*Recommended Professional Electives:

<b>Hours</b>	<b>Business and Marketing</b>
3	ADV 300-Intro to Advertising
3	BADM 446-Entrepreneurship Sm. Bus. Firm
3	COMM 101-Intro to Media
3	COMM 166-Media Literacy
3	ECON 102-Microeconomics Principles
3	ECON 103-Macroeconomics Principles
3	JOUR 200-Intro to Journalism
3	PSYC 100-Intro to Psychology
3	PSYC 201-Intro to Social Psychology
3	PSCY 230-Perception +Sensory Processes
3	SOC 100-Intro to Sociology
3	SPCM 101-Public Speaking

**Hours**

3	<b>Information Technology</b>
3	CS 105-Intro to Computing, Non-Tech
3	LIS 201-Info Technology and Orgs.
3	LIS 202-Social Aspects of Info Systems
3	LIS 491-Literacy in the Info Age

**Hours**

3	<b>Sequential</b>
3	ENGL 104-Intro to Film
3	ENGL 273-Intermediate Film Studies