ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

PROPOSAL TO THE SENATE EDUCATIONAL POLICY COMMITTEE

PROPOSAL TITLE: Revision to the Industrial Design Undergraduate Major within the Bachelor of Fine Arts, College of Fine and Applied Arts

SPONSOR: William Bullock, Professor and Chair, Industrial Design Program, 217.265.0873, wbullock@uiuc.edu

COLLEGE CONTACT: Marian Stone, Assistant to the Associate Dean, 217.333.6061, mastone@illinois.edu

BRIEF DESCRIPTION: The industrial design curriculum is being revised in order to better address current global trends impacting the profession. Core requirements are being revised and new elective courses are being added to provide a better understanding of relevant technological and business practices and facilitate cross-disciplinary learning in teams. It is anticipated this will lead to increased collaborative laboratory/studio course experiences for industrial design students as well as students in other art disciplines, engineering and business. In addition the total number of hours required for the major is being reduced in order to facilitate students receiving their degree in eight semesters.

JUSTIFICATION: Industrial design is a highly creative activity. Its practitioners investigate and synthesize the needs and preferences of users (consumers) to create designs for new and improved, attractive, and easy-to-use products. Examples include the interior and exterior "styling" of your automobile, the overall shape and controls on your washing machine, the iPod, branded kitchen appliances such as toasters and hand mixers, office furniture, shop equipment and hand tools, lighting fixtures, and so on. The designer is usually involved in creating new designs for all mass-produced products. Apple, Dell, Whirlpool, Herman Miller, and Ryobi all owe their success to teams of creative engineers, marketers (business), salespeople and industrial designers. The discipline is collaborative by necessity, because experts in design, engineering, marketing, and others must work together to manufacture and market products globally.

The new Industrial Design curriculum increases the number of hours of required Industrial Design coursework from 20 to 30 hours. This is accomplished by increasing the credit earned in the first four studio courses (ARTD 201-302) and by the addition of two existing courses as requirements. The increased credit and contact hours will provide more time for faculty mentoring, creative investigation, and critical evaluation. Students'

professional preparation will be enhanced through increased opportunities for oral and visual presentation of ideas to faculty and peers.

The number of required industrial design electives has been reduced. This is, in part, because of 1) the increase in required courses (courses marked with *); and 2) courses that have been discontinued and are no longer offered by the School of Art + Design. It also reflects the desire to increase flexibility in course selection for majors, provide courses for students outside the major, and decrease the total number of hours required for the degree.

A critical evaluation of current elective course offerings resulted in the discontinuation of several and the development of new coursework in topical areas of study such as sustainable design, human-centered design, design innovation and design methods. These respond to new technological developments and important trends in society including sustainability, more effective delivery of knowledge of "human-centered" design, and experiences in designing for the aged and physically challenged. Importantly we anticipate these new courses will draw students from outside the major allowing more opportunities for collaborative learning in cross-functional and cross-cultural teams.

The total number of required elective hours has not significantly changed. However the distribution of the change is notable. Students will be required to take nine hours of Supporting University Electives (see Appendix A) thereby broadening their educational experience. They will also now have increased flexibility in their choice of Art + Design courses.

Finally, the reduction in credit hours required for the degree will allow increased numbers of students to complete their requirements in eight semesters. As well it aligns the curriculum with all other majors in the School of Art and Design, with the exception of Art Education, which has special requirements.

\multicolumn{2}{c}{Current Curriculum}	\multicolumn{2}{c}{Proposed Curriculum}
Hours	Art History	Art History	Hours
8	Any two of: ARTH 111, 112, 113, 114, or 115 (all meet a general education requirement; credit will not be given for both ARTH 112 and 115)	Any two of: ARTH 111, 112, 113, 114, or 115 (all meet a general education requirement; credit will not be given for both ARTH 112 and 115)	8
3	ART 211 - Design History Survey	ART 211 - Design History Survey	3
3	Advanced art history (200-level or above)	Advanced art history (200-level or above)	3
14	Total	Total	14

Hours	Art Foundation	Art Foundation	Hours
2	ARTF 101 - Contemporary Issues in Art	ARTF 101 - Contemporary Issues in Art	8
6	ARTF 102 and 104 - Drawing, I and II	ARTF 102 and 104 - Drawing, I and II	3
6	ARTF 103 and 105 - Design, I and II Workshops	ARTF 103 and 105 - Design, I and II Workshops	3
14	Total	Total	14

Hours	Industrial Design Requirements	Industrial Design Requirements	Hours
6	ARTD 220 and ARTD 222 - Design Workshop, I and Design Workshop, II	ARTD 201 and ARTD 202 – Industrial Design, I and Industrial Design, II Revised	8
6	ARTD 320 and 324 - Industrial Design, I and II	ARTD 301 and ARTD 302 – Industrial Design, III and Industrial Design, IV Revised	8
8	ARTD 420 and 422 - Advanced Industrial Design, I and II	ARTD 401 and ARTD 402 – Industrial Design, V and Industrial Design, VI Revised	8
		ARTD 225 – Design Drawing, I	3
		ARTD 228 – Computer Applications, I	3
20	Total	Total	30

Hours	Industrial Design Electives	Industrial Design Electives	Hours
19-27	Select from:	Choose four courses (12 hours) from the following:	12
3	ARTD 225—Design Drawing	Moved to required category*	
2	ARTD 423—Computer Applications I	ARTD 228 – Revised and moved to required category*	
2	ARTD 321—Drawing and Rendering	ARTD 330 – Design Drawing, II Revised	3
2-4	ARTD 426—Computer Applications II	ARTD 334 – Computer Applications II - Revised	3
		ARTD 226 – Product Innovation	3
		ARTD 327 – Design Research Methods	3
		ARTD 326 – Sustainable Product Design – New	3
		ARTD 328 – Human-Centered Design – New	3
		ARTD 445 – Seminar in Design – New	3

1-4	ARTD 391—Special Problems in Design	Removed from ID elective list	
3	MSE 101—Materials in Today's World	Removed from ID elective list	
3 (each)	ARTD 210, 212, 311 (by advisor consent)	Removed from ID elective List	
3-4 (each)	ARTS 440, 444, 442 (by advisor consent)	Removed from ID elective List	
3	ARTD 221—Model Making I	Discontinued	
3	ARTD 322—Materials and Processes I	Discontinued	
3	ARTD 325—Materials and Processes II	Discontinued	
2	ARTD 421—Professional Practices	Discontinued	

Hours	Electives	Electives	Hours
		Supporting Electives (see approved program list)	9
15-24	Art + Design courses (not in Industrial Design) and other supporting electives (see advisor)	Art + Design courses (art and design courses not in industrial design requirements or used as industrial design electives)	12
	Open electives as needed to total 130 hours	Open electives as needed to total 122 hours	

BUDGETARY AND STAFF IMPLICATIONS:

a. Additional staff and dollars needed

No additional staff is necessary.

b. Internal reallocations (e.g., change in class size, teaching loads, student-faculty ratio, etc.)

Internal reallocations will not be needed. Proposed changes are either enhancements to existing courses or new course proposals to replace older ones no longer taught.

c. Effect on course enrollment in other departments and explanations of discussions with representatives of those departments.

It is anticipated that these changes will make Industrial Design courses more accessible to students in other majors, a change favored by other Departments. The courses can be used as elective credit for students from other Departments.

d. Impact on the University Library (A letter of acknowledgement from the University Librarian must be included for all new program proposals.)

There will be no appreciable impact on the library.

e. Impact on computer use, laboratory use, equipment, etc.

No immediate impact is expected. Creative and flexible use of existing design studio space and furnishings will allow collaborative opportunities with business and engineering/technology units. Over time cross-disciplinary collaborations may increase, resulting in a need for new technology to support collaborative learning. However it is expected that will develop over time and can be accommodated through normal budget allotments.

DESIRED EFFECTIVE DATE: Fall 2009

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

REQUIREMENTS FOR THE DEGREE BACHELOR OF FINE ARTS IN INDUSTRIAL DESIGN

The curriculum in industrial design requires **122** credit hours and provides education in the design of products for mass production to meet the needs of people and their environment. Emphasis is placed on the awareness of the market demand for design, experience in the problem solving process and methods and materials of production and their relative costs, creation of designs that are in visual harmony with their environment and that are satisfying to the consumer, and responsiveness to the changes in technology and cultural patterns.

Contact: Mark Avery
Specialist in Undergraduate Academic Affairs
School Office: 140 Art and Design Building, Champaign, 333-6632, mavery@uiuc.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. (Link to: http://courses.uiuc.edu/gened/)**

Hours	Industrial Design Requirements
8	ARTD 201 and 202—Industrial Design, I and II
8	ARTD 301 and 302—Industrial Design, III and IV
8	ARTD 401 and 402—Industrial Design, V and VI
3	ARTD 225—Design Drawing, I
3	ARTD 228—Computer Applications, I
30	Total

Hours	Industrial Design Electives
12	Choose four courses (12 hours) from the following:
3	ARTD 226—Product Innovation
3	ARTD 326—Sustainable Product Design

3	ARTD 327—Design Research Methods
3	ARTD 328—Human Centered Design
3	ARTD 330—Design Drawing, II
3	ARTD 334—Computer Applications, II
3	ARTD 445—Seminar in Design

Hours	Art Foundation
2	ARTF 101—Contemporary Issues in Art
6	ARTF 102 and 104—Drawing, I and II
6	ARTF 103 and 105—Design, I and II Workshops
14	Total

Hours	Art History
8	Any two of: ARTH 111, ARTH 112, ARTH 113, ARTH 114, ARTH 115 (all meet a general education requirement; credit will not be given for both ARTH 112 and 115)
3	ART 211—Design History Survey
3	Advanced art history (200-level or above)
14	Total

Hours	Electives
9	Supporting Electives (see approved program list)
12	Art + Design courses (art and design courses not in industrial design requirements or used as industrial design electives)
	Open electives as needed to total **122** hours

CLEARANCES:

Sponsor: *William Bullock* WCBullock   Date: 10/20/08

School Director: _[signature]_   Date: 10.20.08

Dean: _[signature]_   Date: 10-20-08

APPENDIX A:

Supporting Electives

ADV 300	Introduction to Advertising
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
BADM 310	Mgmt and Organizational Beh
BADM 320	Principles of Marketing
BADM 322	Marketing Research
BADM 325	Consumer Behavior
BADM 446	Entrepreneurship Sm Bus Form
BTW 250	Principles Bus Comm
BTW 263	Writing in the Disciplines
CS 465	User Interface Design
GE 101	Intro to General Engineering
GE 361	Emotional Intelligence Skills
GE 400	Engineering Law
GE 402	Comp-Aided Product Realization
GE 461	Technology Entrepreneurship
INFO 102	Little Bits to Big Ideas
INFO 103	Introduction to Programming
INFO 202	Social Aspects Info Systems
MSE 101	Materials in Today's World
NRES 472	Environmental Psychology
PSYC 103	Intro Experimental Psych
PSYC 358	Human Factors
SOC 200	Intro to Sociological Theory
TE 360	Lect in Engrg Entrepreneurship
TE 461	Technology Entrepreneurship