

Program-Major/|Change_Name for request 11642

Info

Request: BFA in Design and Visual Communications

Description of request: "Graphic design" rather narrowly defines the reality of our practice, which has expanded tremendously in the past two decades. The faculty strongly believe changing our name to "Design and Visual Communications" will more accurately reflect the depth and breadth of our program and distinguish it from technical programs. The CIP code description for design and visual communication aligns closely to our our programmatic goals, objectives, and realities.

Submitter: Maria Rogal mrogal@ufl.edu

Created: 10/25/2018 11:58:21 AM

Form version: 6

Responses

Current Degree Program Name BFA

CIP Code 500409

Requested Name Change Change the name of the degree program., Change the name of a major.

Proposed Degree Program Name Bachelor of Fine Arts in Design and Visual Communications

Current Major Name Graphic Design

Proposed Major Name Design and Visual Communications

Current Major Code GRA

Proposed Major Code DVC

Effective Term Earliest Available

Effective Year Earliest Available

Pedagogical Rationale/Justification "Graphic design" is a term that narrowly defines the reality of our practice, one that has expanded tremendously in the past two decades. During this time, we have focused on teaching students expanded design in order to build careers and become leaders in design—graphic, environmental, user experience, packaging, product, etc. The full-time Graphic Design faculty members support changing the program's name to "Design and Visual Communications" to accurately reflect the depth and breadth of our program's mission and vision. The name is more descriptive and complex. It positively shapes our identity, expands perceptions, and will aid in recruitment.

This name change will also bring this degree in alignment with our new MFA in Design and Visual Communications.

The CIP code descriptions listed below indicate design and visual communication aligns closely to our our programmatic goals, objectives, and realities.

Our accrediting body, the National Association of Schools of Art and Design (NASAD) no longer uses the term "graphic design" but rather the term "communication design", while acknowledging programs continue to use a variety of names.

The sole national professional organization in the US, AIGA, has changed its name from the American Institute of Graphic Arts to AIGA: the professional association for design (<http://www.aiga.org>).

ICO-D, formerly the International Council of Graphic Design Associations, changed its name to the International Council of Design to reflect a broader approach. This is the major international association governing communication design.

Descriptions of the CIP Codes:

Design and Visual Communication (50.0401)

A program in the applied visual arts that focuses on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media. (<https://nces.ed.gov/ipeds/cipcode/cipdetail.aspx?y=55&cipid=88697>)

Graphic Design (50.0409)

A program that prepares individuals to apply artistic and computer techniques to the interpretation of technical and commercial concepts. Includes instruction in computer-assisted art and design, printmaking, concepts sketching, technical drawing, color theory, imaging, studio technique, still and life modeling, multimedia applications, communication skills and commercial art business operations.
<https://nces.ed.gov/ipeds/cipcode/cipdetail.aspx?y=55&cip=50.0409>

Assessment Data Review We reviewed the current Program Goals and SLO's and determined they align more closely to the description of Design and Visual Communication (below).

One related program goal is to "continue to analyze the curriculum in relation to national standards to determine what, if any, additional courses should be added."

BFA in Graphic Design SLO's Current (5 total)

Content Knowledge

Designs visual form in response to communication problems.

Critical Thinking

Exhibits the ability to describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

Communication

Produces solutions to communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, and evaluation of outcomes.

Content Knowledge

Uses principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.

Content Knowledge

Exhibits appropriate use of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.

Academic Learning Compact and Academic Assessment Plan There are no changes to the Academic Learning Compact or Academic Assessment Plan as a result of this change. The only change is to the CIP Code, degree program name and major name.

College of the Arts consult form

Description of request

Justification

Name of unit being consulted:

Does not object

Does object

If you do object, please list your concerns below

Name/title of person completing this form

Date

From: [Anumba,Chinemelu J](#)
To: [Setlow,Jennifer](#)
Cc: [Chini,Abdol Reza](#); [Mccray,Ileana C](#)
Subject: RE: Consult on name change
Date: Thursday, November 15, 2018 3:31:31 PM

Dear Jen,

I have consulted with my colleagues and we have no objections to the proposed name change as it is in alignment with the MFA in Design and Visual Communications which we agreed to almost two years ago.

Best regards,
Chimay

From: Setlow,Jennifer
Sent: Tuesday, November 13, 2018 12:17 PM
To: Anumba,Chinemelu J <anumba@ufl.edu>
Cc: Chini,Abdol Reza <chini@ufl.edu>
Subject: RE: Consult on name change

Dear Dean Anumba,

At the request of JCO, I built consult forms for these programs. Please feel free to use the attached if it is convenient.

Thanks,
Jen

Jennifer Setlow
Associate Dean for Academic and Student Affairs
College of the Arts
University of Florida
jsetlow@ufl.edu
(352)-273-1482

From: Setlow,Jennifer
Sent: Tuesday, October 30, 2018 2:23 PM
To: Anumba,Chinemelu J <anumba@ufl.edu>
Cc: Chini,Abdol Reza <chini@ufl.edu>
Subject: Consult on name change

Dear Dean Anumba,

I am writing to you to consult on the proposed name change for the BFA Graphic Design, and the

Graphic Design Certificate, both in our School of Art + Art History.

The school has proposed a name change for each to "Design and Visual Communications", which aligns these degrees with the new MFA Design and Visual Communication, launching fall 2019.

I have included a summary and rationale for the proposed change below, as well as links to each individual request. Would you please let me know your thoughts by Friday, November 16th if at all possible?

Thank you,
Jen

Jennifer Setlow
Associate Dean for Academic and Student Affairs
College of the Arts
University of Florida
jsetlow@ufl.edu
(352)-273-1482

major: <https://secure.aa.ufl.edu/Approval/reports/11642>
certificate: <https://secure.aa.ufl.edu/Approval/reports/13281>

SUMMARY

The faculty of the School of Art + Art History have proposed to change the name of the undergraduate major and the aligned Certificate in "Graphic Design" to "Design and Visual Communications." "Graphic design" is a term that narrowly defines the reality of our practice, one that has expanded tremendously in the past two decades. During this time, we have focused on teaching students expanded design in order to build careers and become leaders in design—graphic, environmental, user experience, packaging, product, etc. The full-time Graphic Design faculty members support changing the program's name to "Design and Visual Communications" to accurately reflect the depth and breadth of our program's mission and vision. The name is more descriptive and complex. It positively shapes our identity, expands perceptions, and will aid in recruitment. This name change will also bring this degree in alignment with our new MFA in Design and Visual Communications.

RATIONALE

"Graphic design" is a term that narrowly defines the reality of our practice, one that has expanded tremendously in the past two decades. During this time, we have focused on teaching students expanded design in order to build careers and become leaders in design—graphic, environmental, user experience, packaging, product, etc. The four full-time Graphic Design faculty members support changing the program's name to "Design and Visual Communications" to accurately reflect the depth and breadth of our program's mission and vision. The name is more descriptive and complex. It positively shapes our identity, expands perceptions, and will aid in recruitment.

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