

Cover Sheet: Request 13281

Certificate in Graphic Design - name change

Info

Process	Certificate Close/Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Maria Rogal mrogal@ufl.edu
Created	10/22/2018 12:33:54 AM
Updated	12/13/2018 4:07:36 PM
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.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Art and Art History 011302000	Elizabeth Caple		10/29/2018
No document changes					
College	Approved	CFA - College of Fine Arts	Jennifer Setlow		11/21/2018
College of the Arts consult form_ugrad certificate Design and Visual_Final.pdf					11/15/2018
DCP_ Consult on name change.pdf					11/15/2018
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		12/13/2018
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/13/2018
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Certificate|Close-Modify for request 13281

Info

Request: Certificate in Graphic Design - name change

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: 10/22/2018 12:35:39 AM

Form version: 2

Responses

Current Certificate Name Graphic Design

Effective Term Earliest Available

Effective Year Earliest Available

Requested Action Other (selecting this option will open additional form fields below)

Change Certificate Name? Yes

Proposed Certificate Name Design and Visual Communications

Change Certificate Name on Transcript? Yes

Current Transcript Name Graphic Design

Proposed Transcript Name (21 char. max) Design/Visual Comm

Change Credit Hours? No

Current Credit Hours more than 12 (please detail in description how many credits)

Proposed Credit Hours more than 12 (please detail in description how many credits)

Change Certificate Description? No

Current Certificate Description This certificate consists of 15 credit hours.

The Certificate in Graphic Design will meet the needs of current undergraduate students who wish to add a graphic design component to their current degree program in order to better understand and use these processes and practices to create effective graphic design works.

Proposed Certificate Description (50 word max) The Certificate in Design and Visual Communications will meet the needs of current undergraduate students who wish to add a design and visual communications component to their current degree program in order to better understand and use these processes and practices to create effective design and visual communications works.

Change Certificate Prerequisites? No

Current Prerequisites 1) GRA 2208C Typography 1: Letterform (3 credits) letter grade

2) GRA 2111C Visual Methods and Processes (3 credits) letter grade

3) ART 2305C: Perceptual Drawing or a 2/3000 level drawing course focusing on sketchbook

Proposed Prerequisites No changes:

1) GRA 2208C Typography 1: Letterform (3 credits) letter grade

2) GRA 2111C Visual Methods and Processes (3 credits) letter grade

3) ART 2305C: Perceptual Drawing or a 2/3000 level drawing course focusing on sketchbook

Change Certificate Requirements? No

Current Requirements Formal certificate applications should be made after completion of the 2000-level coursework. A grade of B or better in each 2000-level course for admission to the Certificate.

1) GRA 2208C Typography 1: Letterform (3 credits) letter grade

2) GRA 2111C Visual Methods and Processes (3 credits) letter grade

3) GRA 3xxxC Design Thinking (new course) (3 credits) letter grade

4) GRA 3xxxC Graphic Design Practice (new course) (3 credits) letter grade

5) ART 2305C: Perceptual Drawing or a 2/3000 level drawing course focusing on sketchbook

Proposed Requirements No changes:

Formal certificate applications should be made after completion of the 2000-level coursework. A grade of B or better in each 2000-level course for admission to the Certificate.

1) GRA 2208C Typography 1: Letterform (3 credits) letter grade

2) GRA 2111C Visual Methods and Processes (3 credits) letter grade

- 3) GRA 3xxxC Design Thinking (new course) (3 credits) letter grade
 - 4) GRA 3xxxC Graphic Design Practice (new course) (3 credits) letter grade
 - 5) ART 2305C: Perceptual Drawing or a 2/3000 level drawing course focusing on sketchbook
- Impact on Program** This name change positively shapes our identity, expands perceptions, and will aid in recruitment.

Rationale for Proposed Change(s) 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.

Assessment Data Review We are also requesting to change the name of the major for the BFA in Graphic Design to Design and Visual Communications. This will align it with our new stand-alone MFA program.

"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.

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

We want to align the undergraduate program to our new graduate program (in progress), the MFA in Design and Visual Communications.

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>

Academic Assessment Plan Changes No changes required.

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.

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>