

Cover Sheet: Request 12461

Bachelor of Fine Arts in Graphic Design

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Maria Rogal mrogal@ufl.edu
Created	3/28/2018 1:14:13 PM
Updated	9/27/2018 12:32:03 PM
Description of request	Change three upper division elective credits to require GRA4953 Design and Professional Practice Studio in order to build student professional development competencies. This is in support of accreditation guidelines. This also supports retention and graduation rates by building necessary competencies for the workforce.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Art and Art History 011302000	Elizabeth Caple		5/21/2018
No document changes					
College	Approved	CFA - College of Fine Arts	Jennifer Setlow		8/24/2018
Graphic-DesignCatalog-Copy2018_22Aug2018.docx					8/22/2018
Bachelor-of-Fine-Art-in-GD-proposed-2018_22Aug2018.docx					8/22/2018
Associate Provost for Undergraduate Affairs	Approved	PV - APUG Review	Angela Lindner		9/27/2018
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/27/2018
No document changes					
Office of the Registrar					
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					

Major|Modify_Curriculum for request 12461

Info

Request: Bachelor of Fine Arts in Graphic Design

Description of request: Change three upper division elective credits to require GRA4953 Design and Professional Practice Studio in order to build student professional development competencies. This is in support of accreditation guidelines. This also supports retention and graduation rates by building necessary competencies for the workforce.

Submitter: Jennifer Setlow jsetlow@ufl.edu

Created: 8/24/2018 8:54:05 AM

Form version: 7

Responses

Major Name

Enter the name of the major. Example: "Mathematical Modeling"

Response:
Graphic Design

Major Code

Enter the two-letter or three-letter major code.

Response:
GRD

Degree Program Name

Enter the name of the degree program in which the major is offered.

Response:
Bachelor of Fine Arts in Graphic Design

Undergraduate Innovation Academy Program

Is this an undergraduate program in the Innovation Academy?

Response:
No

Effective Term

Enter the term (semester and year) that the curriculum change would be effective.

Response:
Earliest Available

Effective Year

Response:
Earliest Available

Current Curriculum for Major

Response:
See attached Curriculum Sheet.

Proposed Curriculum Changes

Describe the proposed changes to the curriculum. If the change is to offer the program through UF Online, please explain and attach a letter of support from the Director of UF Online.

Response:
Change "Elective 3/4000 level" to "GRA4923C Design and Professional Practice Studio"

Pedagogical Rationale/Justification

Describe the rationale for the proposed changes to the curriculum.

Response:
In assessing the curriculum and student performance in 2017–18 (and prior to this time), the faculty have determined that one elective course in the discipline which many, but not all, students take – GRA4923C: Graphic Design Professional Practice Studio – provides the experiential knowledge to support students' development as professionals.

The faculty in graphic design are in unanimous agreement that requiring this course will provide valuable and necessary professional practice experience for students in the field of Graphic Design. Working with people, on design problems, will build competencies for students that are recommended by our accreditor, the National Association of Schools of Art and Design. It will ensure students are more prepared for professional practice by building their skillsets in materials preparation, job seeking, working with people, designing in the real-world, and learning more about the complexity of design that can only be understood through experiential learning.

This field is a major identified in the State University System Strategic Plan 2012-2025 as a "Critical Workforce–Gap Analysis" area, building a highly-skilled workforce to provide the state of Florida.

Impact on Enrollment, Retention, Graduation

Describe any potential impact of the curriculum changes on students who are currently in the major.

Response:
We foresee that positive impacts on student enrollment, retention, and graduation by building students' competencies as professional designers. Although this course is recommended at a certain point in the curriculum, and where we believe it is appropriate, when a student enrolls is flexible (see below).

This requirement is intended to make students more competitive in the workforce. While at UF, students will apply their professional knowledge to real-world problems and work with people, with the oversight of a faculty member.

The GRA4923C course is offered fall and spring semesters and has an enrollment cap of approximately 12 students. So upon entry in the junior year, a student will have the option to take the course over four semesters. We already have experience with limited enrollment and have an exceptional graduation rate, which we plan to continue.

Assessment Data Review

Describe the Student Learning Outcome and/or program goal data that was reviewed to support the proposed changes.

Response:

We reviewed the following Student Learning Outcomes and Program Goals, student qualitative feedback, and student portfolios.

Student Learning Outcomes:

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

Program Goals – Program Development

1. Analyze the curriculum in relation to national standards to determine what, if any, additional courses should be added.
2. Network with alumni to provide opportunities for current students.

In addition, we reviewed the essential competencies of Communication Design (aka Graphic Design) in the National Association of Schools of Art and Design (NASAD)—our accrediting organization—for their recommendations that suggest a broader approach to course offerings to support student learning. These include:

- 2) Ability to frame and conduct investigations in terms of people, activities, and their settings, including, but not limited to using appropriate methods for determining people's wants, needs, and patterns of behavior, and developing design responses that respect the social and cultural differences among users of design in local and global contexts.
- 3) Acquisition of collaborative skills and the ability to work effectively in interdisciplinary or multidisciplinary teams to solve complex problems.
(NASAD Handbook, 2015-16, pp 118).

Academic Learning Compact and Academic Assessment Plan

Describe the modifications to the Academic Learning Compact (for undergraduate programs) and Academic Assessment Plan that result from the proposed change.

Response:

There are no changes to the Academic Learning Compact.

The changes to the Academic Assessment Plan are as follows:

Add GRA4923C as a required course, indicating its role in the assessment process.

Bachelor of Fine Art in Graphic Design – 120 credits
 Catalog Year 2019-2020 or soonest available
 Submitted spring 2018.

Semester 1		Semester 2	
Course	Credit	Course	Credit
IUF 1000 What is the Good Life (GE-H)	03	ART 2305C Drawing: Form and Space	03
ART 1803C: WARP Studio	06	GRA 2111C Visual Methods and Processes	03
Elective	03	ART 2757C Ceramics: 3D Conceptualization or ART 2701C Sculpture: Shaping Form and Space	03
Composition GE-C	03	ARH 2050 Introduction to the Principles and History of Art 1 GE-H and N	03
TOTAL	15	Elective	03
		TOTAL	15

Semester 3		Semester 4	
Course	Credit	Course	Credit
GRA 2208C Graphic Design: Letterform	03	ART 2501C Painting: Investigations in Color or ART 2401C Printmaking: Color Theory	03
DIG 2131C Digital Imaging	06	DIG 2282C Time-based Media	03
PGY2101c Visual Literacy (Photo)	03	ART/PGY/GRA 2000-Level Studio Elect.	03
ARH 2051 Introduction to the Principles and History of Art 2 GE-H and N	03	Mathematics (GE-M; pure math)	03
Mathematics (GE-M-T)	03	Social and Behavioral Sciences State Core GE-S	03
TOTAL	15	TOTAL	15

Portfolio due March 15th of sophomore year to gain acceptance into upper division coursework. A student may not take ANY 3/4000 level art studio courses without portfolio acceptance into an upper division art major

Semester 5		Semester 6	
Course	Credit	Course	Credit
GRA 3193C Graphic Design: Visualization and Creativity	03	GRA3194C Technologies and Processes	03
GRA 3209C Typography 2: Composition	03	GRA 3198C Graphic Design: Image and Illustration	03
Art history elective ARH prefix at 3000/4000 level	03	GRA4923C Design and Professional Practice Studio Elective 3000/4000 level, faculty and advisor approved	03
Biological or Physical Science State Core GE-B or P	03	ARH 3/4000 Art History (GE)	03
Elective 3/4000 level	03	ENC3254 (GE-C-T) Writing in Graphic Design	03
TOTAL	15	TOTAL	15

Semester 7	Semester 8
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Course	Credit
GRA 4196C Graphic Design: Ideas and Styles	03
GRA 4197C Graphic Design: Visual Systems	03
Biological or Physical Science GE-B/P	03
Social and Behavioral Sciences GE-S	03
Elective 3/4000 level	03
TOTAL	15

Course	Credit
GRA 4186C Senior Design Studio	03
GRA 4187C Graphic Design: Workshop	03
Elective	03
Humanities State Core GE-H	03
Elective 3/4000 level	03
TOTAL	15

Graphic Design

The Bachelor of Fine Arts in graphic design enables students to achieve proficiency in the principles and practices utilized by professional designers and affiliated industries. Through the study of art theory, art history and historic and contemporary art, students gain knowledge of design genres and systems of thought. Emphasis is on development of the concepts and skills related to graphic design and the development of a personal artistic idiom. Students will learn to use research practices effectively and to discuss the development of their work in speech and in writing.

[Graphic Design major page](#)

Before Graduating Students Must

- Pass a particular test, a final project, a term paper and/or a portfolio, as determined by a particular major.
- Pass a senior-level capstone course that includes a portfolio exhibition of the student's work, evaluated by appropriate faculty.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

1. Design visual form in response to communication problems.
2. Exhibit principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics and the construction of meaningful images.
3. Exhibit appropriate use tools and technology, including their roles in the creation, reproduction and distribution of visual messages.
4. Exhibit 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.
5. Produce solutions to communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and evaluation of outcomes.

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Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	Content			Critical Thinking	Communication
	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5

ARH 3XXX or ARH 4XXX			I		
ART 1803C			I		
ART 2701C or ART 2757C			I		
ART 3XXXC or ART 4XXXC			I		
GRA 2111C	I	I	I	I	I
GRA 2208C	I	I	I	I	I
GRA 3193C	R	R	R	R	R
GRA 3194C	R	R	R	R	R
GRA 3198C	R	R	R	R	R
GRA 3209C	R	R	R	R	R
GRA 4186C	R	R	R	R	R
GRA 4187C	<u>RA</u>	<u>RA</u>	<u>RA</u>	<u>RA</u>	<u>RA</u>
GRA 4196C	R	R	R	R	R
GRA 4197C	R	R	R	R	R
<u>GRA 4923C</u>	<u>R</u>	<u>R</u>	<u>R</u>	<u>R</u>	<u>R</u>
<u>GRA 4953C</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>

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Assessment Types

- Portfolio

In spring 2015, the request to remove GRA4953C was approved by the UCC. At that time, GRA 4187C became the course that would be used to assess the SLO's. It is reflected in this catalog copy to correct the current catalog online at https://catalog.ufl.edu/UGRD/colleges-schools/UGART/GRD_BFAG/#academiclearningcompacttext.