

Cover Sheet: Request 11397

Bachelor of Fine Arts in Graphic Design

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending
Submitter	Rogal, Maria mrogal@ufl.edu
Created	1/10/2017 12:52:47 AM
Updated	1/20/2017 10:20:34 AM
Description of request	Change four required studio art courses to four elective courses to increase flexibility for students to customize their educational experiences. This is in support of accreditation guidelines and to support graduation rates in a major identified in the State University System Strategic Plan 2012-2025 as a "Critical Workforce-Gap Analysis" area, building a highly-skilled workforce for the state of Florida.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Art and Art History 011302000	Rogal, Maria	Faculty approved by majority vote.	1/17/2017
Deleted Bachelor of Fine Art in GD —proposed.docx					1/10/2017
Deleted Proposed Curriculum _ UFGD BFA.pdf					1/12/2017
Added Graphic Design Major Changes 8semester plan catalog copy january 2017.docx					1/13/2017
College	Approved	CFA - College of Fine Arts	Schaefer, Edward E		1/20/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/20/2017
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 11397

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Submitter: Rogal, Maria mrogal@ufl.edu

Created: 1/12/2017 11:10:28 AM

Form version: 3

Responses

Major NameGraphic Design

Major CodeGRA

Degree Program Name Bachelor of Fine Arts in Graphic Design

Effective Term Earliest Available

Effective Year Earliest Available

Proposed Changes 1) replace DIG 1000C Workshop in Fundamental Digital Technologies with "Elective".

2) Change the following requirements "Studio elective ART / DIG / GRA / PGY prefix at 3000/4000 level" (3 courses totaling 9 credits) to "Elective 3000/4000 level"

Pedagogical Rationale/JustificationThe field of Graphic Design (also known as Communication Design—see attachment) 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. In addition, the field has expanded significantly in the past decade. According to our accrediting body, the National Association of Schools of Art and Design (NASAD), "curricular requirements and strong advising should direct students to general studies that support their study in design. Appropriate areas of study for all communication design majors include communication theory, writing, psychology, sociology, anthropology and cultural studies, and business, as well as the humanities." This change provides flexibility for students to take courses in these areas, with a total of 24 credits of electives. This may allow a student to minor or obtain a certificate in another area of interest. The current curriculum offers only 6 credits of electives. Our goal in providing more flexibility to majors is for them to take advantage of learning at UF, a diverse research institution and to improve graduation rates. (see attachment)

The software required for the major is already taught in four required courses: GRA2111C Visual Methods and Processes; GRA2208C Typography 1: Letterform; DIG 2131C Digital Imaging; and DIG 2282C Time-based Media.

Impact on Enrollment, Retention, GraduationThis will modernize our curriculum by creating greater flexibility for students to learn across the university. This will increase the value of the student experience by allowing for customization and for students to focus on specific areas of interest. We believe this will not only increase enrollment and retention, but make students more marketable through diverse coursework of their choosing. As mentioned above but worth repeating, it creates new opportunities for students to minor or obtain a certificate within their 120 credit-hour program.

We anticipate more flexibility will also improve graduation rates in 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.

Currently, and historically, there are 36 upper-division majors in Graphic Design, admitted by portfolio review. At UF, this is a relatively small major and therefore we believe there will be little impact on other programs outside of the SA+AH in terms of student enrollment.

Students who are currently in the major may continue to take studio elective ART / DIG / GRA / PGY courses offered. However, offering this flexibility may decrease enrollment in some of these courses.

Assessment Data ReviewWe reviewed the following Student Learning Outcomes and Program Goal:

SLO 1) 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.

SLO 2) 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.

PG4) Continue to analyze the curriculum in relation to national standards to determine what, if any, additional courses should be added.

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:

1) Understanding of how communication theories, principles, and processes have evolved through history and the ability to use this knowledge to address various types of contemporary problems;

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 PlanThere are no changes to the Academic Learning Compact.

The only change to the Academic Assessment Plan is to remove ART 3XXXC/ART 4XXXC as a course where SLO 3 — "Exhibit appropriate use of tools and technology, including their roles in the creation, reproduction and distribution of visual messages"—is introduced. This SLO is already introduced in 5 other courses.

Graphic Design

Graphic design is a professional program for careers in graphic design and related fields. The curriculum includes a series of introductory courses in design, drawing, 2D, 3D and 4D studio courses, and art history.

About this Major

- **College:** Arts
- **Degree:** Bachelor of Fine Arts in Graphic Design
- **Credits for Degree:** 120
- **Academic Learning Compact**
- **Additional Information**

To graduate with this major, students must complete all university, college, and major requirements.

Critical Tracking Model Semester Plan

The degree program in graphic design prepares students for serious professional work in the field. The curriculum emphasizes concept development and application, work with clients and professional development, including the establishment of a working portfolio.

All students must lease, purchase or otherwise obtain a computer system by the junior year. Specific system requirements are available from the school or the graphic design coordinator.

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Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete ART 1803C for 6 credits or a total of 6 credits of any ART or GRA or PGY course at the 2000 level with minimum grades of C

- 2.0 UF GPA required

Semester 2

- Complete 2 of 5 critical-tracking courses with minimum grades of C: ARH 2050, ARH 2051, ART 2305C, GRA 2111C, GRA 2208C
- 2.50 UF GPA required

Semester 3

- Complete 2 additional critical-tracking courses with minimum grades of C
- 2.75 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course with a minimum grade of C
- Students must complete a 2-D, a 3-D and a 4-D 2000-level course as part of their 2000-level studio requirements
- 3.0 UF GPA required

Semester 5

- 3.0 UF GPA required

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Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

	Semester 1	Credits
	ART 1803C Workshop for Art Research and Practice: Studio	6
	DIG 1000C Workshop in Fundamental Digital Technologies <u>Elective</u>	3

IUF 1000 What is the Good Life 3
GE-H

Composition 3
GE-C

Total 15

Semester 2		Credits
ARH 2050 Introduction to the Principles and History of Art 1 <i>GE-H and N</i>		3
ART 2305C Drawing: Form and Space		3
ART 2757C Ceramics: 3D Conceptualization <i>or</i> ART 2701C Sculpture: Shaping Form and Space		3
GRA 2111C Visual Methods and Processes		3
Elective		3
	Total	15
Semester 3		Credits
ARH 2051 Introduction to the Principles and History of Art 2		3

<i>GE-H and N</i>	
DIG 2131C Digital Imaging	3
GRA 2208C Graphic Design: Letterform	3
PGY 2101 Visual Literacy: Photography <i>GE-H</i>	3
Mathematics <i>State Core GE-M</i>	3
Total	15

Semester 4

Credits

ART 2501C Painting: Investigations in Color <i>or</i> ART 2401C Printmaking: Color Theory	3
DIG 2282C Time-based Media	3
Mathematics <i>GE-M, pure math</i>	3
Social and Behavioral Sciences <i>State Core GE-S</i>	3
Studio elective <i>ART / PGY prefix at 2000 level</i>	3

Total 15

Semester 5

Credits

GRA 3193C Graphic Design: Visualization and Creativity 3

GRA 3209C Typography 2: Composition 3

Art history elective 3
ARH prefix at 3000/4000 level

Biological or Physical Science 3
State Core GE-B or P

Studio elective 3
ART / DIG / GRA / PGY prefix at 3000/4000 level 3/4000 Elective

Total 15

Semester 6

Credits

ENC 3254 Writing in Graphic Design 3
State Core GE-C

GRA 3194C Graphic Design: Technologies and Processes 3

GRA 3198C Graphic Design: Image and Illustration 3

Art history elective 3
ARH prefix at 3000/4000 level

Elective 3
3000/4000 level, faculty and advisor approved

Total 15

Semester 7

Credits

GRA 4196C Graphic Design: Ideas and Styles 3

GRA 4197C Graphic Design: Visual Systems 3

Biological or Physical Science 3
GE-B/P

Social and Behavioral Sciences 3
GE-S

~~Studio elective~~ 3
ART/ DIG / GRA / PGY prefix at 3000/4000 level 3/4000 Elective

Total 15

Semester 8

Credits

GRA 4186C Senior Design Studio 3

GRA 4187C Graphic Design: Workshop 3

Elective 3

Humanities 3
State Core GE-H

Studio elective 3
ART / DIG / GRA / PGY prefix at 3000/4000 level 3/4000 Elective

Total 15