Cover Sheet: Request 11394

Certificate in Graphic Design

Info

Process	Certificate|New|Ugrad/Pro
Status	Pending
Submitter	Rogal, Maria mrogal@ufl.edu
Created	1/9/2017 9:17:14 PM
Updated	1/20/2017 3:14:36 PM
Description of request	Propose a new Certificate to provide students who wish to to better understand graphic design thinking, processes, methods, and practices in to create effective graphic and communication design works. The Certificate Program in Graphic Design utilizes a curriculum structure drawing upon existing coursework and two new proposed courses which have been piloted with success. The Certificate in Graphic Design is a total of 15 credit hours.

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 BA_VAS w certificate.docx					1/10/2017
Deleted BFA Drawing w certificate.docx					1/10/2017
Deleted GD_Certificate_Plan.pdf					1/12/2017
Deleted Design Certificate Catalog Copy.docx					1/12/2017
Deleted Design Certificate Catalog.docx					1/12/2017
Added Graphic Design Certificate Catalog_january 2017.docx					1/13/2017
College	Approved	CFA - College of Fine Arts	Schaefer, Edward E		1/20/2017
No document changes					
Office of Institutional Planning and Research	Approved	PV - Office of Institutional Planning and Research	Zeglen, Marie	The CIP code of 50.0409 is approved for this undergraduate certificate	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					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					

Step	Status	Group	User	Comment	Updated
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Certificate|New for request 11394

Info

Request: Certificate in Graphic Design
Description of request: Propose a new Certificate to provide students who wish to to better understand graphic design thinking, processes, methods, and practices in to create effective graphic and communication design works. The Certificate Program in Graphic Design utilizes a curriculum structure drawing upon existing coursework and two new proposed courses which have been piloted with success. The Certificate in Graphic Design is a total of 15 credit hours.
Submitter: Rogal, Maria mrogal@ufl.edu
Created: 1/12/2017 9:44:00 AM
Form version: 4

Responses

Certificate Name Graphic Design
Transcript Title Graphic Design
Credits15
LevelBaccalaureate
CIP Code 50.0409
Degree Program Graphic Design
Effective Term Earliest Available
Effective Year Earliest Available
Certificate Description 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.
Requirements for Admission This certificate is available to all UF undergraduates, except those majoring in graphic design. Interested students must meet with the School of Art and Art History undergraduate advisor for more information, course planning, and to apply. Students should obtain provisional approval from the advisor prior to enrolling in certificate coursework. 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.
Requirements for Completion 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 ideation and/or perception (3 credits) letter grade
Rationale and Place in Curriculum This Certificate extends the reach of the successful School of Art + Art History Bachelor of Fine Arts degree in Graphic Design. The development of a Certificate in Graphic Design responds to numerous requests from students at the University of Florida who are looking to expand their knowledge of graphic design, visual communication, design thinking, and professional training. These students come from other majors within the School of Art + Art Histories well as several other disciplines across campus. It will also be attractive to aspiring design professionals. For those who may want to learn about graphic design and design thinking but may not want to major in graphic design or devote four years to a full program, a certificate program is far more attractive. These certificate-holders will have an understanding of contemporary graphic design processes, methods, and creative applications through a

Graphic Design certificate. There is no known overlap with programs at UF other than the BFA in Graphic Design within the School of Art + Art History. These faculty support providing students more access to the graphic design courses outlined in this Certificate.

Student Learning Outcomes 1) Content Knowledge

Uses design principles and appropriate use of tools and technology to design products, systems, processes, and strategies appropriate to communication problems.

Courses:
Introduced
—GRA 2208C Typography 1: Letterform
—GRA 2111C Visual Methods and Processes
—ART 2305C: Perceptual Drawing or a 2/3000 level drawing course
method: course-related projects, exercises, and presentations, single faculty member

Reinforced
—GRA 3xxxC Design Thinking (new course)
—GRA 3xxxC Graphic Design Practice (new course)
method: course-related projects, exercises, and presentations, single faculty member

2) Critical Thinking

Exhibits the ability to describe and respond to the audiences and contexts which communication solutions must address, including recognition of the many factors that shape design decisions.
Courses:
Introduced
—GRA 2208C Typography 1: Letterform
—GRA 2111C Visual Methods and Processes
method: course-related projects, exercises, and presentations, single faculty member

Reinforced
— GRA 3xxxC Design Thinking (new course)
— GRA 3xxxC Graphic Design Practice (new course)
method: course-related projects, exercises, and presentations, single faculty member

3) Communication

Creates and presents a portfolio or other collection of materials that documents content knowledge and critical thinking, with attention to disciplinary terminology and nomenclature.
Courses:
Introduced
—GRA 2208C Typography 1: Letterform
—GRA 2111C Visual Methods and Processes
—ART 2305C: Perceptual Drawing or a 2/3000 level drawing course
method: course-related projects, exercises, and presentations, single faculty member

Reinforced
GRA 3xxxC Design Thinking (new course)
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Certificate in Graphic Design
The Certificate in Graphic Design will meet the needs of UF students who wish to add a graphic and communication design component to their current degree program in order to better understand and use these processes and practices to create effective graphic communication works.

About this Certificate
- **College:** Arts
- **Credits:** 15, completed with minimum grades of B

The curriculum guides students toward coursework the graphic design faculty considers essential to gain a better understanding of graphic design thinking, processes, methods, and practices in order to create effective graphic and communication design works. Students who complete this certificate will have a focused skillset sought by many disciplines, industries and professions.

This certificate is available to all UF undergraduates, except those majoring in graphic design. Interested students must meet with the School of Art and Art History undergraduate advisor for more information, course planning, and to apply. Students should obtain provisional approval from the advisor prior to enrolling in certificate coursework. Formal certificate applications should be made after completion of the 2000-level coursework.
- Studio art related majors (art, art education, graphic design and visual art studies) have priority access to 2000-level certificate courses. Graphic Design Certificate students must work with the SA+AH advisor to gain access to these courses.
- 12 of the 15 total credits and all 3000-level coursework must be taken at UF.

Required Courses*
*Students should take certificate courses in the order indicated below, with all 2000-level coursework taken before 3000-level coursework. Exceptions may be made with advisor approval. Please note we generally advise students take no more than one certificate course in any given semester.

Complete the following courses before making formal application to the certificate program. It's recommended these courses be taken before end of the sophomore year.	**Credits**
1) ART 2305C: Perceptual Drawing or a 2/3000 level drawing course focusing on sketchbook ideation and/or perception (See advisor for options.)	3
2) *GRA 2111C Visual Methods and Processes*	3
3) *GRA 2208C Typography 1: Letterform*	3

Complete after approval of formal application to the certificate program. It's recommended these courses be taken in the junior and senior years.	**Credits**
4) GRA 3xxxC Design Thinking	3
5) GRA 3xxxC Graphic Design Practice	3