**LETTER OF INTENT – 1**

(New Certificate or Degree Program)

1. Institution submitting request: University of Arkansas Fayetteville

2. Education Program Contact person/title: Dr. Terry Martin, Vice Provost for

Academic Affairs

3. Telephone number/e-mail address: (479) 575-2151/tmartin@uark.edu

4. Proposed Name of Certificate or Degree Program:

Bachelor of Fine Arts in Graphic Design

5. Proposed Effective Date: Fall 2016

6. Requested CIP Code: 50.0401

7. Program Description:

The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas.

8. Mode of Delivery (mark all that apply):

**On-Campus** – On-campus delivery only.

9. List existing certificate or degree programs that support the proposed program:

Art, Bachelor of Arts

Art, Bachelor of Fine Arts

10. President/Chancellor Approval Date:

11. Chief Academic Officer: Date: