

Program Change Request

New Program Proposal

Date Submitted: 02/27/17 3:49 pm

Viewing: **DSGNMDS : Design Studies, Master of Design Studies**

Last edit: 03/17/17 4:04 pm

Changes proposed by: melindas

In Workflow

1. ARCH Dean Initial
2. GRAD Dean Initial
3. Provost Initial
4. Director of Program Assessment and Review
5. Registrar Initial
6. Institutional Research
7. ARCD Chair
8. ARCH Dean
9. Global Campus
10. Provost Review
11. University Course and Program Committee
12. Graduate Committee
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Initial
19. ADHE Final
20. Provost's Office-- Notification of Approval
21. Registrar Final
22. Catalog Editor Final

Approval Path

1. 02/27/17 3:50 pm
melindas: Approved for ARCH Dean Initial
2. 03/01/17 5:14 pm

- pkoski: Approved for GRAD Dean Initial
- 3. 03/03/17 4:36 pm
tmartin: Approved for Provost Initial
- 4. 03/08/17 2:01 pm
agriffin: Approved for Director of Program Assessment and Review
- 5. 03/08/17 2:12 pm
lkulcza: Approved for Registrar Initial
- 6. 03/08/17 3:12 pm
ggunderm: Approved for Institutional Research
- 7. 03/14/17 11:48 am
melindas: Approved for ARCD Chair
- 8. 03/14/17 3:34 pm
melindas: Approved for ARCH Dean
- 9. 03/15/17 11:07 am
kbible: Approved for Global Campus
- 10. 03/15/17 12:45 pm
tmartin: Approved for Provost Review

Submitter: User ID: melindas
Phone: 2763

Academic Level Graduate

Select a reason for this new program: Adding New Certificate or Degree--(LOI 1, Proposal-1)

Program Status Active

Academic Unit Major/Field of Study

Are you adding a concentration? Yes

Action	Code	Name
add	RHOS	Retail and Hospitality

add	RDES	Resiliency Design
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Are you adding a track? No

Action	Code	Name

Are you adding a focused study? No

Action	Code	Name

Effective Catalog Year	Fall 2018
College, School, Division	Fay Jones School of Architecture and Design (ARCH)
Department Code	Department of Architecture and Design Dean (ARCD)
Program Code	DSGNMDS
Degree	Master of Design Studies
CIP Code	04.0201 - Architecture.
Program Title	Design Studies, Master of Design Studies
Method of Delivery	On Campus
Is this program interdisciplinary or use courses from another College?	No
What are the total hours needed to complete the program?	36

Program Requirements, Description and 8-Semester Plan

The Fay Jones School of Architecture and Design offers a Master of Design Studies (M.Des.). The goal is to provide a nationally-recognized, interdisciplinary design program that meets the needs of Arkansas, the region, and nation. Master of Design Studies degrees are recognized as multidisciplinary degrees

that explore emerging concerns that are universal to the design disciplines.

The program offers two areas of concentration:

Resiliency Design: This post-professional graduate degree is focused on community and landscape resiliency determined by critical factors including water, mobility, food, housing, aging, and public health. The one-year, three-semester program provides advanced study of pressing public-interest civic issues by combining design, research, and expanded modes of professional engagement. The University of Arkansas Community Design Center is one of six programs leading the American Institutes of Architect's National Resiliency Initiative, and houses one of the few university-based teaching offices in design programs nationally. This unique program will prepare graduates to engage interdisciplinary urban design challenges through service learning and public outreach in collaboration with a professional staff. Utilizing strengths across the University of Arkansas campus, this program combines course offerings with a professional residency to immerse students in these dynamic fields.

Retail and Hospitality Design: This post-professional graduate degree provides advanced study of strategic thinking and design methods relative to the hospitality and retail environments. The one-year, three-semester program is grounded in design's contribution to economic success. Business strategies are integrated with innovative problem solving to craft unique experiences within these specialized settings. Proximity to international business enterprises and strategic relationships with global design firms enables graduates to integrate environmental, cultural, and social discourse to deliver comprehensive approaches to complex design scenarios. Utilizing strengths across the University of Arkansas campus, this program combines course offerings with a professional residency to immerse students in these dynamic fields.

The program can be completed in 1 year (3 semesters including 2 full-time, on-campus semesters combined with an off-campus, summer residency component). The curriculum includes two advanced design studios addressing increasingly complex challenges resolved first through the synthesis of multiple knowledge domains and moving to scenarios for which there are unidentified constraints and unknown methods for solution. The M.Des. program requires 36 credit hours. Core courses comprise 24 credit hours and each concentration requires an additional 12 credit hours of elective coursework.

Fall Semester

FJAD 6906 Advanced Design Studio 1

FJAD 6723 Methods of Design Inquiry

Elective (3) ^{1,2}

Elective (3) ^{1, 2}

Spring Semester

FJAD 6916 Advanced Design Studio 2

FJAD 6803 Design Leadership

Elective (3) ^{1, 2}

Elective (3) ^{1, 2}

Summer Semester

FJAD 6926 Graduate Residency

¹ Students pursuing the Resiliency Design concentration will choose 12 hours from SUST 5103 Sustainability I, SUST 5203 Sustainability II, *FJAD 6813 Cities and Public Good*, *FJAD 6823 Vocabularies of Context Production*. Dependent upon previous coursework and experience, graduate level courses from Public Policy, Sociology, Public Administration, or Environmental Dynamics may be utilized with approval from the Graduate Advisor.

² Students pursuing the Retail and Hospitality Design concentration will choose 12 hours from MKTG 5103: Introduction to Marketing (Marketing Management), ISYS 5363: Quantitative Analysis for Business, MKTG 5563: Contemporary topics in Retail (Retail Strategy); MKTG 5553: Consumer/Supplier Psychology (New Product Development); MKTG 5433: Consumer and Market Research Methods (Marketing Research); SCMT 5633: Predictive Supply Chain Analytics (Marketing Analytics, MKTG Course number TBD); HOSP 4663. Issues & Trends in Hospitality & Tourism, HOSP 5633. Hospitality Operations and Financial Analysis HOSP 5643. Meetings and Convention Management, HOSP 5653. Global Travel and Tourism.

NEW PROGRAM COSTS – Expenditures for the first 3 years a) New administrative costs (including search, relocation, salary, and fringe): Program Director (.25 FTE + Fringe x 3 years) \$ 100,500.00 Administrative Assistant (1 FTE + Fringe x 3 years) \$ 100,900.00 (see appendix E under Pro Forma for more details) b) Number of new faculty (full-time) and costs (including search, relocation, salary, and fringe): Two Tenure-Track Faculty \$460,000.00 c) New library resources and costs UAF Fine Arts Library and Satellite locations: \$ 7,500.00 d) New / renovated facilities and costs: None e) New instructional equipment and costs: \$ 60,000.00 Additional resources in shops and maker spaces, print/plot stations. f) Distance delivery costs (if applicable) N/A g) Other new costs \$501,000.00 Materials and Supplies \$110,000 Faculty Development \$ 7,500 Research Support \$ 20,000 Program and other expenses \$110,000 Office set-up and workplace computers \$ 7,500 Durable equipment N/A h) New costs are required as detailed above. 11. SOURCE OF PROGRAM FUNDING – Income for the first 3 years of program operation Cost savings and reallocated funds (\$250,000) from Fay Jones School activities will be used to offset startup costs. Additionally, two faculty lines have been secured for this program and these funds are reflected in the pro forma budget in Appendix E.

Program Costs

Library Resources

Current resources can be found in the University of Arkansas Libraries consist of the main library, Mullins Library, and three branch libraries: Fine Arts, Chemistry, and Physics. The Dean of Libraries is University Libraries' chief executive officer. She reports to the Provost, and supervises the Director for Academic and Research Services, who supervises the heads of the branch libraries. The Young Law Library and the C. Murray Smart Multi-Media Resource Center are independent repositories. The former reports to the Dean of the Law School; the latter reports to the Dean of the Fay Jones School. Most architecture and design books and

periodicals are housed in the Fine Arts Library. Access to the library's extensive collection of electronic resources are available both on and off campus. Mullins Library maintains extensive map collections and GIS services that are of particular relevance for the proposed M.Des program. The University is actively engaged in developing an open access policy and an institutional repository. (See libraries.uark.edu, including annual report data.) The Fine Arts Library (FAL) provides the preponderance of library resources for the Fay Jones School. Subscriptions to JSTOR and the aggregators Ebsco Academic Search Complete and ProQuest Research Library increase the number of accessible journals considerably in all disciplines. Architectural Archive of the Special Collections Department in Mullins Library is of specific value to the M.Des. program. The Fay Jones Collection and the Edward Durell Stone papers are two of the most extensive and sought-after design collections. The collections are diverse in content, containing models, drawings, photographs, and periodicals in addition to correspondence. The Smart Media Center, located on the ground floor of Vol Walker Hall, houses the digital image, video and analog slide collections of the Fay Jones School and provides media support for its programs. The main objective of the Smart Media Center is to support classroom teaching and to facilitate student and faculty research. A full-time Visual Resources Curator, who reports to the Dean of the Fay Jones School, manages the collection and its services. The School's faculty, staff, and students have access to more than 100,000 online digital images and approximately 1,000 video programs as well as an analog slide archive numbering more than 50,000. The online digital image collection, supported by the Madison Digital Image Database (MDID), created at James Madison University and offered as an open source application, is available to the University community. All holdings cover the evolution of the built and natural environment from pre-history to the present, including historic and contemporary landscape architecture, architecture, urbanism and interior design. Both western and global cultures are well represented, and special collections support teaching in discrete disciplinary areas including, for example, historic. Annual acquisitions average 5,000 digital images and 50 videos per year. The Smart Media Center also provides several digital and video cameras for faculty and student use. Guest lectures are routinely recorded, archived and made available online for later reference. Beginning in 2009, the campus has subscribed to, and the Smart Media Center has provided technical support for, the Echo360 video-capture system for classroom recording, enabling faculty to make video transcripts of all lectures as well as to prepare supplementary learning materials. Echo360 is compatible with the Blackboard Learning System, available to all enrolled students.

Instructional Facilities

Current instructional facilities can be found in the Fay Jones School of Architecture and Design housed in Vol Walker Hall and the Steven L Anderson Design Center. Resources serving students and faculty in the school design studios, classrooms, seminar spaces, and auditorium in addition to computer labs, maker spaces, design production resources, a multimedia library, and associated administrative and faculty offices. All students are assigned a studio desk and large monitor for the duration of their design studies. These permanent workstations are accessible on a 24/7 basis in secured spaces. Connectivity is provided via wi-fi and hardwired access and the network provides access to school and campus resources. These learning

spaces provide for individual and collaborative work across analogue and digital formats. Every studio is supported by a Plot/Print/Scan Station supporting multiple forms of design production as well as access to inks, papers, and other materials necessary for representation. Vol Walker Hall and the Steven L. Anderson Design Center provide access to technological resources, are hardwired for internet access, and the building has wireless access throughout. A variety of design-specific software is available to enrolled students at no- or low-cost. Students provide personal computers while the school provides extensive peripherals relative to printing, plotting, scanning, imagery, and three-dimensional representation. Backup and archival storage is either set up on one of the school's three managed servers or on individual external hard drives, and a Fay Jones School Dropbox system has been created to support archival activities. The School's technology staff supports all student (personal computers), faculty, staff, classroom and lab computers. The University of Arkansas Community Design Center (UACDC) advances creative development in Arkansas through design, research, and education solutions. Originated in 1995 as an outreach center of the Fay Jones School of Architecture + Design, the center has its own downtown facilities and a full-time design and planning staff who deliver professional services for communities and organizations nationwide. Much like a teaching hospital, some staff also deliver educational services as practicing design professors. UACDC regularly collaborates with allied professionals in multiple disciplines, and the center's nonprofit status allows it to leverage the work of its private sector collaborators. Students and faculty also have an opportunity to design and work in the "living laboratory" of Garvan Woodland Gardens. Located near Hot Springs National Park, this 210-acre woodland habitat botanical garden is part of the Fay Jones School. The Gardens are graced by a variety of garden settings and unique architectural structures designed and developed by world-renowned designers. The classrooms support contemporary methods of teaching and learning with mobile furnishings and audiovisual access with projection capabilities from multiple sources. From intimate seminar spaces to medium and large classrooms, all of the learning spaces have been designed to facilitate a wide variety of learning activities. An auditorium accommodating 300 participants provides state-of-the-art audiovisual equipment, comfortable theater-style seating, and a variety of connectivity options. The Materials Laboratory Located on the ground floor level of Vol Walker Hall, is a learning resource providing access to timeless, innovative, emerging, and sustainable materials and technologies that enables students to grow creatively and to become socially and environmentally responsible professionals. The tangible collection offers students the opportunity to engage a material's composition, physical structure, function, and environmental impact while exploring diverse design applications and assemblies. An interdisciplinary committee of faculty is developing a strategic plan for the Materials collection, currently under the supervision of the Smart Media Center Director. The computer lab, situated on the fourth-floor of the Steven L. Anderson addition to Vol Walker Hall, is a 30-seat teaching lab, available for design software training, classes (GIS, design communications, etc.) and workshops. The lab is adjacent to a traditional classroom, facilitating exploration of hybrid methods of representation, integrating digital and hand-drawn practices. The lab is equipped with state-of-the-art workstations, internet access, a broad range of graphics and

architectural software, digital projector, teaching station, white board and screen sharing software to facilitate interactive teaching and presentations. In summary, the lab supports individual work and allows online collaborative projects among landscape architects, architects, interior designers, artists, engineers, mathematicians and fabricators. The Fay Jones School's Design Shop expands the fabrication facilities and equipment choices available for students and faculty. The lab consists of both traditional and digital tools for making prototypes, models, detail studies, furniture, etc. This enlarged facility also hosts a small group teaching/work area with tables and wireless internet access (students can bring laptops into this space) for classes and workshops for those interested in integrating fabrication into their course of study. The lab hosts several 2D and 3D CAM software including GibbsCAM and RhinoCAM. The digital fabrication area includes:

- XYZ 3-axis CNC router (5 ft x 10 ft x 6 inch) w 10HP spindle
- 3-axis CNC router (4 ft x 4 ft x 6 inch)
- Universal Laser cutters (3- 12 x 16 inch, 2- 18 x 32 inch)
- Z Corp 3D composite printer (8 x 10 x 8 inch build volume)
- Stratasys UPrint FDM printer (8 x 8 x 6 inch build volume)
- Maker Bot 3D FDM printer (11.2 x 6 x 6.1 inch build volume)
- Vacuum form table (11 x 17 inch)

The Fay Jones School has a long history of international study and established the UAF Rome Center and a hosted summer program in Mexico City. Additionally, there are nascent design study tours in Europe with particular development in Scandinavia.

Teaching faculty include representation across all disciplines and new hires will complement the existing expertise. Faculty members engaged in teaching courses and participating in the oversight and review of residency experiences hold advanced degrees and professional practice experience in a design discipline.

- Goodstein-Murphree, Ethel. Ph.D. (University of Michigan-Ann Arbor), M.A. (Cornell University), B.Arch. (City University of New York), B.S., (City University of New York). Courses: Design Leadership.
- Luoni, Stephen D. M.Arch (Yale University), B.S.Arch. (Ohio State University). Courses: Design Studios, Resilient Communities
- MacKeith, Peter. M.Arch. (Yale University), B.A. (University of Virginia). Courses: Design Leadership.
- McCown, Ken. Courses: B.L.A. (University of Illinois), B.Arch. (University of Illinois). Courses: Design Studios.
- Newman, Winefred E. Ph.D, (Harvard) M.Phil., M.Arch (Harvard) B.Arch, B.S. (University of Texas at Austin). Courses: Design Studio, Research Methods.
- Webb, Jennifer D. Ph.D. (Oklahoma State University) M.S. (University of Tennessee) B.S. (University of Tennessee). Courses: Research Methods.

The program director will manage and administer the M.Des. program and will hold a terminal degree (PhD, MArch, MArch, MFA, or equivalent) in one of the design disciplines and be licensed or eligible to be licensed in their professional discipline. A total of 3.5 FTE's are required for the initial program implementation. In addition to redistributing internal teaching loads with the current faculty, two additional, tenure-track faculty will be required. These positions are important to the successful launch of the program due to studio design courses and requisite professional and academic experience. New faculty will be expected to hold an advanced degree in one of the design disciplines (Architecture, Landscape Architecture, Interior Design or other allied design field) as well as relevant practice experience with professional licensure in the appropriate concentration area. A design portfolio and/or written scholarship will be used to

Faculty Resources

determine fit with programmatic need. Curriculum vita for faculty teaching in the program can be found in Appendix D.

Are Similar Programs available in the area?

No

List Existing Certificate or Degree Programs that Support the Proposed Program:

- Bachelor of Architecture (B.Arch)
- Bachelor of Science in Architectural Studies (ARSTBS)
- Bachelor of Landscape Architecture (BLA)
- Bachelor of Science in Architectural Studies (LARCBS)
- Bachelor of Interior Design (BID)

Estimated Student Demand for Program:

10-15 a year

Scheduled Program Review Date:

2025

Program Goals and Objectives:

While professional architects, landscape architects, and interior designers may pursue professional licensure through accredited baccalaureate degrees, there is a growing demand for expertise and specialized knowledge on emerging and critical issues, extending design education in contemporary settings. The current proposal is a Master of Design Studies degree serving as structure for specific areas of concentration initially including Resiliency Design and Retail and Hospitality Design. Utilizing strengths across the University of Arkansas campus, the M.Des. is a 36 credit hour program that includes 24 hours of core courses and 12 elective credit hours for each concentration. The course offerings are combined with a professional residency to immerse students in these areas of study. This program will prepare graduates to secure leadership positions in architecture and design firms, municipalities, and business settings where advanced knowledge and skills are increasingly required for success.

Learning Outcomes:

- Generate comprehensive design solutions to resolve emerging and complex issues within specific domains.
- Identify and apply appropriate design strategies necessary to resolve complex design scenarios in specific sites and in global systems.
- Demonstrate creative problem solving across multiple environmental scales with competing needs and multiple constraints.
- Interpret existing knowledge in a contemporary context for the purpose of generating innovative design solutions.
- Demonstrate the ability to address the cultural, social, political, environmental, and economic aspects of contemporary design contexts.
- Identify through appropriate methods of inquiry emerging and critical issues relative to a range of environmental typologies and scales.

Description and justification of the request:

This graduate level degree has been crafted to provide for unique concentrations within an overarching structure of a Master of Design Studies. Not only is this degree unique to Arkansas and to the region but it also reflects the growing movement toward interdisciplinary and transdisciplinary practice utilizing a

cost-effective structure and broad appeal to practitioners seeking advanced study.

agriffin (03/06/17 3:52 pm): Edited program requirements to distinguish between catalog copy and proposal.

agriffin (03/06/17 4:05 pm): Further edits to catalog copy with approval from submitter.

agriffin (03/07/17 11:23 am): Completed edits to proposal in consultation with submitter and incorporated each of them into the CourseLeaf fields.

lkulcza (03/08/17 2:08 pm): Need 4-letter codes for the concentrations, and you need to decide on what the correct CIP code for the degree is. The concentrations will carry the CIP code of the degree itself.

lkulcza (03/08/17 2:11 pm): Edited program code to reflect Master of Design Studies

ggunderm (03/08/17 3:11 pm): The 04.0201 CIP code is probably most appropriate for the program. While the degree will be somewhat interdisciplinary, the center of the program appears to fall within the description of 04.0201. The concentrations should use 04.0201 as well.

melindas (03/13/17 1:07 pm): Updated CIP code.

melindas (03/13/17 1:12 pm): Updated CIP code to reflect one overarching code. Added alpha codes in Letter of Intent: Resiliency Design (RDES) and Retail and Hospitality (RHOS). Outlined Curriculum to Catalog of Studies language.

melindas (03/14/17 11:47 am): Updated CIP code as requested (Did same in Letter of Intent and Proposal-1 New Degree Program document) to reflect best practices in benchmarks and the industry at large. Added concentration codes RHOS and RDES per Registrar's request. Cleaned up catalog language...I hope.

melindas (03/14/17 3:34 pm): Updated CIP codes on LOI and New Degree Proposal. Corrected some typos. Reviewed with Dean MacKeith, Associate Dean Goodstein and contributing faculty member, Dr. Jennifer Webb.

agriffin (03/17/17 4:04 pm): Edited item a. of program costs in CourseLeaf and item 10a. in the Proposal-1 Form with permission from the School to clarify costs of salaries. Renamed documents to match BOT naming convention and uploaded revised copies. Note, letters of support are attached from Bumpers College and Walton College for use of their courses.

Program reviewer
comments

Uploaded
attachments:

[Bumpers Agreement.pdf](#)

[WCOB Agreement.pdf](#)

[DSGNMDS - New Degree - Appendices.pdf](#)

[DSGNMDS - New Degree - Ltr of Intent.docx](#)

[DSGNMDS - New Degree - PROPOSAL 1 Form.docx](#)

Key: 631