New Program Proposal

Date Submitted: 09/25/20 12:37 pm

Viewing: **DCFMDES : Design for Collaborative Futures, Master of Design**

Last edit: 10/14/20 2:28 pm

Changes proposed by: rcc003

Submitter: 5753701	User ID:	rcc003	Phone:

Program Status	Active
Academic Level	Graduate
Type of proposal	Major/Field of Study
Select a reason for this new program	Adding New Degree--(LOI 1, Proposal-1)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year	Fall 2022

College/School Code
Fulbright College of Arts and Sciences (ARSC)

Department Code
School of Art (ARTS)

Program Code	DCFMDES
Degree	Master of Design
CIP Code	

In Workflow

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

24. Catalog Editor Final

Approval Path

1. 09/25/20 12:42 pm Jeannie Hulen (jhulen): Approved for ARSC Dean Initial
2. 09/25/20 1:26 pm Pat Koski (pkoski): Approved for GRAD Dean Initial
3. 10/06/20 7:41 am Terry Martin (tmartin): Approved for Provost Initial
4. 10/12/20 3:53 pm Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
5. 10/12/20 3:59 pm Lisa Kulczak (lkulcza): Approved for Registrar Initial
6. 10/12/20 4:04 pm Gary Gunderman (ggunderm): Approved for Institutional Research
7. 10/13/20 4:50 pm Gerry Snyder (gwsnyder): Approved for ARTS Chair
8. 10/13/20 5:17 pm Ryan Cochran

(rcc003): Approved for ARSC Curriculum Committee

9. 10/13/20 6:55 pm Jeannie Hulen (jhulen): Approved for ARSC Dean

10. 10/13/20 6:56 pm Dennis Clark (dennisc): Approved for Dean of University Libraries

11. 10/14/20 8:24 am Suzanne Kenner (skenner): Approved for Global Campus

12. 10/14/20 1:38 pm Terry Martin (tmartin): Approved for Provost Review

09.0702 - Digital Communication and Media/Multimedia.

Program Title

Design for Collaborative Futures, Master of Design

Program Delivery Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program?　　60

Program Requirements and Description

Requirements

Master of Design (MDes) in Design for Collaborative Futures

The Master of Design (MDes) in Design for Collaborative Futures program at the University of Arkansas School of Art prepares curious students to design at the edge of what is possible and preferable for the future of communities, culture, and technology. Students consider systems-level change through interdisciplinary collaborations, discipline-defining inquiry, and transformative work + research opportunities. The program will create leaders and innovators at the intersection of human-centered design and emerging technologies, in both industry and academia. Through discipline-defining inquiry and collaboration, students will work to become an active force in addressing the big challenges and opportunities in companies, communities and climate, and will go on to act at the highest levels of leadership in higher education and professional practice. Elements in the program will deal with user experience, designing for complexity, identity and brand management, speculative technologies, product design, and human-centered design practices, among other topics, through an interdisciplinary lens. The local presence of campus partners and multinational corporation headquarters in the region, along with a rich ecosystem of supporting design firms and agencies, perfectly situates our students for collaborative learning opportunities of diversity and curiosity, and the graduates for rewarding and high-level career opportunities.

The graduate degree consists of 60 credit hours within a two year period. For those applicants who derive from interdisciplinary undergraduate degrees or require a foundational design education prior to entering the MDes' two-year sequence, a foundational year will be offered. This single year non-degree status program enables instruction in the foundational tenets necessary to succeed within the subsequent MDes program.

Admission requirements: Admission to the program requires an undergraduate degree in graphic design or a related discipline, or the equivalent in relevant work experience. The application for admission is a two-step process and may require fees associated with its completion. Candidates must be successful in both processes to be admitted to the University of Arkansas and Graduate School, as well as the School of Art and MDes graduate program.

 1. Apply to the Graduate School (https://application.uark.edu)

 2. In addition to the graduate school application, submit the following materials to the School of Art using SlideRoom, web-based system, http://uarkart.slideroom.com:

  a. A brief statement describing why you are interested in the Master of Design degree

  b. A one to two-page autobiographical statement outlining your education, experiences, achievements, and goals for graduate study

  c. A one page statement addressing your perspectives on diversity, equity, and inclusion.

  d. Resumé/Curriculum Vitae

  e. A professional portfolio comprising 12 projects captured as digital images and uploaded as directed with appropriate attributions. Consideration should be given to high levels of detail, consistency, and a curated body of work representing your professional and/or research interests. The uploading of these assets must conform to outlined standards. Physical examples of work will not be accepted nor can a personal website substitute for this component of the application.

  f. A PDF of unofficial transcripts from all previous colleges and universities attended.

g. Three Letters of Recommendation are required and your application is not considered complete until such are received. All individuals serving as a reference should be from representatives of higher education or professionals who are able to offer insight into the applicant's academic and research ability and potential at the graduate level.

h. English Proficiency Test Scores (TOEFL, IELTS, or PTE), if necessary. (See Graduate School and International Studies admissions for more information, https://international-admissions.uark.edu/index.php.)

Application deadline is January 15 for Fall admission only. The application portal on Slideroom will close at midnight (Central time) on January 15. It is recommended that you submit your application at least two weeks prior to the deadline to allow your faculty recommenders time to upload their letters.

NOTE: The Graduate Record Exam (GRE) is not required for applicants to the Master of Design program in the School of Art at the University of Arkansas.

NOTE: Students who are accepted into the Foundational Year are also conditionally accepted into the MDES degree tract concurrently [Foundation Year 1 + MDES Year 1 + MDES Year 2 = 3 Total Years]. However, at the end of the Foundational Year, students must undergo an extensive academic, research, and grade review. Students whose performance does not meet the assessment criteria could be asked to leave prior to commencing the MDES' first year. While years 1 and 2 of the MDes are funded through the endowment, the Foundational Year is not.

Program Requirements: The program requires 60 graduate credit hours from the following:

Graduate Studios (33 credit hours)		33
GDES 6306 DESIGN AND COMMUNITIES	Course GDES 6306 DESIGN AND COMMUNITIES Not Found	
GDES 6346 CULTURE OF DESIGN	Course GDES 6346 CULTURE OF DESIGN Not Found	
GDES 6316 DESIGN AND TECHNOLOGY	Course GDES 6316 DESIGN AND TECHNOLOGY Not Found	
GDES 6366 THESIS PREPARATION	Course GDES 6366 THESIS PREPARATION Not Found	
GDES 6399 DESIGN THESIS	Course GDES 6399 DESIGN THESIS Not Found	
Graduate Seminars (12 credit hours)		12
GDES 5333 DESIGN RESEARCH METHODS	Course GDES 5333 DESIGN RESEARCH METHODS Not Found	
GDES 5303 DESIGN PEDAGOGY AND LEADERSHIP	Course GDES 5303 DESIGN PEDAGOGY AND LEADERSHIP Not Found	
GDES 5383 DESIGN WRITING AND DISSEMINATION	Course GDES 5383 DESIGN WRITING AND DISSEMINATION Not Found	
GDES 5393 DESIGN THEORY: PAST, PRESENT AND FUTURE	Course GDES 5393 DESIGN THEORY: PAST, PRESENT AND FUTURE Not Found	
Graduate Special Topics (Must complete three times for 9 credit hours total)		9
GDES 6353 GRADUATE SPECIAL TOPICS	Course GDES 6353 GRADUATE SPECIAL TOPICS	

Approved electives (6 credit hours). Requires prior approval from the Graduate Program Director.	6
Total Hours	60

Program Costs

New administrative costs (number and position titles of new administrators)

The administrator of the graphic design program ("program director"), a faculty member for 15 years, is supported by the University of Arkansas, Fayetteville, Fulbright College of Arts and Sciences at $110,000 or base salary plus 25% for administrative responsibility.

Number of new faculty (full-time and part-time) and costs

Hire 01, Endowed Assistant Professor in Graphic Design, terminal degree in design, Fall 2021

Hire 02, Endowed Assistant Professor in Graphic Design, terminal degree in design, Fall 2021 or 2022

Hire 03, Assistant Professor in Graphic Design or similar, terminal degree in design, Fall 2021

Hire 04, Assistant Professor in Graphic Design or similar, terminal degree in design, Fall 2022

Hire 05, Assistant Professor in Graphic Design or similar, terminal degree in design, Fall 2023

The new School of Art facility is completing architectural stage and under construction Summer 2020

A portion of the following Walton Family Charitable Support Foundation (WFCSF) will be shared by Art Education, Art History, and Art Studio programs within the School of Art:

Graduate Assistantships: 65-75 students at $25,000 each (shared other School of Art programs); (Funded through $1 million of University of Arkansas commitment and $770,000 annual WFCSF endowment gains)

School of Art Fellowships (Master's): 45-55 students at $5,000 to $12,500 each (Funded through $440,000 WFCSF endowment gains)

Library Resources

Current library resources in the field

A $2 million endowment (from the $120 million) will provide research and instructional support acquisitions for the Master of Design (MDES) degree, including monographs, periodicals, journals, digital archives, and databases, as well as a growing collection of historically relevant assets related to the design canon will be expanded.

Students will also have access to Crystal Bridges Museum of American Art Library, and Mullins Library, the university's main research center.

Instructional

Facilities

Program Costs:

A $4 million dollar endowment (from the $120 million) by the Walton Family Charitable Trust Foundation was awarded to the School of Art to establish a graduate degree in design. An approximate investment earning of $160,000 per year by the endowment will provide support for the Master of Design (MDES) degree's inception and operation.

Instructional Facilities:

A $120 million endowment by the Walton Family Charitable Trust Foundation was awarded to the School of Art, and with matching support from the University of Arkansas, the historic Fine Arts Center complex, designed by Edward Durrell Stone, is scheduled to be renovated within the next five years. Concurrently, at the architectural stages, an additional School of Art building on Martin Luther King Parkway, affords the undergraduate and graduate graphic design degree programs expanded instructional spaces, studios, and community outreach and engagement at its new location.

Faculty Resources

A portion of the following Walton Family Charitable Support Foundation (WFCSF) will be shared by Art Education, Art History, and Art Studio programs within the School of Art:

Graduate Assistantships: 65-75 students at $25,000 each (shared other School of Art programs); (Funded through $1 million of University of Arkansas commitment and $770,000 annual WFCSF endowment gains)

School of Art Fellowships (Master's): 45-55 students at $5,000 to $12,500 each
(Funded through $440,000 WFCSF endowment gains)

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)
GDSBFA - Graphic Design, Bachelor of Fine Arts

Are Similar Programs available in the area?

No

Estimated Student Demand for Program	14
Scheduled Program Review Date	2025

Program Goals and Objectives

Program Goals and Objectives

Program Goals and Objectives

The goal of the Master of Design in Design for Collaborative Futures program in the School of Art at the University of Arkansas is to prepare students to design at the edge of what is possible and what is preferable for the future of communities, culture, and technology. Supported by generous funding, students will undergo a rigorous course of study, which will include a core curriculum of design studio courses emphasizing collaborative and speculative making; seminar courses spanning the broad spectrum of design discourse; and special topics courses addressing contemporary issues in design. This curricular foundation will be enriched by a strong emphasis on interdisciplinary collaboration and community partnerships, as supported by the program's unique positioning within a preeminent art school at a research-one institution.

Students in the program will consider and enact systems-level change through collaborative design, discipline-defining inquiry, and transformative research opportunities. Enriched by a strong emphasis on methodology, students will engage with research methods from various disciplines and apply those methods to contemporary design practice. Through lectures, discussion, and workshops students will also apply research findings and various design methodologies, theories, and frameworks to develop their thesis trajectory.

Learning Outcomes

Learning Outcomes

After completion of the program, students will have attained:
• Ability to understand the relationship between design and communities.
• Ability to apply design research methods to contemporary design practices.
• Ability to apply pedagogical methods to future careers in academia and professional practice.
• Ability to investigate emerging technologies and consider interdisciplinary approaches and potential design outcomes.
• Ability to examine the culture of the design discipline, use provocation to further define the discipline, and understand the ways in which practitioners are accountable for design outcomes.
• Ability to examine the application of theory and frameworks within the context of design with the goal to develop a design vocabulary and ways of understanding the complexity of the discipline.
• Ability to engage in diverse modes of writing in design and explore writing for various outlets such as reviews, journal articles, books, popular culture, and other publishing options.
• Ability to develop a written proposal for their thesis project that demonstrates that the project is viable and has a clear research direction.
• Ability to complete a thesis project that includes a designed system, written research paper, and public presentation demonstrating the ability to address significant design and research challenges.

Description and Justification for this request

Description of request	Justification for request
Creating a new master's degree in graphic design.	The new program has been mandated by a

Description of request	Justification for request
	portion of an annual endowment from the Walton Family Charitable Support Foundation with additional support for two endowed faculty. This endowment will allocate funds for faculty and student research, travel, visiting designers, and materials/technology to run the program. Beginning in the fall of 2020, five graphic design tenure/tenure-track faculty will be in place with one visiting assistant professor, one senior instructor of practice with four additional projected faculty hires supported by the endowment over the next few years as listed below. A $120 million endowment by the Walton Family Charitable Trust Foundation was awarded to the School of Art to establish a graduate degree in design considering that there is no stand-alone terminal degree in design in the state of Arkansas. In the formulation of the Master of Design (MDES) degree, a rigorous academic component synonymous with a Research One university and the J. William Fulbright College of Arts and Sciences, which the School of Art resides was realized. The degree equally advances an academic, as well as social emphasis through the endowment embracing a strong emphasis on diversity, inclusion, community, and interdisciplinary scholarship. Within the research and construction stage of the degree, the program solicited national design educators as virtual and on-campus consultants to provide for additional insight and scholarship. Regarding nomenclature, a consensus among both consultants and faculty, as it pertains to both current and future lenses of the professional and academic arenas, that

Description of request	Justification for request
	"Master of Design" or "MDes" is the appropriate degree title.

Upload attachments

[DCFMDES - New Degree - Letter of Intent.docx](#)

[DCFMDES - New Degree - Proposal.docx](#)

[DCFMDES - New Degree - Supporting Documents.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (10/06/20 3:41 pm): Changed organization of program title field. Naming convention for campus is to have the degree title to follow the name of major.

Alice Griffin (agriffin) (10/07/20 1:52 pm): Changed course title for GDES 6346 to match course title submitted into Course Inventory.

Alice Griffin (agriffin) (10/08/20 2:05 pm): Inserted approval dates into the LOI. Revised Proposal for formatting and inserted approval dates. Renamed documents to match BOT naming convention.

Alice Griffin (agriffin) (10/12/20 3:53 pm): Supporting documents will need a minor revision with the survey formatting before submitting to BOT. Meanwhile, the request may continue through campus approval.

Alice Griffin (agriffin) (10/14/20 2:28 pm): Uploaded revised supporting documents and created a hyperlink in the program requirements field for the slideroom reference, with permission from the School.

Key: 781