Date Submitted: 11/18/24 12:48 pm

Viewing: **GDESBFA : Graphic Design, Bachelor of Fine Arts**

Last approved: 12/20/23 2:37 pm

Last edit: 01/07/25 3:34 pm

Changes proposed by: nrgreen

Catalog Pages
Using this Program
  Graphic Design B.F.A.
  School of Art (ARTS)
  Graphic Design (GDSB)

Submitter: User ID: nrgreen ~~rcc003~~   Phone:
  479-575-3429 ~~479-575-3701~~

Program Status   Active

Academic Level   Undergraduate

Type of proposal   Major/Field of Study

Select a reason for
Select a reason for this modification
Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

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   Fall 2025
Year

In Workflow

1. **ARSC Dean Initial**
2. **Director of Curriculum Review and Program Assessment**
3. **Registrar Initial**
4. **Institutional Research**
5. **ARTS Chair**
6. **ARSC Curriculum Committee**
7. **ARSC Dean**
8. **Global Campus**
9. **Provost Review**
10. **Undergraduate Council**
11. Faculty Senate
12. Provost Final
13. Registrar Final
14. Catalog Editor Final

Approval Path

1. 11/18/24 3:37 pm Christopher Schulte (cschulte): Approved for ARSC Dean Initial
2. 01/07/25 3:34 pm Lisa Kulczak (lkulcza): Approved for Director of Curriculum

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

Department Code
   School of Art (ARTS)

Program Code   GDESBFA

Degree   Bachelor of Fine Arts

CIP Code

Review and
Program
Assessment
3. 01/07/25 4:08 pm
   Gina Daugherty
   (gdaugher):
   Approved for
   Registrar Initial
4. 01/07/25 4:24 pm
   Doug Miles
   (dmiles):
   Approved for
   Institutional
   Research
5. 01/08/25 10:40
   am
   Rachel Debuque
   (rdebuque):
   Approved for
   ARTS Chair
6. 01/27/25 12:16
   pm
   Nik Rowan
   (nrgreen):
   Approved for
   ARSC Curriculum
   Committee
7. 01/27/25 12:48
   pm
   Christopher
   Schulte (cschulte):
   Approved for
   ARSC Dean
8. 01/27/25 12:49
   pm
   Suzanne Kenner
   (skenner):
   Approved for
   Global Campus
9. 01/28/25 9:02 am
   Jim Gigantino
   (jgiganti):

History

1. May 13, 2016 by
   thapgoo
2. May 13, 2016 by
   Charlie Alison
   (calison)
3. May 13, 2016 by
   Charlie Alison
   (calison)
4. Feb 6, 2017 by
   Charlie Alison
   (calison)
5. Oct 5, 2018 by
   Lisa Kulczak
   (lkulcza)
6. May 21, 2019 by
   Lisa Kulczak
   (lkulcza)
7. Oct 15, 2019 by
   Charlie Alison
   (calison)
8. May 18, 2021 by
   Ryan Cochran
   (rcc003)
9. Apr 13, 2022 by
   Ryan Cochran
   (rcc003)
10. Dec 20, 2023 by
    Gina Daugherty
    (gdaugher)

50.0401 - Design and Visual Communications, General.

Program Title
    Graphic Design, Bachelor of Fine Arts

Program Delivery
Method
    On Campus

Is this program interdisciplinary between two or more colleges or schools?

No

College(s)/School(s)

Do the proposed changes impact any specific course(s) from another college or school?

No

College(s)/School(s)

What are the total   120
hours needed to
complete the
program?

Off Campus Information

Off Campus
Location(s)

Reason for Offering
Program Off
Campus

On-line/Web-based
Information

Reason for offering
Web-based
Program

Maximum Class
Size for Web-
based Courses

Course delivery
mode

Describe Blended

Program Requirements and Description

Requirements

Requirements for Admission to the Bachelor of Fine Arts Degree in Graphic Design

For admission to the B.F.A. in Graphic Design, students must be a declared Art major in the School of Art and successfully complete the art foundation course sequence of ARTS 19139 Studio Foundation I and ARTS 19239 Studio Foundation II. Students must have a 3.0 cumulative GPA plus submit an application and portfolio for review.

University and College Requirements for a Bachelor of Fine Arts in Graphic Design

In addition to the Fulbright College of Arts and Sciences Graduation Requirements (see under Degree Completion Program Policy), the following course requirements must be met.

State Minimum Core (The Humanities requirement is satisfied by PHIL 20003 listed below. The Fine Arts requirement is satisfied by completing both ARHS 20003 and ARHS 21003 listed below.)		29
PHIL 20003	Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	3
ARTS 19139	Studio Foundation I	9
ARTS 19239	Studio Foundation II	9
GDES 23103	Design Tools and Concepts	3
GDES 33103	Typographic Systems 1	3
GDES 33203	Typographic Systems 2	3
GDES 33803	User Experience	3
GDES 33903	Identity Systems 1	3
GDES 43003	Professional Development and Seminar	3
GDES 43103	Interactive Language	3
GDES 43203	Technology in Context	3
GDES 43403	Identity Systems 2	3
GDES 43503	Human-Centered Design	3
GDES 43603	Design for Complexity	3
GDES 43703	Typographic Systems 3	3
GDES 43803	Degree Project	3
Nine credit hours in studio art (ARTS) courses numbered at the 20000-level or higher		9
Three credit hours in any School of Art course numbered at the 20000-level or higher (ARED, ARHS, ARTS, or GDES)		3
15 credit hours in art history, to include:		15

ARHS 20003	Art History Survey I (ACTS Equivalency = ARTA 2003)	
ARHS 21003	Art History Survey II (ACTS Equivalency = ARTA 2103)	
ARHS 48203	History of Graphic Design	
	Six credit hours in art history (ARHS) courses numbered at the 30000-level or higher	
Students are required to take one interdisciplinary elective for three credit hours numbered at the 30000-level or higher in a program outside the School of Art. It must have a clear connection to design and/or to the student's chosen topic for their Degree Project. The course can be taken at any time, but it is recommended during the final year. Interdisciplinary electives require approval by the program director.		3
General Electives		1
Total Hours		120

8-Semester Plan

Graphic Design B.F.A.

Eight-Semester Degree Plan

Because this program requires admission to progress, it does not qualify for the university's Eight-Semester Degree Program; however, students who qualify to finish a degree in four years can follow the suggested order of classes below.

First Year	Units	
	Fall	Spring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)[1]	3	
MATH 11103 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1)[1]	3	
or MATH 11003 College Algebra (Satisfies General Education Outcome 2.1)[1]		
or any MATH course numbered higher than MATH 11003 (Satisfies General Education Outcome 2.1)[1]		
ARTS 19139 Studio Foundation I	9	
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)[1]		3
ARHS 20003 Art History Survey I (ACTS Equivalency = ARTA 2003) (Satisfies General Education Outcome 3.1)[1]		3
or ARHS 21003 Art History Survey II (ACTS Equivalency = ARTA 2103)		
ARTS 19239 Studio Foundation II		9
Year Total:	15	15

Second Year	Units	
	Fall	Spring
State Minimum Core—Science with corequisite lab (Satisfies General Education Outcome 3.4)[1]	4	
ARHS 20003 Art History Survey I (ACTS Equivalency = ARTA 2003)	3	
or ARHS 21003 Art History Survey II (ACTS Equivalency = ARTA 2103)		
GDES 23103 Design Tools and Concepts	3	
GDES 33103 Typographic Systems 1	3	
Studio Art (ARTS) course	3	
State Minimum Core—Science with corequisite lab (Satisfies General Education Outcome 3.4)[1]		4
PHIL 20003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Satisfies General Education Outcomes 3.2 and 5.1)[1]		3
ARHS 48203 History of Graphic Design		3
GDES 33203 Typographic Systems 2		3
GDES 33803 User Experience		3
Year Total:	16	16

Year Total: 10 10

Third Year	Units	
	Fall	Spring
State Minimum Core—U.S. History or Government (Satisfies General Education Outcome 4.2)[1]	3	
GDES 33903 Identity Systems 1	3	
GDES 43103 Interactive Language	3	
Art History (ARHS) course numbered at the 30000-level or higher	3	
Studio Art (ARTS) course	3	
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3 and 4.1)[1]		3
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3 and 4.1)[1]		3
GDES 43003 Professional Development and Seminar		3
GDES 43403 Identity Systems 2		3
Studio Art (ARTS) course		3
Year Total:	15	15

Fourth Year	Units	
	Fall	Spring
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3)[1]	3	
GDES 43203 Technology in Context	3	
GDES 43503 Human-Centered Design (Satisfies General Education Outcome 1.2)[1]	3	
GDES 43703 Typographic Systems 3	3	
Art History (ARHS) course numbered at the 30000-level or higher	3	
GDES 43603 Design for Complexity		3
GDES 43803 Degree Project (Satisfies General Education Outcome 6.1)[1]		3
Any School of Art course (ARED, ARHS, ARTS, or GDES)		3
Interdisciplinary Elective (to be approved by the program director)		3
General Electives		1
Year Total:	15	13

Total Units in Sequence:	120

~~Eight-Semester Degree Plan Students selecting the eight-semester degree plan should review the Eight-Semester Degree Completion Policy.State minimum core requirements may vary by individual, based on placement and previous creditgranted.Once all core requirements are met, students may substitute with general electives in consultation with their academicadvisor.~~Internship credit considered in lieu of required studios upon approval of professors, based on content and merit of internship.

[1]
Students must complete the State Minimum Core and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the General Education Requirements. Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

Program Costs

Library Resources

Are Similar Programs available in the area?

Yes

List institutions in
Arkansas offering
similar programs

Arkansas State University - Bachelor of Fine Arts in Graphic Design University of Arkansas – Fort Smith - Bachelor of Science in Graphic Design

List institutions in
the surrounding
List institutions in

Why is the
Program needed if
offered at other
institutions?

In order to best serve the students at the flagship University of Arkansas, it is imperative that we update the degree and course requirements, both in content and quantity. At present, students are required only to take 21 credit hours as part of the general BFA in Studio Art with emphasis in Visual Design, and BA students take only 15 credit hours in design courses. This is not nearly enough to be exposed to the exciting and burgeoning career field in visual design, as well as be adequately prepared for professional employment. The students will be able to take advantage of the advanced and interdisciplinary courses offered throughout the Fulbright college, as well as the university. In addition, we have assembled a team of faculty with a high-level of experience in teaching, administration, curriculum development, research, and design practice. Therefore, in order to take advantage of this wealth of experience, a new degree is required. Students will benefit most from this increase in rigor, portfolio entry requirement, close ties to industry in Northwest Arkansas for internships, and sequential course offerings, while the many design industry agencies and firms here will find the students much more enticing and compelling. Many have mentioned they do not look to hire from the UA since many of the students (especially BA, the bulk of our present students) are not qualified or lack the confidence in their training. We expect this to change greatly, as our students will become highly sought-after locally, regionally, and nationally. Our program will now be acknowledged to be of high rigor and academic integrity, which will assist our success in NASAD accreditation — as well as national recognition for The University of Arkansas in regard to visual design pedagogy.

Estimated Student   60
Demand for
Program

Scheduled
Program Review
Date
2025-26 2022-2023

Program Goals and
Objectives

Program Goals and Objectives
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.
See outcomes below, and attached form, "Proposal–1, New Certificate or Degree Program"

Learning Outcomes

Learning Outcomes
After the completion of degree courses, students will be able to:
Foundational: courses: Digital Tools and Concepts, History of Visual Design
1. Develop a range of form generation methods from analog to digital
2. Apply knowledge of proper planning and creative processes (ideation, form making, story boarding, writing, file management, editing, and presenting)
3. Properly manage files and properly prepare files for print and screen.
4. Develop presentation and craft skills – physical prototyping, digital and physical craftsmanship, project photography, etc.
5. Discuss the evolution of visual communication in relation to social, political, and cultural contexts.
6. Develop critical thinking skills by analyzing and comparing visual design principles, makers, contexts, intended messaging and audiences, etc.
7. Develop collection methods for research and iterative work
Typography: courses: Introduction to Typography, Typographic Systems, Advanced Typography
Analyze basic characteristics, classifications, and nuances of type design
Demonstrate typography's ability to communicate in expressive ways
Synthesize typography's role in design and understand its potential for effective communication
1. Apply a graphic system across a range of media
2. Organize complex information in a consistent grid
3. Develop an engaging and dynamic reading experience using the grid that responds to specific contexts

Learning Outcomes

4. Explore typographic and graphic hierarchy

5. Demonstrate an understanding of letterform development and type history

6. Develop a vocabulary for talking about typography

Interactivity: courses: User Experience, Interactive Language, Technology in Context

1. Organize information for a time based environment, considering sequencing and users

2. Demonstrate an understanding of typography, aesthetics and current visual trends for the web

3. Present content in a manner that is useful and meaningful, accessible and engaging

4. Plan & develop an interactive website

5. Futurecast the possibilities of interaction design

6. Plan screen-based systems that rely on and respond to user input

7. Create the conditions for a holistic experience that occurs at both the component and system level

8. Apply knowledge of narrative, its manipulation, and application across media in linear and non-linear forms

Branding: courses: Identity Design, Identity Systems

1. Clearly communicate a message for the intended audience and context.

2. Exemplify refined and engaging illustration, typography, hierarchy, composition and color

sensibilities that are project-appropriate.

3. Design a cohesive, yet varied, system that is scalable across size and media.

4. Apply an understanding of the process involved in the generation of effective, clear, dynamic, mark design

5. Demonstrate the ability to develop, and operate within, an identity system.

6. Create clear, appropriate, dynamic and efficient image identification

7. Apply systems knowledge and operate effectively within design systems

Research: courses: Professional Development & Seminar, Human Centered Design, Design Co-op, Degree Project

1. Demonstrate a high quality of writing and communication through project statements, short essays, presentations, cover letters, career goals, blog statements, etc.

2. Apply user research to inform both your concept and design

3. Conduct self-initiated research on a design topic at an advanced level

Learning Outcomes
4. Apply research knowledge to the thoughtful creation of appropriate design artifacts
5. Make connections between visual communication and other subjects
6. Hold a perspective on issues surrounding a chosen topic
7. Structure a significant design exploration at an advanced level, including setting deadlines, documenting and exhibiting the results of the exploration

Description and justification of the request

Description of specific change	Justification for this change
Updating the following requirement: Nine credit hours in studio art (ARTS) courses To instead say: Nine credit hours in studio art (ARTS) courses numbered at the 20000-level or higher Updating the following requirement: Three credit hours in any School of Art course (ARED, ARHS, ARTS, or GDES), excluding ARHS 10003. To instead say: Three credit hours in any School of Art course numbered at the 20000-level or higher (ARED, ARHS, ARTS, or GDES)	The department expressed that many students were taking 10000 level ARTS classes that were intended for non-majors or ARHSBA majors. This update is part of the plan to clarify that those courses are not intended for the Graphic Design electives, since the content is redundant to the Studio Foundations courses.

Upload attachments

Reviewer Comments

Lisa Kulczak (lkulcza) (01/07/25 3:34 pm): Added notation for GELO 3.1 to ARHS 20003 (or ARHS 21003).

Key: 561