

Date Submitted: 09/03/21 1:51 pm

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

Last approved: 05/18/21 7:17 pm

Last edit: 09/07/21 1:58 pm

Changes proposed by: rcc003

Catalog Pages Using
this Program

[Graphic Design B.F.A.](#)
[Art \(ARTS\)](#)

Submitter: 479-575-3701 User ID: rcc003 Phone:

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

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)

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. University Course and Program Committee
11. Faculty Senate
12. Provost Final
13. Registrar Final
14. Catalog Editor Final

Approval Path

1. 09/05/21 3:52 pm
Jeannie Hulen (jhulen): Approved for ARSC Dean Initial
2. 09/07/21 1:59 pm
Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment

Department Code

School of Art (ARTS)

Program Code

GDESBFA

Degree

Bachelor of Fine Arts

CIP Code

3. 09/13/21 12:33 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
4. 09/13/21 12:38 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
5. 09/13/21 3:32 pm
Marty Maxwell
(mclane): Approved
for ARTS Chair
6. 10/07/21 3:16 pm
Ryan Cochran
(rcc003): Approved
for ARSC Curriculum
Committee
7. 10/08/21 2:34 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
8. 10/08/21 2:39 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
9. 10/08/21 3:57 pm
Ketevan
Mamiseishvili
(kmamisei):
Approved for
Provost Review

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)

50.0401 - Design and Visual Communications, General.

Program Title

Graphic Design, Bachelor of Fine Arts

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 120
hours needed to
complete the
program?

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 1919C](#) Studio Foundation I and [ARTS 1929C Studio Foundation II](#). ~~ARTS 1929C Studio Foundation II. Students also must be enrolled in, or have completed, GDES 2313 Design Tools and Concepts and GDES 3313 Typographic Systems 1. Students must have a 3.0 cumulative GPA plus submit an application and portfolio for review.~~ **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 (Humanities requirement is satisfied by PHIL 2003 listed below)		32
PHIL 2003	Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	3
ARTS 1919C	Studio Foundation I	9
ARTS 1929C	Studio Foundation II	9
GDES 2313	Design Tools and Concepts	3
GDES 3313	Typographic Systems 1	3
GDES 3323	Typographic Systems 2	3
GDES 3383	User Experience	3
GDES 3393	Identity Systems 1	3
GDES 4303	Professional Development and Seminar	3
GDES 4313	Interactive Language	3
GDES 4323	Technology in Context	3
GDES 4343	Identity Systems	3
GDES 4353	Human Centered Design	3
GDES 4363	Design for Complexity	3
GDES 4373	Advanced Typography	3
GDES 4383	Degree Project	3
Nine credit hours in studio art (ARTS) courses		9
Three credit hours in any School of Art course (ARED, ARHS, ARTS, or GDES), excluding ARHS 1003 .		3
15 credit hours in art history, to include:		15
ARHS 2913	Art History Survey I (ACTS Equivalency = ARTA 2003)	
ARHS 2923	Art History Survey II (ACTS Equivalency = ARTA 2103)	
ARHS 4823	History of Graphic Design	
Six credit hours in art history (ARHS) courses numbered at the 3000-level or higher		
General Electives		1
Total Hours		120

8-Semester Plan

~~Graphic Design~~ **B.F.A. Eight-Semester Degree Plan for a Bachelor of Fine Arts in Graphic Design Program**

Students selecting **to follow** the eight-semester degree plan should **review see** the [Eight-Semester Degree](#)

Completion Policy. ~~in the Academic Regulations chapter for university requirements of the program as well as the Fulbright College requirements.~~

State minimum core requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic **advisor.** ~~adviser.~~

First Year	Units
	FallSpring
<u>ENGL 1013</u> Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)1	3
Satisfies General Education Outcome 2.1:	
<u>MATH 1313</u> Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1)1	3
or any MATH course numbered higher than MATH 1203	
or MATH 1203 College Algebra (Satisfies General Education Outcome 2.1)1	
or any MATH course numbered higher than MATH 1203 (Satisfies General Education Outcome 2.1)1	
<u>ARTS 1919C</u> Studio Foundation I	9
<u>ENGL 1023</u> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)1	3
<u>ARHS 2913</u> Art History Survey I (ACTS Equivalency = ARTA 2003)	3
or <u>ARHS 2923</u> Art History Survey II (ACTS Equivalency = ARTA 2103)	
<u>ARTS 1929C</u> Studio Foundation II	9
Year Total:	15 15
Second Year	Units
	FallSpring
State Minimum Core—Science with corequisite lab (Satisfies General Education Outcome 3.4)1	4
<u>ARHS 2913</u> Art History Survey I (ACTS Equivalency = ARTA 2003)	3
or <u>ARHS 2923</u> Art History Survey II (ACTS Equivalency = ARTA 2103)	
<u>GDES 2313</u> Design Tools and Concepts	3
<u>GDES 3313</u> Typographic Systems 1	3
Studio Art (ARTS) course	3
State Minimum Core—Science with corequisite lab (Satisfies General Education Outcome 3.4)1	4
<u>PHIL 2003</u> Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Satisfies General Education Outcomes 3.2 and 5.1)1	3
<u>ARHS 4823</u> History of Graphic Design	3
<u>GDES 3323</u> Typographic Systems 2	3
<u>GDES 3383</u> User Experience	3
Year Total:	16 16
Third Year	Units

	Fall	Spring
State Minimum Core—U.S. History or Government (Satisfies General Education Outcome 4.2)1	3	
GDES 3393 Identity Systems 1	3	
GDES 4313 Interactive Language	3	
Art History (ARHS) course numbered at the 3000-level or higher	3	
Studio Art (ARTS) course	3	
State Minimum Core—Fine Arts (Satisfies General Education Outcome 3.1)1		3
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3 and 4.1)1	3	
GDES 4303 Professional Development and Seminar	3	
GDES 4343 Identity Systems	3	
Studio Art (ARTS) course	3	
Year Total:	15	15
Fourth Year		
	Fall	Spring
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3)1	3	
GDES 4323 Technology in Context	3	
GDES 4353 Human Centered Design (Satisfies General Education Outcome 1.2)1	3	
GDES 4373 Advanced Typography	3	
Art History (ARHS) course numbered at the 3000-level or higher	3	
State Minimum Core—Social Sciences (Satisfies General Education Outcome 3.3)1		3
GDES 4363 Design for Complexity		3
GDES 4383 Degree Project (Satisfies General Education Outcome 6.1)1		3
Any School of Art course (ARED, ARHS, ARTS, or GDES)		3
General Electives		1
Year Total:	15	13

Total Units in Sequence: 120

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.

~~2 The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1 include: ANTH 1023%7C, COMM 1023%7C, HDFS 1403%7C, HDFS 2413%7C, HIST 1113%7C, HIST 1113H%7C, HIST 1123%7C, HIST 1123H%7C, HIST 2093%7C, HUMN 1114H%7C, HUMN 2114H%7C, INST 2813%7C, INST 2813H%7C, PLSC 2013%7C, PLSC 2813%7C, PLSC 2813H%7C, RESM 2853%7C, SOCI 2013%7C, SOCI 2013H%7C, or SOCI 2033%7C.~~

~~3 The Social Sciences Elective courses which satisfy General Education Outcome 3.3 include: AGECE 1103%7C, AGECE 2103%7C, ANTH 1023%7C, COMM 1023%7C, ECON 2013%7C, ECON 2023%7C, ECON~~

~~2143%7C, EDST 2003%7C, HDFS 1403%7C, HDFS 2413%7C, HDFS 2603%7C, HIST 1113%7C, HIST 1113H%7C, HIST 1123%7C, HIST 1123H%7C, HIST 2003%7C, HIST 2013%7C, HIST 2093%7C, HUMN 1114H%7C, HUMN 2114H%7C, INST 2813%7C, INST 2813H%7C, PLSC 2003%7C, PLSC 2013%7C, PLSC 2203%7C, PLSC 2813%7C, PLSC 2813H%7C, PSYC 2003%7C, RESM 2853%7C, SOCI 2013%7C, SOCI 2013H%7C, or SOCI 2033%7C.~~

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

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 Demand for Program	60
Scheduled Program Review Date	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

4. Apply a graphic system across a range of media
5. Organize complex information in a consistent grid
6. Develop an engaging and dynamic reading experience using the grid that responds to specific contexts
7. Explore typographic and graphic hierarchy
8. Demonstrate an understanding of letterform development and type history

Learning Outcomes

9. 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

4. Apply research knowledge to the thoughtful creation of appropriate design artifacts

5. Make connections between visual communication and other subjects

Learning Outcomes

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
Removed GDES 2313 and GDES 3313 as admissions requirements.	After consultation with the ARTS foundations instructors, the graphic design faculty decided to consider applicants who would be finishing the ARTS 1919C and ARTS 1929C foundations courses, as the work examples from those courses, as well as input from the foundations instructors, would provide us with enough background on each applicant for proper adjudication. Therefore, the GDES 2313 and GDES 3313 would be courses taken after an applicant has been accepted to the program.
Reorganized/reworded 8SDP.	For clarity and consistency across other ARSC degree programs.
Added the exclusion of ARHS 1003 from the SoA electives.	This course is intro-level and not intended for art majors to use as one of their electives in the major.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (09/07/21 1:58 pm): ATTENTION: Due to the changes to the admission requirements, this minor program change will require campus approval.

Key: 561