**UMBC UGC Program Changes & Other Request:** Graphic Design Concentration BA

Date Submitted: Spring 2018  
Proposed Effective Date: Fall 2018

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**Specifics (see instructions):**

### CURRENT GRAPHIC DESIGN BA REQUIREMENTS:

VISUAL ARTS CORE COURSES (27 credits) +
- ART 210 VC 1: Two Dimensions
- ART 211 VC 2: Camera Vision
- ART 212 VC 3: 3D Form, Space & Interaction A
- ART 213 VC 4: Time Based Media
- ART 214 Drawing I
- ART 215 Intro to Art & Media Studies
- ART 216 Studies in Visual Culture

Two of the following: ART 318, 319, 321, 323, 328, 329, 349, 424, 425, 427, 428, 429, (ART 329/429 are repeatable if topic varies)

GRAPHIC DESIGN COURSES (27 credits)
- ART 331 - Graphic Design I: Image, Sign and Symbol (3 credits)
- ART 332 - Design and Technology I: Print (3 credits)
- ART 333 - Typography I (3 credits)
- ART 334 - Graphic Design IV: Word and Image (3 credits)
- ART 335 - Origins and Issues in Design (3 credits) *(Art History class)*
- ART 336 - Design and Technology II: Screen (3 credits)
- ART 337 - Typography II (3 credits)
- ART 430 - Typography III (3 credits)
- ART 431 - Graphic Design III: Human Environmental Design (3 credits)

Approved Studio Courses
Two of any ART studio courses.

= Graphic Design (33 credits) + Visual Arts Core (27 credits) = 60 credits from 120 Overall credits

**New Percentages:**

8 (24 credits) Graphic Design Studio courses (20%)
5 (15 credits) Art History/Theory (12.5%)
5 (15 credits) Visual Arts Core (12.5%)
Total = 60%

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### PROPOSED GRAPHIC DESIGN BA REQUIREMENTS:

VISUAL ARTS CORE COURSES (24 credits) +
- ART 210 VC 1: Two Dimensions
- ART 211 VC 2: Camera Vision
- ART 212 VC 3: 3D Form, Space & Interaction A
- ART 213 VC 4: Time Based Media
- ART 214 Drawing I
- ART 215 Intro to Art & Media Studies
- ART 216 Studies in Visual Culture

One of the following: ART 318, 319, 321, 323, 328, 329, 349, 424, 425, 427, 428, 429, (ART 329/429 are repeatable if topic varies)

GRAPHIC DESIGN COURSES (24 credits)
- ART 331 - Graphic Design I: Image, Sign and Symbol (3 credits)
- ART 332 - Design and Technology I: Print (3 credits)
- ART 333 - Typography I (3 credits)
- ART 334 - Graphic Design IV: Word and Image (3 credits)
- ART 335 - Origins and Issues in Design (3 credits) *(Art History class)*
- ART 336 - Design and Technology II: Screen (3 credits)
- ART 337 - Typography II (3 credits)
- ART 431 - Graphic Design III: Human Environmental Design (3 credits)

= Graphic Design (24 credits) + Visual Arts Core (24 credits) = 48 credits from 120 Overall credits

**New Percentages:**

7 (21 credits) Design studio courses (35%)
4 (12 credits Art History/Theory (10%)
5 (15 credits) Visual Arts Core (Studio classes) (12.5%)
Total = 40%
Rationale:

a) **What are the major departures from the current structure and why is the new structure preferable?**
This change removes one upper-level art history courses from the visual arts core requirements. It removes one graphic design course (ART 430) from the required courses and two studio elective courses. A total of 4 required courses (12 credits) are removed to make the BA 48 credits.

b) **What provisions will be made to accommodate current students if courses are discontinued?**
No courses will be discontinued

c) **If there is a change in required credits, please provide a specific justification for that change.**
As the Visual Arts Department begins the application process for the National Association of Schools of Art and Design (NASAD) accreditation, we are seeking to create a greater distinction between the BA and the BFA degrees we offer. This proposed change to the Graphic Design BA credit count meets the NASAD accreditation standards for a BA in Graphic Design Studies, while also creating a shorter, more cohesive path to graduation for students entering professional positions requiring more fundamental design skills and principles.