**UMBC UGC Program Changes & Other Request:** <u>Graphic Design Concentration BA</u>

Date Submitted: Spring 2018                    Proposed Effective Date: Fall 2018

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|---|---|---|---|---|
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**Specifics (see instructions):**

| *CURRENT GRAPHIC DESIGN BA REQUIREMENTS:* | *PROPOSED GRAPHIC DESIGN BA REQUIREMENTS:* |
|---|---|
| VISUAL ARTS CORE COURSES (27 credits) +<br>ART 210 VC 1: Two Dimensions<br>ART 211 VC 2: Camera Vision<br>ART 212 VC 3: 3D Form, Space & Interaction A<br>ART 213 VC 4: Time Based Media<br>ART 214 Drawing 1<br>ART 215 Intro to Art & Media Studies<br>ART 216 Studies in Visual Culture | VISUAL ARTS CORE COURSES (24 credits) +<br>ART 210 VC 1: Two Dimensions<br>ART 211 VC 2: Camera Vision<br>ART 212 VC 3: 3D Form, Space & Interaction A<br>ART 213 VC 4: Time Based Media<br>ART 214 Drawing 1<br>ART 215 Intro to Art & Media Studies<br>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) | 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 (27 credits)<br>ART 331 - Graphic Design I: Image, Sign and Symbol (3 credits)<br>ART 332 - Design and Technology I: Print (3 credits)<br>ART 333 - Typography I (3 credits)<br>ART 334 - Graphic Design IV: Word and Image (3 credits)<br>ART 335 - Origins and Issues in Design (3 credits) **(Art History class)**<br>ART 336 - Design and Technology II: Screen (3 credits)<br>ART 337 - Typography II (3 credits)<br>ART 430 - Typography III (3 credits)<br>ART 431 - Graphic Design III: Human Environmental Design (3 credits) | GRAPHIC DESIGN COURSES (24 credits)<br>ART 331 - Graphic Design I: Image, Sign and Symbol (3 credits)<br>ART 332 - Design and Technology I: Print (3 credits)<br>ART 333 - Typography I (3 credits)<br>ART 334 - Graphic Design IV: Word and Image (3 credits)<br>ART 335 - Origins and Issues in Design (3 credits) **(Art History class)**<br>ART 336 - Design and Technology II: Screen (3 credits)<br>ART 337 - Typography II (3 credits)<br>ART 431 - Graphic Design III: Human Environmental Design (3 credits) |
| **Approved Studio Courses**<br>Two of any ART studio courses. |  |
| = Graphic Design (33 credits) + Visual Arts Core (27 credits) = 60 credits from **120 Overall credits** | = Graphic Design (24 credits) + Visual Arts Core (24 credits) = 48 credits from **120 Overall credits** |
| **Current Percentages:**<br>8 (24 credits) Graphic Design Studio courses (20%)<br>5 (15 credits) Art History/Theory (12.5%)<br>5 (15 credits) Visual Arts Core (12.5%)<br>Total = 60% | **New Percentages:**<br>7 (21 credits) Design studio courses (35%)<br>4 (12 credits Art History/Theory (10%)<br>5 (15 credits) Visual Arts Core (Studio classes) (12.5%)<br>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**.