

Resolution 2019-2020.D

Resolution to Approve New Major, Graphic Design, in Bachelor of Fine Arts

Recommended by the Commission on Undergraduate Studies and Policies

First Reading: September 23, 2019

Second Reading:

Faculty Senate:

Staff Senate:

Graduate Student Assembly:

Student Government Association:

Approved by University Council:

Approved by the President:

First Effective Date to Declare Major: Spring 2020

Frist Effective Date to Graduate: Winter 2021

WHEREAS, there is significant need to change from the current admissions and portfolio review processes within the School of Visual Arts (SOVA)—which presently admits students to a general Bachelor of Fine Arts degree—to a system that enables students to directly enter specific disciplinary majors, such as Graphic Design; and

WHEREAS, the creation of the Major in Graphic Design will allow graduates of SOVA to have their specialized area of study shown on their diploma, rather than the more ambiguous Art designation as their major, enhancing the perceived value of the program amongst alumni, prospective students, and employers; and

WHEREAS, the Major in Graphic Design will bolster—practically as well as administratively—the profile, identity, and disciplinary thrust of this area of study within the Bachelor of Fine Arts degree, which is already well-enrolled and well-subscribed; and

WHEREAS, the Major in Graphic Design will furnish a robust education for SOVA students in this area, while also preparing them for a career in graphic design aimed at academic, industry, and professional sectors; and

WHEREAS, the title “Graphic Design” will elevate the visibility of this program within the Bachelor of Fine Arts and thus ensure more clarity for incoming freshmen and transfer students into the College of Architecture and Urban Studies, as well as facilitate enrollment management; and

WHEREAS, faculty in the Graphic Design program within SOVA strongly wish to plan a more strategic and streamlined curriculum within the broad Bachelor of Fine Arts designation tailored to their distinctive research, teaching, and professional practices involving print design, packaging design, interaction design, human-centered design, and web-based design.

THEREFORE, BE IT RESOLVED that the Major in Graphic Design be approved for addition to the Bachelor of Fine Arts effective Spring 2020 and the proposal be forwarded to the President for approval.