

Summary of Art & Design Academic Council Changes: Graphic Design Degrees

The following pages provide both an overview and detailed explanation of our requested changes. It outlines the addition of two new courses into the graphic design core curriculum and the resulting changes to affected degree plans. In addition, these courses provide an exciting opportunity to create a new minor. Lastly, there are a few 'housecleaning' requests.

Explanation & Summary of Changes

New Courses

We will be adding two new courses to our Graphic Design core curriculum. These courses will serve to improve our students portfolios in two strategic areas. Our students portfolios are highly competitive with schools like North Texas and UT Austin. Both schools require twice as many core, graphic design classes as we do. Increasing our number of core classes from 7 to 9 should have a dramatic impact on the employment opportunities available to our students. This change will impact both our Graphic Design Concentration of our BFA degree and the BS in Graphic Design / Advertising. We serve approximately 80 students split between those two degrees.

ART 453 - Identity and Brand II

We have known for many years that our Identity and Brand course was only providing an introduction to logo and branding design. Logo design is deceptively difficult and takes significant training and experience to reach a professional level. Currently students complete the first course and continue improving their skills independently. Other courses require that they produce logo and branding work but with little faculty assistance because it's outside the core scope of those other courses. A second Branding class would allow us to give specific and concentrated guidance in an area of need. Many of our top students go on to work in advertising agencies servicing national brands. More sophisticated training will serve to increase the number of students prepared for those roles and speed advancement for the exceptional students.

ART 458 - Interactive Design II

Currently, Our Interactive Design course is taken the Spring semester of students senior year. In the past 7 years this course has been very influential on student employment. Some semesters we have had as many as 6 students recruited and hired by representatives from visiting design firms and agencies, all prior to graduation. These are companies like AT&T, USAA, Dialexa and Favorite Medium based in cities across the nation. ACU has a strong reputation in this field in part because other schools have been slow to prepare their students to a high degree in this field. I have no doubt that others schools will begin to catch up. Therefore it is imperative that we build on our success and continue to innovate. Adding an Interactive Design II course to our required curriculum will serve this purpose.

This course will not only deepen the skills and knowledge of our majors it will also deepen our network with alumni and significant professionals in the industry. In our current course we always provide a professional workshop led by a significant alumni or professional in the field of Interactive Design. For many year this workshop has been led by Andy Pratt, an author, speaker and practitioner based in San Francisco and currently at Google. In addition to the workshop, alumni from Austin and DFW typically come on behalf of their companies and provide portfolio

reviews as a form of recruiting. Being able to multiply these interactions through the addition of another course will allow us to expand and deepen these relationships.

Because this is a senior level course the first time it will be taught is the Spring of 2020. Interactive Design 1 will be delivered to our Junior cohort for the first time in the Spring of 2019, preparing that cohort to be the first to take Interactive Design 2 during the Spring of 2020. The syllabi is complete but project briefs, quizzes, blog posts, and technical exams have not been completed.

User Experience Minor

Adding the additional Interactive Design course provides the opportunity to team up with School for Information Technology and Computing to offer a Minor in UX Design (User Experience). This is an exciting and expanding field in which many of our alumni have entered. This is also a heavily recruited field. My current Interactive Design course has hosted recruiters from AT&T, Dialecta and USAA. An additional course and a minor in this field will only serve to increase our attractiveness to recruiters from industry.

NOTE: the addition of this minor is currently waiting on a new course proposal in COBA. Once this is complete we will be submitting the minor to academic councils.

Proposed changes for BS Graphic Design / Advertising Degree

	Current Degree Plan: BS Graphic Design / Advertising				Proposed Change: BS Graphic Design / Advertising			
	Prefix	#	Course Name	Hours	Prefix	#	Course Name	Hours
See doc for explanations	ART	105	Two-Dimensional Design	3	ART	105	Two-Dimensional Design	3
	ART	106	Three-Dimensional Design	3	ART	106	Three-Dimensional Design	3
	ART	111	Basic Drawing	3	ART	111	Basic Drawing	3
	ART	112	Figure Drawing I	3	ART	112	Figure Drawing I	3
	ART	221	Art History: Survey I	3	ART	221	Art History: Survey I	3
	ART	222	Art History: General Survey II	3	ART	222	Art History: General Survey II	3
	ART	323	Art History: 20th Century (writing-intensive course)	3	ART	323	Art History: 20th Century (writing-intensive course)	3
	Menu: Choose 1 Course from the following				Menu: Choose 1 Course from the following			
	ART	341	Painting I	3	ART	341	Painting I	-
	ART	347	Plein Air Painting	-	ART	347	Plein Air Painting	-
Change: BS-1	ART	341	Painting I	3	ART	341	Painting I	-
Change BS-2	ART	347	Plein Air Painting	-	ART	347	Plein Air Painting	-
Change BS-2	ART	453	Identity and Brand Design II	3	ART	453	Identity and Brand Design II	3
Change BS-2	ART	458	Interactive Design II	3	ART	458	Interactive Design II	3
Change BS-2	ART	351	Typography 1	3	ART	351	Typography 1	3
Change BS-2	ART	352	Typography 2	3	ART	352	Typography 2	3
Change BS-2	ART	353	Identity and Brand Design	3	ART	353	Identity and Brand Design	3
Change BS-2	ART	454	Information Graphics	3	ART	454	Information Graphics	3
Change BS-2	ART	455	Persuasive Graphics	3	ART	455	Persuasive Graphics	3
Change BS-2	ART	456	Design Portfolio	3	ART	456	Design Portfolio	3
Change BS-3	ART	457	Interactive Design	3	ART	358	Interactive Design	3
Change BS-3	JMC	102	Creating Media Messages	3	JMC	102	Creating Media Messages	3
Change BS-3	JMC	201	Intro to Visual Media	3	JMC	201	Intro to Visual Media	3
Change BS-4	Menu: Choose 1 Course from the following				Menu: Choose 1 Course from the following			
	ART	291	Introduction to B/W Photography	-	ART	291	Introduction to B/W Photography	-
	ART	292	Digital Art Photography	-	ART	292	Digital Art Photography	-
	Menu: Choose 1 Course from the following				Menu: Choose 1 Course from the following			
	JMC	351	Web Publishing	-	JMC	351	Web Publishing	-
	JMC	261	Broadcast Production	-	JMC	261	Broadcast Production	-
	JMC	361	Advanced Video Production	-	JMC	361	Advanced Video Production	-
	JMC	348	Principles of Advertising	3	JMC	348	Principles of Advertising	3
	JMC	390	Advertising Creativity and Copywriting	3	JMC	390	Advertising Creativity and Copywriting	3
	JMC	488	Communication Law	3	JMC	488	Communication Law	3
	JMC	492	Ad/PR Campaigns	3	JMC	492	Ad/PR Campaigns	3
Change BS-5	Menu: choose 6 hours of two-and/or three-dimensional studio (ART 200-499)				Menu: choose 3 hours of two-and/or three-dimensional studio (ART 200-499)			
Change BS-5								
	Total			75	Total			75

Itemized Explanation of Changes to BS Graphic Design / Advertising

Change BS-1

This is a housekeeping item: We have been teaching a painting course on our study abroad trip for many years that we substitute for Painting 1. This involved a subform for each student. Last year we took that course through academic council. Now we need to change the degree plans to reflect this course.

Change BS-2

We are wanting to remove these two illustration classes as requirements in order to require the new courses that are much more central and critical for the development of graphic design skills. Of course these two courses may still be taken by students and would fulfill 6 of the 9 required studio electives. Please refer to the “Explanations and Summary of Changes” page for detailed rationale of new courses.

Change BS-3

This is a simple course name and number change. By adding Interactive Design II to our curriculum, the current Interactive Design course name and number need to change. We are requesting “ART 457: Interactive Design” be changed to “ART 358: Interactive Design I”.

Even though the course will move from a 400 level to a 300 level, the course content will not change. This sounds unusual but the content for interactive design is completely new within the graphic design curriculum even though it utilizes the design skills learned in prior courses. Expectations when grading design skills will be reduced slightly. For example, a junior graphic design student will be less sophisticated in working with color than a senior. That level of sophistication will be taken into account when assigning grades due to the course level change.

NOTE: *Because this is a course title and number change it will have a separate approval chart.*

Change BS-4

In order to make space for two new required courses we need to remove 6 credit hours from the current degree plan. This change removes 3 credit hours by combining two menus into one and requiring only one course. In essence this allows the students to choose what course is best to remove based on their career goals. A student who has greater interest in Video versus Photography may prefer to take ‘Advanced Video Production’ and drop the traditional photography requirement. This new degree plan does allow a student NOT to take a photography class in contrast to the current degree plan. We feel this is a reasonable loss when balanced with the gain.

Change BS-5

In order to make space for two new required courses we need to remove 6 credit hours from the current degree plan. 'Change BS-4' removes the first 3 hour course and this change removes the second. This change simply reduces the required 2D/3D studio electives from 6 hours to 3. Again, this is a reasonable loss when compared to the gains in core graphic design skills and knowledge.

About Scheduling

We have worked closely with both academic advisors on these changes and we currently have cohorts working through this sequence without a problem.

Proposed changes for BFA Graphic Design Degree

Current Degree Plan: BFA Graphic Design					Proposed Change: BFA Graphic Design				
See doc for explanations	Prefix	#	Course Name	Hours	Prefix	#	Course Name	Hours	
	ART	105	Two-Dimensional Design	3	ART	105	Two-Dimensional Design	3	
	ART	106	Three-Dimensional Design	3	ART	106	Three-Dimensional Design	3	
	ART	111	Basic Drawing	3	ART	111	Basic Drawing	3	
	ART	112	Figure Drawing I	3	ART	112	Figure Drawing I	3	
	ART	221	Art History: Survey I	3	ART	221	Art History: Survey I	3	
	ART	222	Art History: General Survey II	3	ART	222	Art History: General Survey II	3	
	ART	323	Art History: 20th Century (writing-intensive course)	3	ART	323	Art History: 20th Century (writing-intensive course)	3	
	Menu: Choose 1 Course from the following			3	Menu: Choose 1 Course from the following			3	
	ART	324	Art History: American	-	ART	324	Art History: American	-	
	ART	325	Art History: Christian	-	ART	325	Art History: Christian	-	
	Menu: Choose 1 Course from the following			3	Menu: Choose 1 Course from the following			3	
Change BFA-1	ART	341	Painting I	3	ART	341	Painting I	-	
	ART	315	Printmaking	3	ART	347	Plein Air Painting	-	
	ART	331	Sculpture I	3	ART	315	Printmaking	3	
					ART	331	Sculpture I	3	
	Menu: Choose 1 Course from the following			3	Menu: Choose 1 Course from the following			3	
Change BFA-2	ART	291	Introduction to B/W Photography	3	ART	291	Introduction to B/W Photography	-	
					ART	292	Digital Art Photography	-	
Change BFA-3	ART	317	Introduction to Illustration	3	ART	453	Identity and Brand Design II	3	
	ART	318	Digital Illustration	3	ART	458	Interactive Design II	3	
	ART	351	Typography 1	3	ART	351	Typography 1	3	
	ART	352	Typography 2	3	ART	352	Typography 2	3	
	ART	353	Identity and Brand Design	3	ART	353	Identity and Brand Design	3	
	ART	454	Information Graphics	3	ART	454	Information Graphics	3	
	ART	455	Persuasive Graphics	3	ART	455	Persuasive Graphics	3	
	ART	456	Design Portfolio	3	ART	456	Design Portfolio	3	
Change BFA-4	ART	457	Interactive Design	3	ART	358	Interactive Design I	3	
	Menu: choose 9 hours of two-and/or three-dimensional studio (ART 200-499)			9	Menu: choose 9 hours of two-and/or three-dimensional studio (ART 200-499)			9	
	Total			72	Total			72	

Itemized Explanation of Changes to BFA Concentration in Graphic Design

See attached spreadsheet for illustration of degree changes.

Change BFA-1

This is a housekeeping item: We have been teaching a painting course on our study abroad trip for many years that we substitute for Painting 1. This involved a subform for each student. Last year we took that course through academic council. Now we need to change the degree plans to reflect this course.

Change BFA-2

Another housekeeping item: Our BS Graphic Design degree has offered the photography requirement as a menu for many years. We are currently changing our BFA to match the BS degree. This will provide needed flexibility in the advising process.

Change BFA-3

We are wanting to remove these two illustration classes as requirements in order to require the new courses that are much more central and critical for the development of graphic design skills. Of course these two courses may still be taken by students and would fulfill 6 of the 9 required studio electives. Please refer to the “Explanations and Summary of Changes” page for detailed rationale of new courses.

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