TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Graphic Design Minor
2. Department(s): Art
3. College(s) : CAS
4. Proposal prepared by: R Johnston Date: 3/11/2013

5. Check all that apply
   - [ ] New program
   - [ ] Existing program
   - [ ] Change in course name
   - [ ] Change in number of credits
   - [ ] Change in major
   - [ ] Change in minor
   - [ ] Change in course content
   - [ ] Change in emphasis/option

6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a.) 
   b.) 
   c.) 
   d.)

7. Catalog year (and semester) of Implementation: Semester Fall Year 2013

8. Have all courses in this program been approved? Yes [ ] No [ ]
   If “No” which courses have not been approved:

9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a
   program change also include a listing of course array for both the current and proposed program?

10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will
    be substantially affected by the changes or proposal. Signature lines for the affected Departments and
    Colleges (noted in “6” above), are on the addendum to this form. These signatures should be obtained
    prior to review by all other shared governance levels.

    Department Curriculum Committee Chair (optional)
    [Signature] 3/11/2013

    Department/Program Chair
    [Signature] 3/11/2013

    College Curriculum Committee Chair
    [Signature] 3/12/13

    Dean of College
    [Signature] 3/12/13

    University Curriculum Cmmt. Chair
    [Signature] 3/12/13

    Academic Policy & Program Cmmt. Chair

    Faculty Senate Chair

    Provost / Vice Chancellor

    Chancellor

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost's office upon
final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), Department
Chair(s)] of approvals & necessary actions to implement changes.
REQUEST FOR GRAPHIC DESIGN MINOR

Keen interest from marketing communications and other majors requiring a minor, along with faculty and departmental support, has prompted the request for a specific graphic design minor. The proposed minor would be an academic studio art minor degree program housed within the art department. It consists of grouping current regularly offered select art courses with three newly proposed graphic design specific courses, all included in the new graphic design major emphasis. All of the courses would be taught using existing faculty, classrooms, and equipment; therefore the minor requires no additional resources. In addition, this new minor would complement many communication majors by providing students with a viable alternative. This major has been approved by the marketing communications steering committee of which I am a member. This minor would provide basic training in design methodology, visual communication, problem solving, and with career standard technology.

Objectives

1. Initiate graphic design methodology, including the design process of ideation
2. Aid in creative thinking and problem solving
3. Introduce standard desktop publishing software
4. Understand the power and influence of visual communication
5. Learn to tailor specific messages to specific audiences for more effective communication

Relationship to Existing Art Department Mission and Academic Plan

ART DEPARTMENT

The art department is focusing its efforts on those programs who fit its goals of providing a distinctive learning environment. The art department also strives to be amongst the national leaders in supporting academic and creative excellence. In an effort to live by these goals, the art department believes that by adding a graphic design minor, new interest will be fostered and the department can continue to grow.

COLLEGE

The addition of the graphic design minor would complement several majors within the college of arts and sciences. Some major degree programs that would be especially well served by this addition could include communication studies, English, digital film & television, film studies, journalism, marketing communications, etc. Such combinations would support the pursuit of a variety of careers in arts and sciences, as well as graduate work.

UNIVERSITY

The graphic design minor would offer robust support to Pathway to Distinction 2012–17 Strategic Plan, goal 1: Distinctive Academic Excellence. Students would benefit with usable skills that could be applied on the job. More and more employment opportunities require Swiss Army knife-like skills including those of creative thinking and application proficiency. Graphic design courses foster learning in the classroom through lectures, group discussions, projects, and original thought. Students must push themselves in order to achieve persuasive design and effective communication.
Graphic Design Minor (24 credits) — renamed

Required Supporting Course (3 credits) — added

University general requirement. Credits not included in minor credit count.

   ART 100  Introduction to Visual Art — added

Core Requirements (12 credits) — renamed

   ART 121  2D Design Foundation — renamed
   ART 131  Drawing I
   ART 132  Drawing II
   ART 308  History of Design — added

Required Graphic Design Courses (9 credits) — renamed

   ART 241  Graphic Design I — new course
   ART 242  Design Studio I — new course
   ART 243  Typography I — new course

Elective (3 credits) — renamed

Select from the following:

   ART 226  Introduction to Fibers
   ART 227  Introduction to Ceramics — renamed
   ART 229  Introduction to Glass
   ART 230  Cold Glass — new course
   ART 235  Introduction to Photography — renamed
   ART 236  Introduction to Printmaking
   ART 237  Introduction to Sculpture
   ART 238  Introduction to Painting