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.