Fiscal Unit/Academic Org	Industr,Intr&Vis Comm Desg - D0230
Administering College/Academic Group	The Arts
Co-adminstering College/Academic Group	
Semester Conversion Designation	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
Current Program/Plan Name	Visual Communication Design
Proposed Program/Plan Name	Visual Communication Design
Program/Plan Code Abbreviation	VSLDSN-BSD
Current Degree Title	Bachelor of Science in Design

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		195	130.0	131	1.0
Required credit hours offered by the unit	Minimum	92	61.3	72	10.7
	Maximum	124	82.7	84	1.3
Required credit hours offered outside of the unit	Minimum	71	47.3	47	0.3
	Maximum	103	68.7	59	9.7
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

Explain any change in credit hours if the difference is more than 4 semester credit hours between the values listed in columns B and C for any row in the above table

Rationale is explained in the Chair's letter. Please see attachment.

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

Program Learning Goals

- 1. Thinking

  Students acquire abilities to address Design opportunities, including the skills of problem identification, formulation, qualitative and quantitative research, analysis, synthesis, prototyping, user-testing, and evaluation of outcomes.

- 2. Doing

  Students acquire competency with tools, technologies, skills and materials in the exploration, creation, and production of products, artifacts, environments, systems, communications solutions and services.

- 3. Practice

  Students demonstrate understanding of basic professional practices, including the ability to communicate, document, organize and lead work productively as team members able to adapt to the evolving role of Design.

- 4. Scope

  Students demonstrate understanding of the role and responsibility of Design in the local and global context, including the foundational comprehension and application of ethical concepts of sustainable development, social innovation and hum

- 5. Context

  Students demonstrate knowledge of established and emerging theory and practice, including critical thinking and an understanding of interdisciplinary relationships in order to recognize and act on opportunities.

- 6. Role

  Students acquire the ability to recognize the role of the Designer as the expert practitioner and/or catalyst for collective creativity.

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? Yes

Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.
New assessment practices have been established that link directly to the above program learning goals, and will be implemented for the semesters curriculum.

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? Yes

An entrance examination is required for entry to the major. .

PROGRAM REQUEST
Visual Communication Design

Attachments

- Design.CL.SemCo.doc: A and H CL

  (Letter from the College to OAA. Owner: Williams,Valarie Lucille)

- VA.Main.CL.SemCo.doc: Accreditation Letter

  (Other Supporting Documentation. Owner: Williams,Valarie Lucille)

- CCI Subcommittee Chair Letter BSD.docx: CCI Subcommittee Chair Letter

  (Other Supporting Documentation. Owner: Vankeerbergen,Bernadette Chantal)

- VisCommMar8revised.pdf: Program Proposal

  (Program Proposal. Owner: Nini,Paul Joseph)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Nini,Paul Joseph	01/12/2011 04:56 PM	Submitted for Approval
Approved	Gill,Carolina L	01/18/2011 04:25 PM	Unit Approval
Revision Requested	Williams,Valarie Lucille	01/24/2011 10:19 AM	College Approval
Submitted	Nini,Paul Joseph	03/14/2011 02:33 PM	Submitted for Approval
Approved	Nini,Paul Joseph	03/14/2011 02:34 PM	Unit Approval
Approved	Williams,Valarie Lucille	03/15/2011 09:50 AM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	04/04/2011 01:32 PM	ASCCAO Approval
Submitted	Nini,Paul Joseph	04/04/2011 01:37 PM	Submitted for Approval
Approved	Nini,Paul Joseph	04/04/2011 01:39 PM	Unit Approval
Approved	Williams,Valarie Lucille	04/04/2011 03:39 PM	College Approval
Pending Approval	Nolen,Dawn Jenkins,Mary Ellen Bigler Meyers,Catherine Anne Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay	04/04/2011 03:39 PM	ASCCAO Approval

March 29, 2011

To: Larry Krissek
        Chair, Arts and Sciences Committee on Curriculum and Instruction

From: Bebe Miller
        Chair, Arts and Humanities 1 (Arts Intensive) Subcommittee

Re: Semester Conversion Proposal for Bachelor of Science in Design Program

On March 3 the Arts and Humanities 1 Subcommittee reviewed the semester conversion proposals for the Department of Design's undergraduate programs: Bachelor of Science of Design in Visual Communication Design, Bachelor of Science of Design in Industrial Design, Bachelor of Science of Design in Interior Design. We looked at the three programs as a group since the differences between them are minor. The conversion proposals were first approved by the department, and then reviewed and approved by the arts programs chairs and directors last November to make sure that curricular changes were in line with NASAD accrediting standards.

Overall the program has been converted with minimal changes. Most significant is the reconfiguration of the credit hours from three areas of major course work—design courses, elective design courses, and free elective courses—to two areas—design courses and free elective courses. [This applies to the Industrial Design and Visual Communication Design programs. For the BSD in Interior Design the reconfiguration is as above plus the inclusion of any one Architecture course, a requirement carried over from the quarter system.] The subcommittee spent quite a bit of time in discussion about this and asked for more clarity in the chair's rationale for this issue, which he provided. The faculty decided to shift some of the current Design elective courses to requirements of the major programs, which accounts for the increase of 10.7 credit hours offered by the unit, on the PACER form. The 22 elective credits from a select group of courses that were a part of the quarter-based program and 10 credit hours of free electives in all three undergraduate majors (total of 32) will now convert to the 10.7 unit credits plus 12 semester credit hours of electives that can be taken in any discipline across the university.

The Design major programs will continue to operate in a 'lock-step fashion,' in a specified semester-by-semester, year-to-year sequence. Their first-year courses will feature a series of seven-week, 1.5 credit courses that will expose students to a variety of principles and instructors' viewpoints at the start of their studies. This also will allow for an alternate course sequence that will facilitate a Design Minor track for those students not accepted in to one of the major programs, during the last seven-week sequence of that first year.

Other than a few typos and formatting issues (easily solved) the proposals were well considered. The subcommittee voted unanimously to approve for consideration by the full CCI.

College of Arts and Sciences

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4 March 2011

Lawrence Krissek, Professor of Earth Sciences
Faculty Chair, Committee on Curriculum and Instruc
College of the Arts and Sciences

Dear Larry,

We are submitting the semester versions of the Department of Design's undergraduate programs: Bachelor of Science of Design in Visual Communication Design, Bachelor of Science of Design in Industrial Design, Bachelor of Science of Design in Interior Space, and the Minor in Design with two tracks. The semester degree proposals were reviewed and approved by the Department of Design, reviewed by me at various stages, and reviewed by the chairs and directors in the arts units with Divisional Dean Mark Shanda. This group functioned as a NASAD standards and curricular review body and unanimously approved the programs at their November 3, 2010 meeting.

Overall, the unit has changed its degree programs with minimal conversion. The changes that occurred in this unit were alignment of the semester-based curriculum with what is currently happening in the major program, and the thoughtful and creative solution of offering its foundational course work (2110, 2120, 2310, 2320 and 2130, 2140, 2330, 2340) in seven-week sessions. This solved a previous quarter-problem of students who do not successfully portfolio review into the studio of their choice during March, being able to move to a different course in the last seven weeks of Spring Semester. With this move to a different class in the last session of Spring Semester, students complete the requirements for a Minor in Design by Spring of their first year.

Bachelor of Science of Design in Visual Communication Design: The BSD in Visual Communication Design was reaffirmed and approved by CAA on October 8, 2008. The degree is a tagged degree and is part of the accredited degree programs within the visual arts units. The tagged degree programs include the credit hours for the full degree. Therefore the "Credit Hour Explanation" box includes GE and major course work in its totality. The quarter-system degree requires 195 credit hours overall, and the semester-system degree requires 131. The quarter-system requires 77 GEC credits, and the proposed semester-system requires 53-55 credit hours of the GE. The quarter-system requires 118 credits on the major (86 credit hours in the unit, 22 credit hours of electives combined from courses within the unit and outside the unit, and 10 credit hours of free electives); the semester-system requires 78 credit hours on the major (66 credit hours in the unit and 12 credit hours of free electives). The most significant change to the degree is in the re-configuring of credit hours from three areas that make up the major course work—design courses, elective design courses, and free elective courses-- to two areas—design courses and free elective courses. The department took the 22 quarter credit hours of electives combined from course within the unit and outside the unit, and split those between the semester-based major coursework and the semester-based 12 credit hours of free electives. This change reflects the current practice—students are taking only Design courses in those 22 elective quarter credit hours. The unit has provided a detailed transition plan replete with a four-year transition

plan for its majors. Please note that the BSD in Visual Communication Design has an assessment plan on file with OAA, confirmed October 15, 2010.

Bachelor of Science of Design in Industrial Design: The BSD in Industrial Design was reaffirmed and approved by CAA on October 8, 2008. The degree is a tagged degree and is part of the accredited degree programs within the visual arts units. The tagged degree programs include the credit hours for the full degree. Therefore the "Credit Hour Explanation" box includes GE and major course work in its totality. Like the BSD in Visual Communication, the quarter-system degree requires 195 credit hours overall, and the semester-system degree requires 131. The quarter-system requires 77 GEC credits, and the proposed semester-system requires 53-55 credit hours of the GE. The quarter-system requires 118 credits on the major (86 credit hours in the unit, 22 credit hours of electives combined from courses within the unit and outside the unit, and 10 credit hours of free electives); the semester-system requires 78 credit hours on the major (66 credit hours in the unit and 12 credit hours of free electives). The most significant change to the degree is the same as that of the Visual Communication degree--re-configuring of credit hours from three areas that make up the major course work—design courses, elective design courses, and free elective courses—to two areas—design courses and free elective courses. The department took the quarter 22 credit hours of electives combined from the unit and outside courses, and split those between the semester-based major coursework and the semester-based 12 credit hours of free electives. This change reflects the current practice—students are taking only Design courses in those 22 elective quarter credit hours. The unit has provided a detailed transition plan replete with a four-year transition plan for its majors. Please note that the BSD in Industrial Design has an assessment plan on file with OAA, confirmed October 15, 2010.

Bachelor of Science of Design in Interior Design: The BSD in Interior Design was reaffirmed and approved by CAA on October 8, 2008. The degree is a tagged degree and is part of the accredited degree programs within the visual arts units. In addition to meeting the requirements of the NASAD, this degree meets accreditation standards of CIDA, thus requiring fewer electives and one course in the School of Architecture. The tagged degree program includes the credit hours for the full degree. Therefore the "Credit Hour Explanation" box includes GE and major course work in its totality. The quarter-system degree requires 195 credit hours overall, and the semester-system degree requires 131. The quarter-system requires 77 GEC credits, and the proposed semester-system requires 53-55 credit hours of the GE. The quarter-system requires 118 credits on the major (89 credit hours in the unit, 19 credit hours of electives combined from courses within the unit and outside the unit (including any Architecture course), and 10 credit hours of free electives); the semester-system requires 78 credit hours on the major (69 credit hours in the unit and 6 credit hours of free electives and 3 credit hours from a course in the School of Architecture). The most significant change to the degree is in the re-configuring of credit hours from three areas that make up the major course work—design courses, elective design courses (including the Architecture course), and free elective courses—to two areas—design courses and free elective courses (including the Architecture course). The department took the 19 quarter credit hours of electives combined from the unit and outside courses, and split those between the semester-based major coursework and the semester-based 12 credit hours of free electives. This change reflects the current practice—students are taking only Design courses in those 19 elective quarter credit hours. The unit has provided a detailed transition plan replete with a four-year transition plan for its majors. Please note that the BSD in Industrial Design has an assessment plan on file with OAA, confirmed October 15, 2010.

Minor in Design: The Minor in Design was last revised and approved by CAA on April 7, 2010. The program converted from 25 credit hours to 18 credit hours. The Department of Design organizes its courses into foundational years for pre-majors, and accepts 50-75% of the students who take the current foundational coursework on the quarter-based system. In an effort to be transparent to parents and students who come in as pre-Design majors, the department devised two tracks to the Design Minor: Track 1 for students who enter the minor, knowing that they have a major in a different field, and Track 2 for students who enter the minor as a pre-major, and who may not become expert enough to portfolio review into the major studio of their choice.

- Track 1: This track of the minor is the original minor and has been converted with minimal changes to it. It requires the same three core required courses and offers the same credit hours of electives.

- Track 2: This track of the minor is configured from the foundational course-work for the major. Most of the foundational course work begins at the 2000-level, and the intermediate studio work at the 2300 to 2700 level. Since minors would not normally progress beyond the foundational work, we are asking for an exemption from the new ASC rule of 6 cr. hr. at the 3000-level and above for this minor. *Instead we ask that the rule for the Minor in Design be 6 cr. hr. at the 2000-level and above.*

Therefore, Track 1 of the Minor in Design will focus on the breadth in thinking that is designed for students so that they can address the theoretical issues and problem-solving methods of designers. Track 2 of the Minor in Design will focus on the in-depth making that is foundational for designers.

The courses that are specific to all of the programs are listed under Design in PACER. All programs from Design have the approval of Arts and Humanities. As these undergraduate proposals travel from the Department of Design through the curricular approval process, please include these majors in a bundle with the undergraduate majors from the Departments of Art, Art Education, and History of Art. If you have any questions or concerns, please do not hesitate to call or email me at 292-5727 or williams.1415@osu.edu.

Thank you for your consideration of these proposals,

Valarie Williams, Professor of Dance
Associate Dean, College of Arts and Sciences, Arts and Humanities

CC: Paul Nini, Professor and Interim Chair, Department of Design
        Mark Shanda, Divisional Dean, Arts and Humanities and Professor of Theatre
        Carolina Gill, Associate Professor and Calendar Coordinator, Department of Design

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24 November 2011

Lawrence Krissek, Professor of Earth Sciences
Faculty Chair, Committee on Curriculum and Instruction
College of Arts and Sciences

Dear Larry,

The chairs and directors of the visual and performing arts units met on November 3, 2010 with Interim Divisional Dean Mark Shanda and me to review and approve the following visual arts programs: Bachelor of Arts in Art, Bachelor of Fine Arts in Art, Minor in Art; Bachelor of Art Education, a new program Bachelor of Arts in Arts Management, and the minor in Arts Entrepreneurship; Bachelor of Science in Design in Industrial Design, Bachelor of Science in Design in Interior Design, Bachelor of Science in Design in Visual Communication Design, and the Minor in Design; the Bachelor of Arts in History of Art, and the Minor in History of Art.

The Arts chairs and directors reviewed the programs with the accreditation requirements for each major in mind. All four visual arts units are accredited by the National Association of Schools of Art and Design, and they will be reviewed by NASAD during 2012 – 2013 with a complete self-study and on-site visit. I have enclosed our accreditation agreement that we will be reviewed in the 2012-2013 academic year.

The tagged degree programs in the arts, including their GEC components, were first approved by CAA in May of 1991 and reaffirmed in March, June, and October in 2008 by CAA. The tagged degree programs in the arts are retaining their General Education exemptions and have converted with a one-to-one parallel of the quarter-based GEC to the semester-based GE. The GE component is an integral part of the arts programs; the GE component is threaded throughout the advising sheets or four year plans for each individual tagged degree. Unlike a traditional untagged B.A. or B.S. degree, the tagged arts degrees consider no part of the GE ancillary to its program. As such, the GE requirements are included within the degree total for each undergraduate major. There is no one common GE for all arts programs; each program has a *different* formulation. Please keep this in mind as your subcommittees review the multiple programs from the tagged degrees in the arts.

The eight chairs and directors enthusiastically endorsed the programs, and I have included a cover letter for each individual unit. Therefore, I am submitting for approval the proposals for the semester versions of our undergraduate visual arts tagged and untagged degrees. If you have any questions or concerns, please do not hesitate to call or email me at 292-5727 or williams.1415@osu.edu.

Thank you for your consideration of these proposals,

Valarie Williams, Professor of Dance
Associate Dean, College of Arts and Sciences, Arts and Humanities

CC: Sergio Soave, Professor and Chair, Department of Art
       Patricia Stuhr, Professor and Chair, Department of Art Education
       Paul Nini, Professor and Interim Chair, Department of Design
       Andrew Shelton, Associate Professor and Chair, Department of History of Art
       Maria Palazzi, Associate Professor and Director, ACCAD
       Mark Shanda, Interim Divisional Dean, Arts and Humanities and Professor of Theatre

7 March 2011

Office of Academic Affairs
Bricker Hall
The Ohio State University

RE: Department of Design Quarters to Semesters Conversion: Chair's Letter and Rationale for conversion with minimal changes

On behalf of the faculty of the Department of Design, I am pleased to submit this proposal for conversion of our curriculum from quarters to semesters. We have undergone a comprehensive review process, and have arrived at revised and updated versions of our current programs.

I recommend, therefore, that the Office of Academic Affairs approve proposals for the following degree programs:

1) Our undergraduate-level Bachelor of Science in Design (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design;

2) Our undergraduate-level Minor program in Design, now constructed in two tracks; and

3) Our graduate-level Masters of Fine Arts (MFA) and Masters of Arts (MA) degree programs.

None of our programs is being withdrawn at this time. All current programs are moving forward for approval as part of this review process.

Our internal process for conversion of the current curriculum to semesters has been grounded in all cases by the requirements set forth by our accrediting body, the National Association of Schools of Art and Design (NASAD). Our basic program goals derive directly from NASAD criteria for accreditation, and are applied to the courses in our degree programs. This approach has kept the conversion process focused, and provided a unifying structure to our programs.

This process was led by a core group of faculty members representing our undergraduate disciplines and graduate program that worked closely with University Center for the Advancement of Teaching (UCAT) to fully define program goals, course goals, and assessment processes. The group conducted a comprehensive series of meetings over several months with their faculty colleagues. Using our mission statement as guiding principles, they led us through the process of "unpacking" our current curriculum, so it could be reassembled appropriately for semesters.

We arrived at conclusions that confirmed many of our long-held core beliefs. We have examined and reaffirmed our collective commitment to content areas such as Design as a problem-solving activity, as a socially-responsible activity, as an interdisciplinary activity, as a collaborative educational experience with a focus on user-centered Design research and emerging Design media. Each of these areas have been better integrated in the curriculum, and thereby strengthened in our various programs.

Attached you will find several documents detailing the new versions of our degree programs. Below I will provide specific information to supply rationale and context for each of those programs.

Bachelor of Science (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design

Our undergraduate degree programs are configured as separate majors that share a common foundation sequence, along with a number of core-topic courses where the three disciplines come together for joint instruction. This approach allows each major program to fully prepare its students for the professional expectations of their particular Design discipline. It also allows for students to develop a more holistic view of Design in general, and to see the opportunities for connection and collaboration across the disciplines.

We have used the semester conversion process as an opportunity to continue the approach described above, and to strengthen it by careful coordination of each of the major programs around common, thematic content "threads" — such as course sequences devoted to studio/making, research, visualization, media, technology, collaboration, and professional practices. This approach provides a cohesive structure across the major programs, but still allows for course content to be customized to discipline-specific needs.

Rationale for changes:
While it might appear to someone outside of Design that the proposed semester structure is significantly different from our current structure, the opposite is the case. In fact, the new structure mirrors very closely what we are currently delivering under the quarter system. Many course titles and descriptions have existed for 40 years or more — and while those were written to allow for maximum flexibility, it was necessary to make some revisions to better reflect current conditions in the profession. Our faculty members strongly believe that these changes better represent our intentions, and make the course sequences clearer to our students.

Our undergraduate programs each currently require 195 credit hours in the quarter system. They are considered "tagged" professional degrees, and include a modified version of the GEC to meet NASAD requirements for hours in the major. We propose that the GE be modified in a similar fashion under semesters.

A strict conversion of 195 credits to two-thirds would equal 131 credits. Our faculty have decided to maintain this number of credit hours and to shift some of our current Design elective courses to become required in the major programs. The 22 elective credits from a select group of courses that were a part of the quarter-based program and 10 credit hours of free electives in all three undergraduate majors will now convert to 12 semester credit hours of electives that can be taken in any discipline across the university. Effectively, the quarter-system of 22 credit hours of major electives category is eliminated in the semester-system and these hours are distributed to the major program requirements and univeristy free electives. This change will reflect what is currently happening in the major. Please note that due to additional accreditation standards, Interior Design requires 6 credits of electives and one course from Architecture for a 9 credit hour elective requirement.

We find that many of our current students complete minors in other areas related to Design, and we expect that many will graduate with more than the 131 credits required in their programs. We have also identified a number of minor programs throughout the university strongly-related to Design, and will continue to suggest those to our major students as part of our advising activities.

Please also keep in mind that the current Design major programs operate in a "lock-step" fashion, where any quarter's course must be taken in that exact term as described in the four-year plan, and is the prerequisite for the next quarter's course. We will continue with that system under semesters, and will continue to advise

students as we do now, to ensure that they correctly follow their major sequences.

The largest adjustment to our programs will take place in the first year, where our foundations sequence occurs. Those courses have been constructed as seven-week modules, and will be required for all Pre-Design students wishing to apply for entrance to the major programs. Evaluation of applications will occur in the early Spring semester, and 18 new students will be accepted to each of the majors, as we do currently.

We expect that the proposed series of seven-week, 1.5 credit courses will allow us to break existing content areas into more manageable units, as projects will be shorter-term, and address a variety of principles. This approach will also result in students being exposed to a larger number of instructors and viewpoints in the first year of studies.

Those students not accepted to a major program will be guided to an alternate course sequence for the second seven weeks of Spring semester. Their completion of that particular first year sequence of course will result in completion of one possible track in the Design Minor, as described below.

We have also provided a seven week module in Spring semester of the third year, so that major students may participate in study abroad experiences at one of many foreign institutions with which we have partnered via The Office of International Affairs (OIA).

Participating students will take one, three-credit course in the first seven weeks that will meet twice as often as usual, and will then take six to twelve hours of additional credits under the "Study at a Foreign Institution" course during the second seven weeks of the term. Those foreign study credits will then be used to replace required courses and electives normally completed in the Spring semester major programs.

Students not participating in study abroad experiences will also take the three-credit course in the first seven weeks mentioned above, along with the other, full-semester courses required that term.

Finally, we will continue with the practice of a required Senior Thesis Project for all major program students, and required exhibition of project outcomes in our annual Spring Exhibition.

Undergraduate-level Minor program in Design

As mentioned in the previous section, a version of the Design Minor will be in place for any Pre-Design students completing the first year foundations sequence but not accepted to one of the three major programs.

We are aware that this Design Minor track does not include the typical percentage of courses at upper-levels, that is, above 2000. Given the fact that students who complete this version of the minor will do so by taking courses that are first year requirements for our major students, it is impossible to meet the upper-level policy set forth by Arts and Sciences Committee on Curriculum and Instruction.

The contents of these first-year courses that would fulfill this minor track are, however, at a more advanced-level than what is typically found in freshman courses in many disciplines within the university. The Design 2000-level foundational courses provide a significant grounding in Design process, visualization, history and basic practices that should serve these students well as they finish this version of the minor program and proceed with their eventual major programs in other areas of the university.

Therefore, we ask for an exception to the typical percentage of required courses above 2000-level in this track of the minor for Pre-Design students not accepted to

one of the three major programs.

A second Design Minor track will also be in place, but specifically for students in other majors in the University that have not completed our first-year sequence. This track will be very similar to the current Design Minor, where students will choose from course offerings in certain categories, and take those courses in a sequence of their choosing.

Both track of the proposed Design minor will convert to 18 semester credits. The current minor consists of 25 quarter credits.

Masters of Fine Arts (MFA) and Masters of Arts (MA) degree programs

Our graduate degree programs are interdisciplinary in nature, and involve studies in content areas that crossover our three design disciplines, as well as those from aligned areas such as Architecture, Business, Computer Science, Engineering, the Fine Arts, and the Social Sciences.

To support this approach, we will continue to offer a series of Seminar and Studio courses that require reflection on contemporary design issues and responses to those issues via project outcomes. These core courses are augmented by special topic courses, independent study courses, and thesis development courses.

Graduate students currently work with committees of faculty advisors for development of thesis projects and documents, and that practice will continue under semesters. Students will also continue to work with advisors to identify elective course in aligned areas such as those listed above that are related to their thesis topics.

The current MFA degree program consists of 90 quarter credit hours, and will convert to 60 semester credits. The current MA degree program consists of 60 quarter credit hours, and will convert to 42 semester credits.
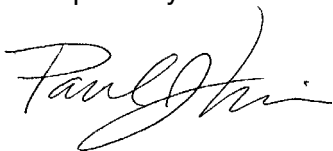
Thanks and acknowledgements

The faculty of the Department of Design would like to thank the staff of University Center for the Advancement of Teaching (UCAT) for their assistance in the process of organizing and reviewing our curriculum for this conversion process. They brought much-needed clarity to what appeared at first to be an overwhelming task.

I would also like to recognize the vast amount of work put into this process by our Ad Hoc Faculty Semesters Committee, which included Carolina Gill, Associate Professor of Industrial Design (Committee Chairperson), Peter Kwok Chan, Associate Professor of Visual Communication Design, Susan Melsop, Assistant Professor of Interior Design, and Alan Price, Associate Professor, Design/ACCAD, and Graduate Studies Chairperson. They all went well-beyond the call of duty to work with and represent the rest of the Design faculty, and will continue to do so as we progress to the next phases of this process.

Finally, the faculty of the Department of Design thanks the Office of Academic Affairs for its consideration of this proposal, and relays to the members of the review committee our best wishes.

Respectfully submitted.

Paul J. Nini
Professor + Interim Chairperson
Department of Design

Department of Design Program Proposals

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1. Bachelor of Science in Design (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design

a. Bachelor of Science in Design (BSD): Industrial Design
b. Bachelor of Science in Design (BSD): Interior Design
c. Bachelor of Science in Design (BSD): Visual Communication Design

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2. Undergraduate-level Minor program in Design

a. Design Minor (Design-MN)
b. Design Minor for Pre-Design students not accepted to a Design Major

---

3. Master of Fine Arts (MFA) and Master of Arts (MA) degree programs

a. Master of Fine Arts (MFA) in Design
b. Master of Arts (MA) in Design

All of the above programs have been converted to semesters with minimal changes to program goals and curricular requirements.

Department of Design

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The Ohio State University Department of Design

Visual Communication Design Major

Bachelor of Science in Design (BSD), College of Arts and Sciences, updated 09/10

visit us on the web: www.design.osu.edu

Name:

Advisor:

University Requirements
GEC: 77 hours

Arts 100: 1 hour

Writing and Related Skills: 13 hours

5   Eng. 110 or 111
5   Eng. 367 *(or other second level writing course)* †
3   Design 555 *(Methodology)*

Quantitative and Logical Skills: 10 hours

5   Math 116 or equivalent
5   Statistics 135 or 145 or equivalent

Social Sciences: 15 hours*†

5   _____
5   _____
5   _____

Natural Sciences: 15 hours*

5   _____
5   _____
5   _____

Art and Humanities: 10 hours*†

5   Art 300 *(Photography)*
5   Literature

Historical Study: 13 hours*†

3   Design 253 *(History)*
5   Hist. of Art 202
5   History or History of Art

* See approved GEC course list for specific courses.
† One course on social diversity in the US, and two non-western or global courses are required. Hours overlap with other GEC categories.

Visual Communication Design Major Requirements: 118 hours

Design: 86 hours

5   Design 200
3   Design 201
3   Design 203
3   Design 205
5   Design 251
5   Design 252
0*   Design 253
3   Design 254
3   Design 258
5   Design 262.02
3   Design 310
5   Design 460.02
5   Design 461.02
5   Design 462.02
3   Design 511
3   Design 514
3   Design 552
3   Design 554
0*   Design 555
3   Design 656
5   Design 660.02
5   Design 661.02
5   Design 662.02
3   Design 671

* Listed under GEC.

Others: 22 hours

Select any combination of courses from the following list:
Architecture*
Business*
Engineering*
Art Ed. 252, 352
Comm. 101, 200, 320,* 321, 367
Design 320, 340, 571, 673,* 674,* 693, 780
Soc. 345, 487, 488

Free Electives: 10 hours
Any courses

Minimum required for graduation: 195 hours

*Any courses from these programs may be used.
*Design 320, 673 + 674 are suggested.

The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet, updated 09/10

→ **1st Year:** *Autumn*

1	Arts 100 (GEC)
5	Design 200*
3	Design 201*
5	English 110 or 111 (GEC)
5	Social Science (GEC)

Winter

3	Design 203*
5	Math 116 or equiv. (GEC)
5	Literature (GEC)
3	Design 310*

Spring

3	Design 205*
5	Social Science (GEC)
5	Natural Science (GEC)
3	Design 320**
	(suggested elective)

→ **2nd Year:** *Autumn*

5	Design 251
3	Design 253 (GEC)
5	Statistics 135, 145 or equiv. (GEC)
5	Art 300 (GEC)

Winter

5	Design 252
3	Design 254
5	Social Science (GEC)
5	Others or Free Electives

Spring

5	Design 262.02
3	Design 258
5	Others or Free Electives
5	English 367 or other second-level writing course (GEC)

→ **3rd Year:** *Autumn*

5	Design 460.02
3	Design 671
3	Design 555 (GEC)
5	Others or Free Electives

Winter

5	Design 461.02
3	Design 511
5	Natural Science (GEC)
3-5	Others or Free Electives

Spring

5	Design 462.02
3	Design 514
3	Design 552

→ **4th Year:** *Autumn*

5	Design 660.02
3	Design 554
4	Design 673
	(suggested elective)
3-5	Others or Free Electives

Winter

5	Design 661.02
3	Design 656
4	Design 674
	(suggested elective)
5	History of Art 202 (GEC)

Spring

5	Design 662.02
5	History of Art or History (GEC)
5	Natural Science (GEC)

*Design 200, 201, 203, 205, 310 should be taken before Autumn Quarter of the second year.

**It is suggested that Design 320 be taken before Autumn Quarter of the second year.

Notes:

The Ohio State University Department of Design

Visual Communication Design Major

Bachelor of Science in Design (BSD), College of Arts and Sciences

Name:

Advisor:

General Education:

53 to 55 hours

Arts xxxx: 1 credit hour

Writing: 9 credit hours

Writing 1 English 1110

Writing 2 any 2367

Design 3200 (Design Research 1)

Literature: 3 credit hours

Arts: 3 credit hours

Math: 3-5 credit hours

Math 1116

Data Analysis: 3 credit hours

Statistics 1350 or 1450

Science: 10 credit hours

Biological Science

Physical Science

(one must have a lab)

Historical Study: 9 credit hours

History of Art 2002

History or History of Art xxxx

Design 2750 (Design History)

Social Science: 9 credit hours

(One for each category)

Open Option: 3 credit hours

See approved GE list for specific courses in each category. One course on Social Diversity in the US, and two Global Studies courses are required — these contents are typically embedded in other courses.

Visual Communication Design Major Requirements:

66 hours

1.5	Design 2110: Design Fundamentals 1 (AU, weeks 1 to 7)
1.5	Design 2120: Design Fundamentals 2 (AU, weeks 8 to 14)
1.5	Design 2310: Vis Principles 1 (AU, weeks 1 to 7)
1.5	Design 2320: Vis Principles 2 (AU, weeks 8 to 14)
3	Design 2700: Intro to Design Practice (AU)
1.5	Design 2130: Design Fundamentals 3 (SP, weeks 1 to 7)
1.5	Design 2140: Design Fundamentals 4 (SP, weeks 8 to 14)
1.5	Design 2330: Vis Principles 3 (SP, weeks 1 to 7)
1.5	Design 2340: Vis Principles 4 (SP, weeks 8 to 14)
0	*Design 2750: Design History (SP, GE course)*

3	Design 3103: Intro to Vis Com Design 1 (AU)
0	*Design 3200: Design Research 1 (AU, GE course)*
3	Design 3400: Design Media 1 (AU)
3	Design 3503: Typographic Design (AU)
3	Design 3153: Intro to Vis Com Design 2 (SP)
3	Design 3450: Design Media 2 (SP)
3	Design 3550: Materials + Processes (SP)

3	Design 4103: Intermediate Vis Com Design 1 (AU)
3	Design 4200: Design Research 2 (AU)
3	Design 4400: Design Media 3 (AU)
3	Design 4153: Intermediate Vis Com Design 2 (SP)
3	Design 4650: Collaborative Design (SP)
3	Design 4750: Professional Practices (SP, weeks 1 to 7)

6-12 Design 4797: Study Abroad (SP, weeks 8 to 14) only for students pre-approved for study abroad experiences. Credits will be used to replace Design 4153, Design 4650, and up to six hours of University Free Elective courses.

3	Design 5103: Advanced Vis Com Design 1 (AU)
3	Design 5200: Design Research 3 (AU)
3	Design 5800: Design Seminar (AU)
3	Design 5153: Advanced Vis Com Design 2 (SP)
3	Design 5453: Vis Com Design Media 4 (SP)

University Free Electives: 12 credit hours, any courses

Minimum required for graduation: 131 credit hours

The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet

visit us on the web:
www.design.osu.edu

➔ **1st Year: Autumn**

1.5	Design 2110: Design Fndmntls 1 (weeks 1 to 7)
1.5	Design 2120: Design Fndmntls 2 (weeks 8 to 14)
1.5	Design 2310: Vis Principles 1 (weeks 1 to 7)
1.5	Design 2320: Vis Principles 2 (weeks 8 to 14)
3	Design 2700: Intro to Design Practice
3	GE course
3	GE course
1	Arts Survey GE course

Spring

1.5	Design 2130: Design Fndmntls 3 (weeks 1 to 7)
1.5	Design 2140: Design Fndmntls 4 (weeks 8 to 14)
1.5	Design 2330: Vis Principles 3 (weeks 1 to 7)
1.5	Design 2340: Vis Principles 4 (weeks 8 to 14)
3	Design 2750: Design History (GE course)
3	GE course
3	GE course

➔ **2nd Year: Autumn**

3	Design 3103: Intro to Vis Com Design 1
3	Design 3200: Design Research 1 (GE course)
3	Design 3400: Design Media 1
3	Design 3503: Typographic Design
3	GE course
3	GE course

Spring

3	Design 3153: Intro to Vis Com Design 2
3	Design 3450: Design Media 2
3	Design 3550: Materials + Processes
3	GE course
3-5	GE course

➔ **3rd Year: Autumn**

3	Design 4103: Intermediate Vis Com Design 1
3	Design 4200: Design Research 2
3	Design 4400: Design Media 3
3	Free elective
3	GE course
3	GE course

Spring

3	Design 4153: Intermediate Vis Com Design 2
3	Design 4650: Collaborative Design
3	Design 4750: Professional Practices (weeks 1 to 7)
3	Free elective
3	Free elective
6-12	Design 4797: Study Abroad (weeks 8 to 14) *

➔ **4th Year: Autumn**

3	Design 5103: Advanced Vis Com Design 1
3	Design 5200: Design Research 3
3	Design 5800: Design Seminar
3	GE course
3	GE course

Spring

3	Design 5153: Advanced Vis Com Design 1
3	Design 5453: Vis Com Design Media 4
3	Free Elective
3	GE course
4	GE course

*Design 4797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 4153, Design 4650, and up to six hours of Free Elective courses.

Notes:

Bachelor of Science in Design (BSD) program in Visual Communication Design: semester courses and descriptions

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2000-level required courses:

Design 2110: Design Fundamentals 1
1.5 credit hours, AU weeks 1 to 7. Introduction to form, organizational structures and problem solving in the context of basic 2D design.

Design 2120: Design Fundamentals 2
1.5 credit hours, AU weeks 8 to 14. Introduction to form, organizational principles, material techniques, and problem solving in the context of basic 3D design.

Design 2130: Design Fundamentals 3
1.5 credit hours, SP weeks 1 to 7. Application of acquired skills and knowledge of visual language and spatial constructs to generate design concepts in a given context.

Design 2140: Design Fundamentals 4
1.5 credit hours, SP weeks 8 to 14. Introduction to basic typographic design and graphic layout.

Design 2310: Visual Principles and Techniques 1
1.5 credit hours, AU weeks 1 to 7. Skill building in using drawing to observe, see, record and communicate characteristics of subjects, objects, information, environments, experiences and interactions.

Design 2320: Visual Principles and Techniques 2
1.5 credit hours, AU weeks 8 to 14. Skill building in using drawing to describe, analyze and communicate design situations.

Design 2330: Visual Principles and Techniques 3
1.5 credit hours, SP weeks 1 to 7. Skills and techniques mix media that assist in interpreting, translating and generating visual narratives that reveal relationships among subjects, objects, information, environments, experience and interactions.

Design 2340: Visual Principles and Techniques 4
1.5 credit hours, SP weeks 8 to 14. Skill development in using measured drawings as a tool to communicate and document precise information.

Design 2700: Introduction to Design Practice
3 credit hours, AU. Introduction to theory, rationale, practice, and societal impact of design; design process, critical issues, relationship to the environment.

Design 2750: Design History
3 credit hours, SP. A history of design as affected by technology, science, and cultural world view.

3000-level required courses:

Design 3103: Introduction to Visual Communication Design 1
3 credit hours, AU. Design and application of graphic systems in the production of visual communications within frameworks of theories of communication and signs.

Design 3153: Introduction to Visual Communication Design 2
3 credit hours, SP. Design and application of typographic systems in the production of visual communications within frameworks of theories of communication.

Design 3200: Design Research 1
3 credit hours, AU. Introduction to techniques and methods of evaluative research.

Design 3400: Design Media 1
3 credit hours, AU. Introduction of concept development through processes of sequential imaging, time-based media and motion graphics.

Design 3450: Design Media 2
3 credit hours, SP. Intermediate course in digital media and emerging trends in idea generation, visualization and interactivity.

Design 3503: Typographic Design
3 credit hours, AU. Introduction to basic two- and three-dimensional practices in visual communication design; emphasis on typographic design and systematic method and research techniques.

Design 3550: Materials, process and production
3 credit hours, SP. An overview of current and emerging materials and manufacturing processes commonly applied in production.

4000-level required courses:

Design 4103: Intermediate Visual Communication Design 1
3 credit hours, AU. Design and application of information systems in the production of visual communications within frameworks of theories of communication.

Design 4153: Intermediate Visual Communication Design 2
3 credit hours, AU. Design and application of graphic form explorations that emphasize on seeing, interpreting, manipulating, composing, and creating visual communication signs and messages.

Design 4200: Design Research 2
3 credit hours, AU. Introduction to tools techniques and methods and mindsets of generative research.

Design 4400: Design Media 3
3 credit hours, AU. Exposure to future trends in participatory and collaborative design methods enabled by technology through multi-user, telepresence, immersive and virtual simulations, with surveys of concepts in human-computer interaction and interface design.

Design 4650: Collaborative Design
3 credit hours, SP. Interdisciplinary knowledge and problems examined and discussed in the context of social responsibility (global and local).

Design 4750: Professional Practices
3 credit hours, SP. Investigation of the administrative and legal aspects of the design profession contrasting the private firm with corporate and free-lance practices.

Design 4797: Study at a Foreign Institution
6-12 credit hours, SP weeks 8-14. A study abroad experience at a foreign institution approved by the Department of Design.

5000-level required courses:

Design 5103: Advanced Visual Communication Design 1

3 credit hours, AU. Application of planning, analyzing, and designing in two- or three-dimensional visual communication systems; emphasis on application of design research, strategic thinking, creative concepts, and graphic implementation.

Design 5153: Advanced Visual Communication Design 2

3 credit hours, SP. To apply design research, problem definitions, concept development, and implementation approaches in creating comprehensive projects that are relevant to proposed subject, design objectives, and targeted audiences.

Design 5200: Design Research 3

3 credit hours, AU. To address design opportunities, including the skills of problem identification, formulation, qualitative and quantitative research, analysis, synthesis, and project proposal.

Design 5453: Visual Communication Design Media 4

3 credit hours, SP. Design and application of interactive and interface design in the production of visual communications within frameworks of theories of communication.

Design 5800: Design Seminar

3 credit hours, AU, SP. Investigation of issues and inquiry into topics of relevance to design; group discussions and analysis of events, processes, manifestations and procedures.

5000-level elective courses:

Design 5191: Internship
3-9 credit hours. Field application of design in a capacity requiring a close working relationship within a professional environment.

Design 5193: Individual Studies
3-9 credit hours. Advanced study for students in specialized programs.

Design 5194: Group Studies
3-9 credit hours. Group studies for students in specialized programs.

Design 5600E: Design Matters
3 credit hours. Students in this interdisciplinary design/build studio have the opportunity to work on site in a collaborative design environment with a local non-profit organization.

Design 5600S: Design Matters
3 credit hours. Students in this interdisciplinary design/build studio have the opportunity to work on site in a collaborative design environment with a local non-profit organization.

Design 5798: Study Tour
3-9 credit hours. Specific content, location, term(s) of offering, and prerequisites vary; contact department office for details.

Design 5998: Undergraduate Scholarship: Research and Creative Activity in Design
3 credit hours. Undergraduate research and creative activities in varying topics.

Design 5998H: Honors Undergraduate Scholarship: Research and Creative Activity in Design
3 credit hours. Undergraduate research and creative activities in varying topics.

Design 5999: Undergraduate Scholarship: Research and Writing in Design
3 credit hours. Undergraduate research and writing on varying topics.

Design 5999H: Honors Undergraduate Scholarship: Research and Writing in Design
3 credit hours. Undergraduate research and writing on varying topics.

Bachelor of Science in Design (BSD) program in Visual Communication Design

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Conversion table (2/3 of current totals)

Current Bachelor of Science in Design (BSD) program in Visual Communication Design requirements (quarters)
Total degree credit hours required: 195

Proposed Bachelor of Science in Design (BSD) program in Visual Communication Design requirements (semesters)
Total degree credit hours required: 131

A strict conversion of 195@2/3 = 131 credit hours.

Current GEC = 77 credits@2/3 = 51; GE amount proposed = 53-55 credits.

Current major program = 118 credits (86 + 22 + 10)@2/3 = 79; amount proposed = 78 credits (66 + 12).

Bachelor of Science in Design (BSD) program in Visual Communication Design

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Transition policy

No student will be delayed from completing their major program due to the conversion to semesters. Those students affected by the transition will receive specific degree requirement sheets showing major program course sequences from the quarter system, along with new required course sequences under semesters.

Undergraduate students who start the first, second, or third year in the program under the quarter system will be guided to special versions of courses in the following years that have adjusted contents for the transition to semesters.

Please see the following example for second year students in this major program. Similar documents for transitional students at all levels and in all major programs will be produced.

Each of the three undergraduate programs has approximately 54 students moving to the next level at the end of any given academic year. A total of 162 major program students will be advised by the Department Academic Advisor and three major program coordinator faculty members during the transition to semesters. They will be guided to register for the correct courses in their major programs sequences, exactly as we do now under the quarter system.

We also expect to have approximately 120 pre-major students requiring advising concerning the first-year course sequence, as shown in the previous semester advising sheets. That information is currently made public via our web-site, and is also given to pre-major students as part of their orientation by College advisors, who work with them during their first year, as they apply for acceptance to one of our major programs. This approach will continue under semesters.

Finally, transfer students are also required to take the annual entrance exam to be considered for a major program, along with all pre-major students. In most cases, transfer students then start a program sequence in the following autumn, as all cohorts of previously accepted major program students are typically at capacity. On rare occasion a transfer student may be placed in an existing cohort, but only if past course work from the previous institution warrants that placement, and if a spot in the cohort is available. This policy will also continue under semesters.

The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet, updated xx/xx

➔ **1st Year:** *Autumn*

1	Arts 100 (GEC)
5	Design 200
3	Design 201
5	English 110 or 111 (GEC)
5	Social Science (GEC)

Winter

3	Design 203
5	Math 116 or equiv. (GEC)
5	Literature (GEC)
3	Design 310

Spring

3	Design 205
5	Social Science (GEC)
5	Natural Science (GEC)
3	Design 320
	(suggested elective)

2012-13 academic year - semesters curriculum

➔ 2nd Year: Autumn

3	Design 2750: Design History (GE course) A
3	Design 3103: Intro to Vis Com Design 1 B
3	Design 3200: Design Research 1 (GE course)
3	Design 3400: Design Media 1
3	Design 3503: Typographic Design
3	GE course

Spring

3	Design 3153: Intro to Vis Com Design 2 C
3	Design 3450: Design Media 2
3	Design 3550: Materials + Processes
3	GE course
3-5	GE course

➔ 3rd Year: Autumn

3	Design 4103: Intermediate Vis Com Design 1
3	Design 4200: Design Research 2
3	Design 4400: Design Media 3
3	Free elective
3	GE course
3	GE course

Spring

3	Design 4153: Intermediate Vis Com Design 2
3	Design 4650: Collaborative Design
3	Design 4750: Professional Practices
	(weeks 1 to 7)
3	Free elective
3	Free elective
6-12	Design 4797 (weeks 8 to 14) *

➔ 4th Year: Autumn

3	Design 5103: Advanced Vis Com Design 1
3	Design 5200: Design Research 3
3	Design 5800: Design Seminar
3	GE course
3	GE course

Spring

3	Design 5153: Advanced Vis Com Design 1
3	Design 5453: Vis Com Design Media 4
3	Free Elective
3	GE course
4	GE course

A Expanded content of Design 253.

B Replaces Design 251, 252, 258 with selected content.

C Expanded content of Design 460.02 & 461.02.

* Design 4797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 4153, Design 4650, and up to six hours of Free Elective courses.

Notes:

visit us on the web:
www.design.osu.edu

Department of Design Undergraduate Programs Goals

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1. **Thinking**
Students acquire abilities to address Design opportunities, including the skills of problem identification, formulation, qualitative and quantitative research, analysis, synthesis, prototyping, user-testing, and evaluation of outcomes.

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2. **Doing**
Students acquire competency with tools, technologies, skills and materials in the exploration, creation, and production of products, artifacts, environments, systems, communications solutions and services.

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3. **Practice**
Students demonstrate understanding of basic professional practices, including the ability to communicate, document, organize and lead work productively as team members able to adapt to the evolving role of Design.

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4. **Scope**
Students demonstrate understanding of the role and responsibility of Design in the local and global context, including the foundational comprehension and application of ethical concepts of sustainable development, social innovation and human-centered design to practice.

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5. **Context**
Students demonstrate knowledge of established and emerging theory and practice, including critical thinking and an understanding of interdisciplinary relationships in order to recognize and act on opportunities.

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6. **Role**
Students acquire the ability to recognize the role of the Designer as the expert practitioner and/or catalyst for collective creativity.

The Ohio State University Department of Design

Visual Communication Design Major

Bachelor of Science in Design (BSD), College of Arts and Sciences

PROGRAM LEARNING GOALS: #1 OF 2

	Goal 1: Thinking	Goal 2: Doing	Goal 3: Practice	Goal 4: Scope	Goal 5: Context	Goal 6: Role
Required Courses						
2110: D. Fundamentals 1	Beginning	Beginning				
2120: D.Fundamentals 2	Beginning	Beginning				
2310: Vis. Principles 1	Beginning	Beginning				
2320: Vis. Principles 2	Beginning	Beginning				
2700: Intro. to D. Practice			Beginning	Beginning	Beginning	Beginning
2130: D.Fundamentals 3	Beginning	Beginning	Beginning			
2140: D. Fundamentals 4	Beginning	Beginning/Interm	Beginning			
2330: Vis. Principles 3	Beginning	Beginning	Beginning			
2340: Vis. Principles 4	Beginning	Beginning/Interm	Beginning			
2750: D. History			Beginning	Beginning	Beginning	Beginning
3103: Intro. to VCD 1	Beginning/Interm	Beginning/Interm	Beginning			Beginning
3200: D. Research 1	Beginning		Beginning		Beginning	Beginning
3400: D. Media 1	Beginning/Interm	Beginning/Interm	Beginning/Interm			
3503: Typographic			Intermediate	Beginning	Beginning	
3153: Intro. to VCD 2	Intermediate	Beginning/Interm	Beginning/Interm			Beginning
3450: D. Media 2	Beginning					
3550: Materials+Processes				Intermediate	Intermediate	
4103: Intermediate VCD 1	Intermediate	Intermediate	Intermediate			Beginning/Interm
4200: D. Research 2	Intermediate	Beginning/Interm	Intermediate	Beginning/Interm	Intermediate	Beginning/Interm
4400: D. Media 3	Intermediate					
4153: Intermediate VCD 2	Intermediate	Intermediate	Intermediate			Beginning/Interm
4650: Collaborative D.		Intermediate		Intermediate	Advanced	
4750: Prof. Practices			Intermediate	Intermediate	Intermediate	
4797: Study Abroad	Intermediate	Intermediate			Advanced	Intermediate
5103: Advanced VCD 1	Advanced	Advanced	Advanced	Interm/Advanced	Interm/Advanced	Intermediate
5200: D. Research 3	Interm/Advanced	Intermediate	Intermediate	Intermediate	Intermediate	Interm/Advanced
5800: D. Seminar	Advanced		Advanced	Interm/Advanced	Interm/Advanced	Interm/Advanced
5153: Advanced VCD 2	Advanced	Advanced	Advanced	Interm/Advanced	Advanced	Advanced
5453: VCD Media 4	Advanced	Intermediate				Advanced

The Ohio State University Department of Design

Visual Communication Design Major

Bachelor of Science in Design (BSD), College of Arts and Sciences

PROGRAM LEARNING GOALS: #2 OF 2

Elective Courses	Goal 1: Thinking	Goal 2: Doing	Goal 3: Practice	Goal 4: Scope	Goal 5: Context	Goal 6: Role
5191: Internship	Intermediate	Intermediate	Advanced	Intermediate	Intermediate	Intermediate
5193: Individual Studies	Intermediate	Intermediate			Advanced	
5194: Group Studies	Intermediate	Intermediate			Advanced	
5600E: Design Matters: Embedded	Advanced	Intermediate	Intermediate	Intermediate	Intermediate	Intermediate
5600S: Design Matters: Service	Advanced	Intermediate	Intermediate	Intermediate	Intermediate	Intermediate
5798: Study Tour	Advanced				Intermediate	
5998: UG Schlrshp: Creative	Advanced			Advanced	Advanced	
5998H: Honors UG Schlrshp: Creative	Advanced			Advanced	Advanced	
5999: UG Schlrshp: Writing	Advanced			Advanced	Advanced	
5999H: Honors UG Schlrshp: Writing	Advanced			Advanced	Advanced	