

Fiscal Unit/Academic Org	Industr,Intr&Vis Comm Desg - D0230
Administering College/Academic Group	The Arts
Co-administering 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	121	9.0
Required credit hours offered by the unit	Minimum	118	78.7	78	0.7
	Maximum	118	78.7	78	0.7
Required credit hours offered outside of the unit	Minimum	77	51.3	43	8.3
	Maximum	77	51.3	43	8.3
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 • Learning goals are included in attachment.

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. Please see attachment.

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. Please see attachment.

Attachments

- Design_Undergrad_Nov_2010.pdf: Design Undergrad Program
(Program Proposal. Owner: Nini,Paul Joseph)
- Design_VisCom_map.pdf: Vis Com Design Map
(Curricular Map(s). Owner: Nini,Paul Joseph)

Comments

Workflow Information



Department of Design

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25 October 2010

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RE: Department of Design Quarters to Semesters Conversion

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

None of our programs are 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 Arts 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, socially-responsible Design, user-centered Design research, cross-disciplinarity, collaborative educational experiences, 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 contents to be customized to discipline-specific needs.

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 expect that the GEC will be modified in a similar fashion under semesters.

A strict conversion of 195 credits to two-thirds would equal 130 credits. Our faculty have decided, however, to reduce the total number of required credits to 121, by combining contents from previous courses in the new curricular structure. This movement has resulted in less credits devoted to Free Electives, but as we find that many of our current students complete minors in other areas related to Design, we expect that many will graduate with more than 121 credits and additional elective courses beyond those required in their programs.

Please also keep in mind that the current Design major programs operate in a “lock-step” fashion, where any quarter’s courses are required to be taken in that exact term, and are prerequisites for the next quarter’s courses. We will continue with that system under semesters, and will continue to advise students as we do now, to insure 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 three majors, as we do currently.

We expect that the proposed series of seven-week, 1.5 credit courses will allow us to break various 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 a Design Minor, which they can then use as a supplement to their eventual major program in the university.

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.

A second version of the Design Minor will also be in place, but specifically for students in other majors in the University that have not completed our first year sequence. This version 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 versions 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

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
-

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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Department of Design Mission Statement

The Department of Design seeks to maintain a progressive and viable undergraduate and graduate curriculum directed toward the education of students in the professional practice of Industrial, Interior and Visual communication design. The Department also seeks to contribute to the furtherance of professional standards in cooperation with industry, government, and other societal institutions.

The Department seeks to impart traditional design knowledge and skills as well as to provide an environment for the creation and exploration of new Design knowledge through research and curriculum development.

The Department promotes the development and application of progressive and innovative approaches to problem solving — a process that is understood as a value-laden activity directed towards the optimization of solutions by narrowing the gap between “the existing” and “the desired.”

The Department utilizes the full resources of the University to provide a multi-disciplinary, interdisciplinary and liberal learning environment. Within the undergraduate and graduate programs, a process-oriented approach to learning is encouraged. Such an approach provides the students with a continuous stream of learning experiences similar to those encountered in professional practice.

Within the undergraduate and graduate curricula, emphasis is placed on the development and refinement of fundamental principles and concepts that may serve as frameworks for further investigation and learning. “Learning to learn” is an implicit aim of the total educational unit.

The Department recognizes the need for its students and faculty to continue to form and strengthen relationships with other faculty within this and other universities and schools of Design. The Department promotes national and international contact with professional organizations and societies, industry, governmental agencies, advocacy groups, through exchange agreements and involvement with the community-at-large in the pursuit of a more responsive educational program.

The Department is committed to the attainment of all of the aforementioned goals, and expects its faculty to participate in this commitment. Furthermore, the Department recognizes that the discipline of Design, as well as the standards and expectations that define the discipline are always changing. In this regard, the Department is accordingly committed to improving itself in all aspects of its mission. This property of continuous improvement will drive all areas of recruitment, ongoing evaluation, and promotion and tenure of the faculty.

Department of Design Undergraduate Programs Goals

1. Thinking

The ability 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

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

3. Practice

An 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

An 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.

5. Context

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

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

Department of Design Program Proposal

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

Rationale:

See appropriate section of Chairperson's letter. Conversion to semesters has occurred with minimal changes to program goals and curricular requirements. Courses have been re-ordered to follow the new semester structure.

Please note: NASAD requires that 65% of course work (78 credits) in the undergraduate curriculum be Design or related (elective) courses. GE courses, therefore, can only account for 35% of the curriculum (42 credits). Those two figures total 120 credits. One credit has been added for the freshman Arts survey course, which brings the grand total of credits to 121.

Following:

Current quarters-based and proposed semesters-based advising sheets.
Curricular maps.
List of semester courses.
Conversion table.
Transition policy + example plan.
Assessment conversion.



The Ohio State University Department of Design

Industrial Design Major

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

Name: _____

Advisor: _____



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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.

Industrial 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 310
- 5 Design 262.04
- 5 Design 460.04
- 5 Design 461.04
- 5 Design 462.04
- 3 Design 501
- 3 Design 502
- 3 Design 551
- 3 Design 552
- 3 Design 554
- 0* Design 555
- 3 Design 603
- 3 Design 656
- 5 Design 660.04
- 5 Design 661.04
- 5 Design 662.04

*Listed under GEC.

Others: 22 hours

Select any combination of courses from the following list:

- Architecture*
- Business*
- Engineering*
- Art 307, 331, 340, 342, 370, 480, 481
- Comm. 200, 321, 367
- Design 258, 320*, 340, 570, 573, 693, 780
- Ed. T&L 120, 220, 221, 222, 225, 227, 228, 231, 232

Free Electives: 10 hours

Any courses

Minimum required for graduation: 195 hours

*Any courses from these programs may be used.

*Design 320 is suggested.

Current quarters-based advising sheet showing all degree requirements.



The Ohio State University Department of Design

Industrial Design Major

Bachelor of Science in Design (BSD), College of Arts + Sciences, updated xx/xx

Name:

Advisor:

University Requirements

GEC: 43 hours

Arts xxxx: 1 credit hour

Writing and Related Skills:

x credit hours

3 Design 2200

(Design Research 1)

Quantitative and Logical Skills:

x credit hours

Social Sciences:

x credit hours*†

Natural Sciences:

x credit hours*

Art and Humanities:

x credit hours*†

Historical Study:

x credit hours*†

3 Design 1750

(Design History)

* See approved GE 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.

Industrial Design Major Requirements:

78 hours

Design: 66 hours

1.5 Design 1110: Design Fundamentals 1 (AU, weeks 1 to 7)

1.5 Design 1120: Design Fundamentals 2 (AU, weeks 8 to 14)

1.5 Design 1310: Vis Principles 1 (AU, weeks 1 to 7)

1.5 Design 1320: Vis Principles 2 (AU, weeks 8 to 14)

3 Design 1700: Intro to Design Practice (AU)

1.5 Design 1130: Design Fundamentals 3 (SP, weeks 1 to 7)

1.5 Design 1140: Design Fundamentals 4 (SP, weeks 8 to 14)

1.5 Design 1330: Vis Principles 3 (SP, weeks 1 to 7)

1.5 Design 1340: Vis Principles 4 (SP, weeks 8 to 14)

0* Design 1750: Design History (SP, GE course)

3 Design 2101: Intro to Ind Design 1 (AU)

0* Design 2200: Design Research 1 (AU, GE course)

3 Design 2301: Vis Strategies for Ind Design 1

3 Design 2400: Design Media 1 (AU)

3 Design 2151: Intro to Ind Design 2 (SP)

3 Design 2450: Design Media 2 (SP)

3 Design 2550: Materials + Processes (SP)

3 Design 3101: Intermediate Ind Design 1 (AU)

3 Design 3200: Design Research 2 (AU)

3 Design 3400: Design Media 3 (AU)

3 Design 3151: Intermediate Ind Design 2 (SP)

3 Design 3650: Collaborative Design (SP)

3 Design 3750: Professional Practices (SP, weeks 1 to 7)

3 Design 4101: Advanced Ind Design 1 (AU)

3 Design 4200: Design Research 3 (AU)

3 Design 4301: Vis Strategies for Ind Design 2 (AU)

3 Design 4151: Advanced Ind Design 1 (SP)

3 Design 4800: Design Seminar (SP)

* Listed under GEC.

Free Electives: 12 credit hours, any courses

Minimum required for graduation: 121 credit hours



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Proposed semesters-based
advising sheet showing all degree
requirements.



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The Ohio State University Department of Design

Industrial Design Major

Curriculum Sheet, updated xx/xx

→ 1st Year: Autumn		Spring
1.5	Design 1110: Design Fndmntls 1 (weeks 1 to 7)	1.5 Design 1130: Design Fndmntls 3 (weeks 1 to 7)
1.5	Design 1120: Design Fndmntls 2 (weeks 8 to 14)	1.5 Design 1140: Design Fndmntls 4 (weeks 8 to 14)
1.5	Design 1310: Vis Principles 1 (weeks 1 to 7)	1.5 Design 1330: Vis Principles 3 (weeks 1 to 7)
1.5	Design 1320: Vis Principles 2 (weeks 8 to 14)	1.5 Design 1340: Vis Principles 4 (weeks 8 to 14)
3	Design 1700: Intro to Design Practice	3 Design 1750: Design History (GE course)
3	GE course	3 GE course
3	GE course	3 GE course
→ 2nd Year: Autumn		Spring
3	Design 2101: Intro to Ind Design 1	3 Design 2151: Intro to Ind Design 2
3	Design 2200: Design Research 1 (GE course)	3 Design 2450: Design Media 2
3	Design 2301: Vis Strategies for Ind Design 1	3 Design 2550: Materials + Processes
3	Design 2400: Design Media 1	3 GE course
3	GE course	3 GE course
→ 3rd Year: Autumn		Spring
3	Design 3101: Intermediate Ind Design 1	3 Design 3151: Intermediate Ind Design 2
3	Design 3200: Design Research 2	3 Design 3650: Collaborative Design
3	Design 3400: Design Media 3	3 Design 3750: Professional Practices (weeks 1 to 7)
3	Free elective	3 Free elective
3	GE course	3 Free elective
		6-12 Design 3797 (weeks 8 to 14)*
→ 4th Year: Autumn		Spring
3	Design 4101: Advanced Ind Design 1	3 Design 4151: Advanced Ind Design 1
3	Design 4200: Design Research 3	3 Design 4800: Design Seminar
3	Design 4301: Vis Strategies for Ind Design 2	3 Free elective
3	GE course	3 GE course
3	GE course	3 GE course

*Design 3797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 3151, Design 3650, and up to six hours of Free Elective courses.

Notes:

Proposed semesters-based advising sheet showing course sequences by year. All Design courses must be taken as shown.



The Ohio State University Department of Design

Interior Design Major

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

Name: _____

Advisor: _____



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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.

Interior Design Major Requirements:

118 hours

Design: 89 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
- 5 Design 262.08
- 3 Design 310
- 5 Design 460.08
- 5 Design 461.08
- 5 Design 462.08
- 3 Design 521
- 3 Design 522
- 3 Design 523
- 3 Design 524
- 3 Design 525
- 3 Design 552
- 3 Design 554
- 0* Design 555
- 3 Design 656
- 5 Design 660.08
- 5 Design 661.08
- 5 Design 662.08

* Listed under GEC.

Others: 19 hours

The following list of courses are required:

- 4 Architecture (any)
- 3 Architecture 626, 627 or 628
- 5 Comm. 320, 321 or 367

Select remaining hours from any combination of courses from the following list:

- Architecture*
- Business*
- Art 307, 331, 340, 342, 370, 480, 481
- Design 320*, 340, 570, 573, 603*, 693, 780
- Theatre 625

Free Electives: 10 hours

Any courses

Minimum required for graduation: 195 hours

* Any courses from these programs may be used.

* Design 320 + 603 are suggested.

Current quarters-based advising sheet showing all degree requirements.



The Ohio State University Department of Design

Interior Design Major

Bachelor of Science in Design (BSD), College of Arts + Sciences, updated xx/xx

Name: _____

Advisor: _____

University Requirements

GEC: 43 hours

Arts xxxx: 1 credit hour

Writing and Related Skills:

x credit hours

3 Design 2200

(Design Research 1)

Quantitative and Logical Skills:

x credit hours

Social Sciences:

x credit hours*†

Natural Sciences:

x credit hours*

Art and Humanities:

x credit hours*†

Historical Study:

x credit hours*†

3 Design 1750

(Design History)

* See approved GE 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.

Industrial Design Major Requirements:

78 hours

Design: 69 hours

1.5 Design 1110: Design Fundamentals 1 (AU, weeks 1 to 7)

1.5 Design 1120: Design Fundamentals 2 (AU, weeks 8 to 14)

1.5 Design 1310: Vis Principles 1 (AU, weeks 1 to 7)

1.5 Design 1320: Vis Principles 2 (AU, weeks 8 to 14)

3 Design 1700: Intro to Design Practice (AU)

1.5 Design 1130: Design Fundamentals 3 (SP, weeks 1 to 7)

1.5 Design 1140: Design Fundamentals 4 (SP, weeks 8 to 14)

1.5 Design 1330: Vis Principles 3 (SP, weeks 1 to 7)

1.5 Design 1340: Vis Principles 4 (SP, weeks 8 to 14)

0* Design 1750: Design History (SP, GE course)

3 Design 2102: Intro to Int Design 1 (AU)

0* Design 2200: Design Research 1 (AU, GE course)

3 Design 2302: Vis Strategies for Int Design 1

3 Design 2400: Design Media 1 (AU)

3 Design 2152: Intro to Int Design 2 (SP)

3 Design 2450: Design Media 2 (SP)

3 Design 2552: Int Design Technology 1 (SP)

3 Design 3102: Intermediate Int Design 1 (AU)

3 Design 3200: Design Research 2 (AU)

3 Design 3302: Vis Strategies for Int Design 2

3 Design 3502: Int Design Technology 2 (AU)

3 Design 3152: Intermediate Int Design 2 (SP)

3 Design 3650: Collaborative Design (SP)

3 Design 3750: Professional Practices (SP, weeks 1 to 7)

3 Design 4102: Advanced Int Design 1 (AU)

3 Design 4200: Design Research 3 (AU)

3 Design 4502: Int Design Technology 3 (AU)

3 Design 4152: Advanced Int Design 1 (SP)

3 Design 4552: Int Design Technology 4 (SP)

* Listed under GEC.

Free Electives: 6 credit hours + Arch XXXX: 3 credit hours

Minimum required for graduation: 121 credit hours



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Proposed semesters-based
advising sheet showing all degree
requirements.



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The Ohio State University Department of Design

Interior Design Major

Curriculum Sheet, updated 09/10

→ 1st Year: Autumn		Winter	Spring
1	Arts 100 (GEC)	3	Design 203*
5	Design 200*	5	Math 116 or equiv. (GEC)
3	Design 201*	5	Literature (GEC)
5	English 110 or 111 (GEC)	3	Design 310*
5	Social Science (GEC)		3 Design 205* 5 Art 300 (GEC) 5 Natural Science (GEC) 3 Design 320** <i>(suggested elective)</i>
→ 2nd Year: Autumn		Winter	Spring
5	Design 251	5	Design 252
3	Design 253 (GEC)	3	Design 254
5	Statistics 135, 145 or equiv. (GEC)	5	Social Science (GEC)
5	Others or Free Electives	5	Natural Science (GEC)
			3-5 Others or Free Electives 5 English 367 or other second-level writing course (GEC)
→ 3rd Year: Autumn		Winter	Spring
5	Design 460.o8	5	Design 461.o8
3	Design 523	3	Design 552
3	Design 555 (GEC)	3	Design 524 or 525
5	Comm. 320, 321 or 367	5	Architecture (any)
			3 Design 603 <i>(suggested elective)</i> 5 Social Science (GEC)
→ 4th Year: Autumn		Winter	Spring
5	Design 660.o8	5	Design 661.o8
3	Design 554	3	Design 656
3	Architecture 626, 627 or 628	3	Design 524 or 525
5	History of Art 202 (GEC)	5	History of Art or History (GEC)
			5 Design 662.o8 5 Natural Science (GEC) 3-5 Others or Free Electives

*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:

Current quarters-based advising sheet showing course sequences by year. All Design courses must be taken as shown.



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The Ohio State University Department of Design

Interior Design Major

Curriculum Sheet, updated xx/xx

→ 1st Year: Autumn		Spring
1.5	Design 1110: Design Fndmntls 1 (weeks 1 to 7)	1.5 Design 1130: Design Fndmntls 3 (weeks 1 to 7)
1.5	Design 1120: Design Fndmntls 2 (weeks 8 to 14)	1.5 Design 1140: Design Fndmntls 4 (weeks 8 to 14)
1.5	Design 1310: Vis Principles 1 (weeks 1 to 7)	1.5 Design 1330: Vis Principles 3 (weeks 1 to 7)
1.5	Design 1320: Vis Principles 2 (weeks 8 to 14)	1.5 Design 1340: Vis Principles 4 (weeks 8 to 14)
3	Design 1700: Intro to Design Practice	3 Design 1750: Design History (GE course)
3	GE course	3 GE course
3	GE course	3 GE course
→ 2nd Year: Autumn		Spring
3	Design 2102: Intro to Int Design 1	3 Design 2152: Intro to Int Design 2
3	Design 2200: Design Research 1 (GE course)	3 Design 2450: Design Media 2
3	Design 2302: Vis Strategies for Int Design 1	3 Design 2552: Int Design Technology 1
3	Design 2400: Design Media 1	3 GE course
3	GE course	3 GE course
→ 3rd Year: Autumn		Spring
3	Design 3102: Intermediate Int Design 1	3 Design 3152: Intermediate Int Design 2
3	Design 3200: Design Research 2	3 Design 3650: Collaborative Design
3	Design 3302: Vis Strategies for Int Design 2	3 Design 3750: Professional Practices
3	Design 3502: Int Design Technology 2	(weeks 1 to 7)
3	GE course	3 Free elective
		3 Free elective
		6-12 Design 3797 (weeks 8 to 14)*
→ 4th Year: Autumn		Spring
3	Design 4102: Advanced Int Design 1	3 Design 4152: Advanced Int Design 1
3	Design 4200: Design Research 3	3 Design 4552: Int Design Technology 4
3	Design 4502: Int Design Technology 3	3 Arch XXXX
3	GE course	3 GE course
3	GE course	3 GE course

*Design 3797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 3152, Design 3650, and up to six hours of Free Elective courses.

Notes:

Proposed semesters-based advising sheet showing course sequences by year. All Design courses must be taken as shown.



The Ohio State University Department of Design

Visual Communication Design Major

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

Name: _____

Advisor: _____



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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.

Current quarters-based advising sheet showing all degree requirements.



The Ohio State University Department of Design

Visual Communication Design Major

Bachelor of Science in Design (BSD), College of Arts + Sciences, updated xx/xx

Name:

Advisor:

University Requirements

GEC: 43 hours

Arts xxxx: 1 credit hour

Writing and Related Skills:

x credit hours

3 Design 2200

(Design Research 1)

Quantitative and Logical Skills:

x credit hours

Social Sciences:

x credit hours*†

Natural Sciences:

x credit hours*

Art and Humanities:

x credit hours*†

Historical Study:

x credit hours*†

3 Design 1750

(Design History)

* See approved GE 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:

78 hours

Design: 66 hours

1.5 Design 1110: Design Fundamentals 1 (AU, weeks 1 to 7)

1.5 Design 1120: Design Fundamentals 2 (AU, weeks 8 to 14)

1.5 Design 1310: Vis Principles 1 (AU, weeks 1 to 7)

1.5 Design 1320: Vis Principles 2 (AU, weeks 8 to 14)

3 Design 1700: Intro to Design Practice (AU)

1.5 Design 1130: Design Fundamentals 3 (SP, weeks 1 to 7)

1.5 Design 1140: Design Fundamentals 4 (SP, weeks 8 to 14)

1.5 Design 1330: Vis Principles 3 (SP, weeks 1 to 7)

1.5 Design 1340: Vis Principles 4 (SP, weeks 8 to 14)

0* Design 1750: Design History (SP, GE course)

3 Design 2103: Intro to Vis Com Design 1 (AU)

0* Design 2200: Design Research 1 (AU, GE course)

3 Design 2400: Design Media 1 (AU)

3 Design 2503: Typographic Design (AU)

3 Design 2153: Intro to Vis Com Design 2 (SP)

3 Design 2450: Design Media 2 (SP)

3 Design 2550: Materials + Processes (SP)

3 Design 3103: Intermediate Vis Com Design 1 (AU)

3 Design 3200: Design Research 2 (AU)

3 Design 3400: Design Media 3 (AU)

3 Design 3153: Intermediate Vis Com Design 2 (SP)

3 Design 3650: Collaborative Design (SP)

3 Design 3750: Professional Practices (SP, weeks 1 to 7)

3 Design 4103: Advanced Vis Com Design 1 (AU)

3 Design 4200: Design Research 3 (AU)

3 Design 4800: Design Seminar (AU)

3 Design 4153: Advanced Vis Com Design 1 (SP)

3 Design 4453: Vis Com Design Media 4 (SP)

* Listed under GEC.

Free Electives: 12 credit hours, any courses

Minimum required for graduation: 121 credit hours



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Proposed semesters-based
advising sheet showing all degree
requirements.



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The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet, updated 09/10

→ 1st Year: Autumn		Winter	Spring
1	Arts 100 (GEC)	3	Design 203*
5	Design 200*	5	Math 116 or equiv. (GEC)
3	Design 201*	5	Literature (GEC)
5	English 110 or 111 (GEC)	3	Design 310*
5	Social Science (GEC)		3 Design 205* (suggested elective)
5	Design 251	5	Design 262.02
3	Design 253 (GEC)	3	Design 258
5	Statistics 135, 145 or equiv. (GEC)	5	Others or Free Electives
5	Art 300 (GEC)	5	Others or Free Electives
5	Design 460.02	5	Design 462.02
3	Design 671	3	Design 514
3	Design 555 (GEC)	5	Design 552
5	Others or Free Electives	3-5	Others or Free Electives
5	Design 660.02	5	Design 662.02
3	Design 554	3	History of Art or History (GEC)
4	Design 673 (suggested elective)	4	Design 674 (suggested elective)
3-5	Others or Free Electives	5	History of Art 202 (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:

Current quarters-based advising sheet showing course sequences by year. All Design courses must be taken as shown.



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The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet, updated xx/xx

→ 1st Year: Autumn		Spring
1.5	Design 1110: Design Fndmntls 1 (weeks 1 to 7)	1.5 Design 1130: Design Fndmntls 3 (weeks 1 to 7)
1.5	Design 1120: Design Fndmntls 2 (weeks 8 to 14)	1.5 Design 1140: Design Fndmntls 4 (weeks 8 to 14)
1.5	Design 1310: Vis Principles 1 (weeks 1 to 7)	1.5 Design 1330: Vis Principles 3 (weeks 1 to 7)
1.5	Design 1320: Vis Principles 2 (weeks 8 to 14)	1.5 Design 1340: Vis Principles 4 (weeks 8 to 14)
3	Design 1700: Intro to Design Practice	3 Design 1750: Design History (GE course)
3	GE course	3 GE course
3	GE course	3 GE course
→ 2nd Year: Autumn		Spring
3	Design 2103: Intro to Vis Com Design 1	3 Design 2153: Intro to Vis Com Design 2
3	Design 2200: Design Research 1 (GE course)	3 Design 2450: Design Media 2
3	Design 2400: Design Media 1	3 Design 2550: Materials + Processes
3	Design 2503: Typographic Design	3 GE course
3	GE course	3 GE course
→ 3rd Year: Autumn		Spring
3	Design 3103: Intermediate Vis Com Design 1	3 Design 3153: Intermediate Vis Com Design 2
3	Design 3200: Design Research 2	3 Design 3650: Collaborative Design
3	Design 3400: Design Media 3	3 Design 3750: Professional Practices (weeks 1 to 7)
3	Free elective	3 Free elective
3	GE course	3 Free elective
		6-12 Design 3797 (weeks 8 to 14)*
→ 4th Year: Autumn		Spring
3	Design 4103: Advanced Vis Com Design 1	3 Design 4153: Advanced Vis Com Design 1
3	Design 4200: Design Research 3	3 Design 4453: Vis Com Design Media 4
3	Design 4800: Design Seminar	3 Free Elective
3	GE course	3 GE course
3	GE course	3 GE course

*Design 3797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 3153, Design 3650, and up to six hours of Free Elective courses.

Notes:

Proposed semesters-based advising sheet showing course sequences by year. All Design courses must be taken as shown.

Bachelor of Science in Design (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design: semester courses and descriptions

1110: 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.

1120: 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.

1130: 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.

1140: Design Fundamentals 4

1.5 credit hours, SP weeks 8 to 4. Introduction to basic typographic design and graphic layout.

1310: 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.

1320: 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.

1330: 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.

1440: 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

1700: 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.

1750: Design History

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

Design 2101: Introduction to Industrial Design 1

3 credit hours, AU. Introduction to divergent thinking strategies including design research, observation, abstraction, evaluation and communication in the context of Industrial Design.

Design 2102: Introduction to Interior Design 1

3 credit hours, AU. The study of the relationship of form, function and material within the context of Interior Design.

Design 2103: Introduction 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 2151: Introduction to Industrial Design 2

3 credit hours, SP. Application of divergent thinking strategies including design research, manufacturing, evaluation and digital communication in the context of Industrial Design.

Design 2152: Introduction to Interior Design 2

3 credit hours, SP. The study of the relationship between the user and spatial form, function and material within the context of Interior Design.

Design 2153: Introduction 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 2200: Design Research 1

3 credit hours, AU. Introduction to techniques and methods of evaluative research.

Design 2301: Visualization Strategies for Industrial Design

3 credit hours, AU. Skill development in using freehand sketching for rapid concept generation, form development and communication in the context of Industrial Design.

Design 2302: Visualization Strategies for Interior Design 1

3 credit hours, AU. Introduction to the principles of related spatial representation in Interior Design.

Design 2352: Visualization Strategies for Interior Design 2

3 credit hours, SP. Intermediate study of the principles of spatial representation in Interior Design.

Design 2400: Design Media 1

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

Design 2450: Design Media 2

3 credit hours, SP. Intermediate course in digital media and emerging trends in idea generation, visualization and interactivity.

Design 2503: 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 2550: Materials, process and production

3 credit hours, SP. An overview of current and emerging materials and manufacturing processes commonly applied in production.

Design 2552: Interior Design Technology 1

3 credit hours, AU. Principles of contract documentation, laws, ethics, codes, standards, guidelines and sustainable practices within the context of Interior Design.

Design 3101: Intermediate Industrial Design 1

3 credit hours, AU. Introduction to problem and opportunity identification in the context of product design. Experience with evaluative research methods and product design development process at the intermediate level.

Design 3102: Intermediate Interior Design 1

3 credit hours, AU. Principles of space organization with FF&E (furniture, fixtures and equipment); the study of human-interior product interface relationships.

Design 3103: 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 3151: Intermediate Industrial Design 2

3 credit hours, SP. Introduction to problem and opportunity identification in the context of experience design. Experience with generative research methods and design development process at the intermediate level.

Design 3152: Intermediate Interior Design 2

3 credit hours, SP. Principles of order, spatial sequence and connectivity; the study of medium size space organization and interior and exterior design correlations.

Design 3153: 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 3200: Design Research 2

3 credit hours, AU. Introduction to tools techniques and methods and mindsets of generative research.

Design 3302: Visualization Strategies for Interior Design 2

3 credit hours, AU. Advanced study of the principles of spatial representation in Interior Design.

Design 3400: 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 3502: Interior Design Technology 2

3 credit hours, AU. An overview of current and emerging materials, construction methods and manufacturing processes in Interior Design

Design 3650: Collaborative Design

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

Design 3750: 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 3797: Study at a Foreign Institution

3 credit hours, SP. A study abroad experience at a foreign institution approved by the Department of Design.

Design 4101: Advanced Industrial Design 1

3 credit hours, AU. Application of problem and opportunity identification in the context of a specific client organization needs.

Design 4102: Advanced Interior Design 1

3 credit hours, AU. Principles of organizational strategy and interior identity development addressing the physical, social, and psychological context of work, leisure, and learning environments.

Design 4103: 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 4151: Advanced Industrial Design 2

3 credit hours, SP. A competency with tools, technologies, skills and materials in the exploration, creation, and production, of products, artifacts, environments, systems, communication solutions and services.

Design 4152: Advanced Interior Design 2

3 credit hours, SP. Student developed project that applies principles of organizational strategy and interior identity development addressing the physical, social, and psychological context of work, leisure, and learning environments.

Design 4153: 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 4200: 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 4301: Visualization Strategies for Industrial Design 2

3 credit hours, AU. Design and application of information systems in the production of visual communications within frameworks of Design Research and Industrial Design.

Design 4502: Interior Design Technology 3

3 credit hours, AU. Principles of environmental control within the context of Interior Design.

Design 4552: Interior Design Technology 4

3 credit hours, SP. Principles of material specifications, liability, contracts and bidding documentation within the context of Interior Design.

Design 4553: 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 4800: 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.

Design 4998: Undergraduate Scholarship: Research and Creative Activity in Design

3-9 credit hours. Undergraduate research and creative activities in varying topics.

Design 4998H: Honors Undergraduate Scholarship: Research and Creative Activity in Design

3-9 credit hours. Undergraduate research and creative activities in varying topics.

Design 4999: Undergraduate Scholarship: Research and Writing in Design

3-9 credit hours. Undergraduate research and writing on varying topics.

Design 4999H: Honors Undergraduate Scholarship: Research and Writing in Design

3-9 credit hours. Undergraduate research and writing on varying topics.

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 5200E: Design Matters

3-9 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 5200S: Design Matters

3-9 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.

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

Conversion table (2/3 of current totals)

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

Total degree credit hours required: 195

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

Total degree credit hours required: 121*

*A strict conversion at 2/3 would equal 130 credit hours. As stated in the Chairperson's letter, this total has been reduced by consolidating previous course contents and reducing electives. We expect that many students will pursue minor programs outside of Design and go beyond this number of credit hours prior to their graduations.

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 courses from the quarter system, along with courses 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 one of the major programs. 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 students will be advised by the Department Academic Advisor and major program 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.



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The Ohio State University Department of Design

Visual Communication Design Major

Curriculum Sheet, updated xx/xx

→ 1st Year: Autumn		Winter	Spring
1	Arts 100 (GEC)	3	Design 203
5	Design 200	5	Math 116 or equiv. (GEC)
3	Design 201	5	Literature (GEC)
5	English 110 or 111 (GEC)	3	Design 310
5	Social Science (GEC)		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		Spring
3	Design 1750: Design History (GE course) ^A	3 Design 2153: Intro to Vis Com Design 2 ^C
3	Design 2103: Intro to Vis Com Design 1 ^B	3 Design 2450: Design Media 2
3	Design 2200: Design Research 1 (GE course)	3 Design 2550: Materials + Processes
3	Design 2400: Design Media 1	3 GE course
3	Design 2503: Typographic Design	3 GE course

→ 3rd Year: Autumn		Spring
3	Design 3103: Intermediate Vis Com Design 1	3 Design 3153: Intermediate Vis Com Design 2
3	Design 3200: Design Research 2	3 Design 3650: Collaborative Design
3	Design 3400: Design Media 3	3 Design 3750: Professional Practices
3	Free elective	(weeks 1 to 7)
3	GE course	3 Free elective
		3 Free elective
		6-12 Design 3797 (weeks 8 to 14)*

→ 4th Year: Autumn		Spring
3	Design 4103: Advanced Vis Com Design 1	3 Design 4153: Advanced Vis Com Design 1
3	Design 4200: Design Research 3	3 Design 4453: Vis Com Design Media 4
3	Design 4800: Design Seminar	3 Free Elective
3	GE course	3 GE course
3	GE course	3 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 3797 is only for students pre-approved for study abroad experiences. Credits will be used to replace Design 3153, Design 3650, and up to six hours of Free Elective courses.

Notes:

Example advising sheet for students starting a major program in the first year under quarters. Adjusted content is shown for year 2.

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

Program Assessment Plan (excerpt, updated October 2010)

Guiding Principles for Assessment

- The department will do assessment and develop a unified, coherent program to evaluate its educational activities.
- The department values the involvement of all stakeholders including students, alumni, faculty, administration, employers, and staff in the assessment process.
- The faculty of the department, given their accountability for the curriculum, has the primary responsibility for the development, implementation, and maintenance of assessment activities.
- Statements of desired educational goals have originated with, and been approved by, the faculty of the department.
- Student learning will be assessed using both direct and indirect methods and quantitative and qualitative data.
- The non-aggregated data gathered for assessment purposes will remain confidential and will be used only for the purposes of assessment.
- Assessment of student learning outcomes is about improving learning, not evaluating faculty.
- Assessment is systematic, ongoing, and cyclic.
- Assessment will be simple, doable, and consistent with the university's mission.
- The assessment plan is dynamic and will evolve over time.

Methods of Measuring Attainment of Department Learning Goals

In addition to the learning objectives assessed in each course, learning outcomes based on Department Learning Goals will be indirectly measured through the following:

Measure 1 - Entrance Exam

Students gain acceptance to the department's majors through an entrance exam that is administered in the last half of the first year. The test results of students accepted into the major programs will be summarized by each major coordinator, as a way to establish and track a baseline level of competence of students entering the majors.

Measure 2 - Annual Review Sessions with Major Program Students

Each year the faculty from each major degree program will conduct reviews of the work for the academic year from all Design courses. These reviews will take place at the end of Spring semester with second year and third year students, and results will be summarized by each major coordinator, so that improvements to courses and assignments can be made.

Measure 3 - Graduating Senior Exit Survey

A Graduate Exit Survey will be administered each spring by the Department of Design to graduating students. The Department will conduct the surveys online and senior students will be required to complete the survey. The survey items attempt to obtain information about the delivery and attainment of the program learning outcomes as stated in this plan. Results of exit surveys are tallied every year and analyzed every two years to assist in our assessment of our program learning goals.

Measure 4 - Senior Thesis Project Exhibition

Faculty from each major will rank each graduating thesis project from their major to evaluate evidence of student's synthesis of the Learning Goals as evidenced by the quality of the project. The evaluations will be tallied to construct a summative picture of the level of expertise expressed in the senior projects in each major.

Measure 5 - External Professionals Survey

Each year a small group (3-6) of outside professionals in fields synonymous with our degree majors will be invited to the Department's annual Senior Exhibition to evaluate the work. Their input regarding strengths and weaknesses in the qualities, characteristics, and training they see in our seniors' work will be recorded by the Department Chair and used to help drive our assessment of our department's learning goals.

Measure 6 - Post-Graduation Tracking

Each year the Department's Academic Counselor will track the initial career choices of graduating students for either entering the job market or pursuing graduate studies.

Measure 7 - Alumni Survey

Every five years, the Department's Academic Counselor will conduct an alumni survey, to track where our graduates are currently situated in their professional careers and their satisfaction with their degree.

How Results Will be Used to Improve Student Learning

The faculty will meet at least once each year to review the outcomes of assessment from the six measures listed above, to compare outcomes to pre-established standards, and to decide on an action to be taken. This information will be contained in the annual assessment report from each major and filed with the department office to be used as part of accreditation reporting and College annual reporting by the department.

Plan Implementation Responsibilities

The Department chair is responsible for implementing the assessment plan. He or she sees that the agreed upon time line is adhered to, that annual assessment results are compiled by each major and that reports are filed with the Department in anticipation of accreditation summary reports and college assessment requirements. The chair is also responsible for overseeing the integration of the results of assessment into the department's programs and its curriculum. All of this is done in a framework of collegial responsibility because the faculty, as a group, share responsibility for designing and delivering a curriculum that achieves each program's goals.

Program Outcome Assessment Timeline

Summer 2010

- Develop department learning goals
- Develop draft of first assessment plan
- Obtain preliminary faculty feedback

Fall 2010

- Develop rubric for assessment
- Submit revised goals and plan to college
- Continued faculty feedback

Winter 2011

- Apply rubric to selected courses as a prototype
- Collect, analyze and interpret data of selected courses
- Continued faculty feedback
- Write new syllabi and course assessment measures for new semester courses
- Continue to meet with faculty to coordinate and compare course assessment across majors

Spring 2011

- Assessment plan approved by college
- Assess courses, and learning outcomes identified last quarter and this quarter.
- Continued faculty feedback
- Prototype Post-Graduation Tracking Report

Fall 2011

- Design graduating Senior Exit Survey questions
- Continued faculty feedback

Winter 2012

- Build survey questions in online survey
- Design questions for Outside Professional Survey
- Prototype summaries of entrance exam by major
- Continued faculty feedback

Spring 2012

- Administer prototype of Senior Exit Survey to each graduating class of majors
- Conduct prototype of Outside Professional Survey at senior exhibition
- Continued faculty feedback

Department of Design- BSD Visual Communication Design degree program: quarter to semester conversion map

Segment of Major Program	Current Quarter Course Number	Current Quarter Course Name	Credit Hours	New Semester Course Number	New Semester Course Name	Units	Program Goals	Nature of Conversion	
Freshman Year (30 Units, Fall and Spring Semesters)	Design 200	Introduction to Design	5	Design 1110	Design Fundamentals 1 (weeks 1 to 7)	1.5	3, 4, 5	Replaces Design 251 & 310 with selected content	
	Design 201	Descriptive and Analytical Drawing for Designers	3	Design 1120	Design Fundamentals 2 (weeks 8 to 14)	1.5	3, 4, 5	Replaces Design 251 & 310 with selected content	
	Design 202	Drawing Systems for Designers	3	Design 1310	Visualization Principles and Techniques 1 (weeks 1 to 7)	1.5	3, 4, 5	Replaces Design 201 with selected content	
	Design 203	Graphic Thinking for Designers	3	Design 1320	Visualization Principles and Techniques 2 (weeks 8 to 14)	1.5	3, 4, 5	Replaces Design 202 with selected content	
	Design 310	Color for Design and Communication	3	Design 1700	Introduction to Design Practice	3.0	1, 2, 5	Expanded content of Design 200	
	Design 320	Electronic Media for Designers (Suggested Elective)	3	GEC	-	3.0	-	-	
	GEC	Art 100	1	GEC	-	3.0	-	-	
	GEC	English 110 or 111	5	-	-	-	-	-	
	GEC	Social Science	5	Design 1130	Design Fundamentals 3 (weeks 1 to 7)	1.5	3, 4, 5	Replaces Design 252 & 310 with selected content	
	GEC	Social Science	5	Design 1140	Design Fundamentals 4 (weeks 8 to 14)	1.5	3, 4, 5	Replaces Design 201 with selected content	
	GEC	Math 116 or equivalent	5	Design 1330	Visualization Principles and Techniques 3 (weeks 1 to 7)	1.5	3, 4, 5	Replaces Design 203 with selected content	
	GEC	Literature	5	Design 1340	Visualization Principles and Techniques 4 (weeks 8 to 14)	1.5	3, 4, 5	Expanded and selected content of Design 201, 202, 203	
	GEC	Natural Science	5	Design 1750	Design History (GEC)	3.0	1, 2	Expanded content of Design 253	
				GEC	-	3.0	-	-	
			GEC	-	3.0	-	-		
Sophomore Year (30 Units, Fall and Spring Semesters)	Design 251	Basic Design I	5	Design 2103	Introduction to Visual Communication Design 1	3.0	3, 4, 5	Replaces Design 258 & 460.02 with selected content	
	Design 252	Basic Design II	5	Design 2200	Design Research 1 (GEC)	3.0	1, 2, 6	Expanded content of Design 555	
	GEC - Design 253	Design History	3	Design 2400	Design Media 1	3.0	4, 5	Replaces Design 320 with selected content	
	Design 254	Introduction to Materials & Processes for Designers	3	Design 2503	Typographic Design	3.0	4, 5	Replaces Design 258 & 262 with selected content	
	Design 258	Basic Typography (Type I)	3	GEC	-	3.0	-	-	
	Design 262.02	Basic VC Design Practices	5	-	-	-	-	-	
	Other	Free Elective	5	Design 2153	Introduction to Visual Communication Design 2	3.0	3, 4, 5	Expanded content of Design 461.02	
	Other	Free Elective	5	Design 2450	Design Media 2	3.0	4, 5	Expanded content of Design 552	
	GEC	Statistics 135, 145 or equivalent	5	Design 2550	Materials, Processes, & Production	3.0	1, 2, 5	Replaces Design 254, 511, 514 with selected content	
	GEC	Art 300	5	GEC	-	3.0	-	-	
	GEC	Social Science	5	GEC	-	3.0	-	-	
	GEC	English 367 or other second -level writing course	5	-	-	-	-	-	
	Junior Year (30 Units, Fall and Spring Semesters)	Design 460.02	Intermediate VC Design I : Brand Identity Design	5	Design 3103	Intermediate Visual Communication Design 1	3.0	3, 4, 5	Expanded content of Design 462.02
Design 461.02		Intermediate VC Design II : Typography (Type II)	5	Design 3200	Design Research 2	3.0	1, 2, 6	Expanded content of Design 554	
Design 462.02		Intermediate VC Design III : Information Design	5	Design 3400	Design Media 3	3.0	2, 4, 5	Expanded content of Design 673	
Design 511		VC Hand Graphics	3	Elective	-	3.0	-	-	
Design 514		VC Graphic Design Production	3	GEC	-	3.0	-	-	
Design 552		Design Communication Practices : Type in Motion	3	-	-	-	-	-	
GEC - Design 555		Design Research Methodology	3	Design 3153	Intermediate Visual Communication Design 2	3.0	3, 4, 5	Replaces Design 671 with selected content	
Design 671		Photo Graphics	3	Design 3650	Collaborative Design	3.0	1, 2, 6	Expanded content of Design 660	
Other		Free Elective	5	Design 3750	Professional Practices (weeks 1 to 7)	3.0	1, 2, 5	Replaces Design 656 with expanded & selected content	
Other		Free Elective	3	Design 3797*	Study at a Foreign Institution (6 to 12 Units)	--	1, 2, 6	Replaces Design 697 with same content	
GEC		Natural Science	5	Elective	-*	3.0	-	-	
				Elective	-*	3.0	-	-	
Senior Year (30 Units, Fall and Spring Semesters)		Design 554	Human and Environmental Systems Design	3	Design 4103	Advanced Visual Communication Design 1	3.0	3, 4, 5	Expanded content of Design 661/02
		Design 660.02	Advanced Design I : Environmental Graphic Design	5	Design 4203	Design Research 3	3.0	1, 2, 6	Expanded content of Design 662/02
	Design 661	Advanced Design II : Brand Design and Strategy	5	Design 4800	Visual Communication Design Seminar	3.0	1, 2, 6	Expanded content of Design 780	
	Design 662	Advanced Design III : VC Design Senior Thesis Project	5	GEC	-	3.0	-	-	
	Design 656	Design Professional Practices	3	GEC	-	3.0	-	-	
	Design 673	VC : Interactive Web Communication (Suggested Elective)	4	-	-	-	-	-	
	Design 674	VC : Interactive-Experiential Learning Modules (Suggested Elective)	4	Design 4153	Advanced Visual Communication Design 2	3.0	1, 4, 5, 6	Expanded content of Design 662/02	
	Other	Free Elective	3	Design 4453	Visual Communication Design Media 4	3.0	2, 4, 5	Expanded content of Design 674	
	GEC	History of Art 202	5	Elective	-	3.0	-	-	
	GEC	History	5	GEC	-	3.0	-	-	
	GEC	Natural Science	5	GEC	-	3.0	-	-	

TOTAL CREDIT HOURS : 195
(Design Major Requirements: 86 Hours. Others or Free Electives: 32 Hours. GEC: 77 Hours)

TOTAL UNITS : 120
(Design Major Requirements + Free Electives: 78 Units. GEC: 42 Units)

120 Program Goals: 1- Scope, 2- Context, 3- Thinking, 4- Doing, 5- Practice, 6- Role

*Design 3797 is only for students approved for study abroad experience.

Credit will be used to replace Design 3153, 3600, and up to six hours of Free Elective courses