



Department of Design

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30 January 2014

To: The Arts and Sciences (ASC) Curriculum Committee

Re: Proposed GE revisions to the: Industrial Design; Interior Design; and Visual Communication Design Bachelor of Science in Design (BSD) major programs. Proposed implementation date: Autumn semester 2014.

Rationale for the proposed revisions:

The National Association of Schools of Art and Design (NASAD) accreditation report from 2013 requested that the above Department of Design undergraduate programs increase the number of Art and Design History credits to twelve (12), the recommended 10% of the 120 semester total credit minimum standard for art and design programs.

The above programs currently include two (2) courses at three (3) credits each that apply to this area of study, for a total of six (6) credits:

- 1) "History of Art 2002, Western Art 2: The Renaissance to the Present" (GE); and
- 2) "Design 2750, Design History" (required in each of the major programs).

The above tagged-degree programs currently require a minimum of 131 credits for completion. The Department does not wish to add extra course-work to the current major requirements to accommodate the additional six (6) Art and Design History credits requested by NASAD.

Therefore, we propose to modify the GE requirements for each of the above Bachelor of Science in Design (BSD) major programs, following a GE model already in use by the Department of Art with its Bachelor of Fine Art (BFA) degree programs.

Specifically, we propose to make three (3) revision to the GE:

- 1) Add "History of Art 2001, Western Art 1: Ancient and Medieval Worlds" to the "Historical Study" category.
- 2) Move "History of Art 2002" from the "Historical Study" category to the "Second Historical Study" category.
- 3) Add "Choose one 3 credit hour course from History of Art 3000-level or above" to the "Open Option" GE category, which would effectively reduce the open credits to three (3), from the current total of six (6).

The GE requirements for each of the above Bachelor of Science in Design (BSD) major programs are currently identical, and each would change as above, so that they would remain identical. There are no revisions proposed to the current major requirement courses as delivered by the Department of Design.

The Department considers the proposed revisions to be the most direct and simple manner to accommodate the NASAD request for six (6) additional Art and Design History credits. We ask that the outlined revisions to the GE for these three degree programs be considered in an expedited manner, so that they may be put in effect for students entering these degree programs in Autumn semester 2014.

Many thanks to the ASC Curriculum Committee for its consideration. Best wishes.

Mary Anne Beecher, Ph.D., Professor and Department Chairperson

Attachments: Excerpts from 2013 NASAD accreditation report; Current curriculum sheets for each major program; Proposed (revised) curriculum sheets for each major program.

Excerpts from 2013 NASAD accreditation report

Bachelor of Science in Design – 4 years: Industrial Design

(1) Status: Submitted for renewal of Final Approval for Listing

(2) Curriculum: The institution appears to meet NASAD standards for a professional degree in Industrial Design, except for the requirement for Art and Design History, in which the degree appeared to be deficient. NASAD guidelines suggest that 10-15% of the curriculum be in art/design history. With the current requirement, it is not clear that students gain an understanding and engage with historic themes in the field. The degree includes twelve credits of electives, of which several could be reassigned to the art/design history area. (NASAD Handbook 2012-13, VIII.B.2.)

Bachelor of Science in Design – 4 years: Interior Design

(1) Status: Submitted for renewal of Final Approval for Listing

(2) Curriculum: The institution appears to meet NASAD standards for a professional degree in Interior Design, except for the requirement for Art and Design History, in which the degree appeared to be deficient. NASAD guidelines suggest that 10-15% of the curriculum be in art/design history. With the current requirement, it is not clear that students gain an understanding and engage with historic themes in the field. The degree includes twelve credits of electives, of which several could be reassigned to the art/design history area. (NASAD Handbook 2012-13, VIII.B.2.)

Bachelor of Science in Design – 4 years: Visual Communication Design

(1) Status: Submitted for renewal of Final Approval for Listing

(2) Curriculum: The institution appears to meet NASAD standards for a professional degree in Visual Communication Design, except for the requirement for Art and Design History, in which the degree appeared to be deficient. NASAD guidelines suggest that 10-15% of the curriculum be in art/design history. With the current requirement, it is not clear that students gain an understanding and engage with historic themes in the field. The degree includes twelve credits of electives, of which several could be reassigned to the art/design history area. (NASAD Handbook 2012-13, VIII.B.2.)



Industrial Design Major

Current curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis

(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science

(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

History of Art 2002

2nd Historical Study: 3 credit hours

History or History of Art

Open Option: 6 credit hours

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Industrial Design Major Requirements:

72 hours

First Year

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: Visualization Principles 1 (AU, weeks 1 to 7)

1.5 Design 2320: Visualization 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: Visualization Principles 3 (SP, weeks 1 to 7)

1.5 Design 2340: Visualization Principles 4 (SP, weeks 8 to 14)

3 Design 2750: Design History (SP)

Second Year

3 Design 3101: Intro to Ind Design 1 (AU)

3 Design 3200: Design Research 1 (AU)

3 Design 3301: Visualization Strategies for Ind Design 1

3 Design 3400: Design Media 1 (AU)

3 Design 3151: Intro to Ind Design 2 (SP)

3 Design 3450: Design Media 2 (SP)

3 Design 3550: Materials + Processes (SP)

Third Year

3 Design 4101: Intermediate Ind Design 1 (AU)

3 Design 4200: Design Research 2 (AU)

3 Design 4400: Design Media 3 (AU)

3 Design 4151: Intermediate Ind Design 2 (SP)

3 Design 4650: Collaborative Design (SP)

3 Design 4750: Professional Practices (SP, weeks 1 to 7)

6* 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 4151, Design 4650, and up to another six hours of Design elective courses.

Fourth Year

3 Design 5101: Advanced Ind Design 1 (AU)

3 Design 5200: Design Research 3 (AU)

3 Design 5301: Visualization Strategies for Ind Design 2 (AU)

3 Design 5151: Advanced Ind Design 1 (SP)

3 Design 5800: Design Seminar (SP)

Design Electives: 12 credit hours, see following sheet for suggestions

Minimum required for graduation: 131 credit hours



Industrial Design Major

Revised curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis
(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science
(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

1) History of Art 2001

2nd Historical Study: 3 credit hours

2) History of Art 2002

Open Option: 6 credit hours

3) Choose one 3 credit hour course from History of Art 3000-level or above

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Industrial Design Major Requirements:

72 hours

First Year

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: Visualization Principles 1 (AU, weeks 1 to 7)

1.5 Design 2320: Visualization 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: Visualization Principles 3 (SP, weeks 1 to 7)

1.5 Design 2340: Visualization Principles 4 (SP, weeks 8 to 14)

3 Design 2750: Design History (SP)

Second Year

3 Design 3101: Intro to Ind Design 1 (AU)

3 Design 3200: Design Research 1 (AU)

3 Design 3301: Visualization Strategies for Ind Design 1

3 Design 3400: Design Media 1 (AU)

3 Design 3151: Intro to Ind Design 2 (SP)

3 Design 3450: Design Media 2 (SP)

3 Design 3550: Materials + Processes (SP)

Third Year

3 Design 4101: Intermediate Ind Design 1 (AU)

3 Design 4200: Design Research 2 (AU)

3 Design 4400: Design Media 3 (AU)

3 Design 4151: Intermediate Ind Design 2 (SP)

3 Design 4650: Collaborative Design (SP)

3 Design 4750: Professional Practices (SP, weeks 1 to 7)

6* 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 4151, Design 4650, and up to another six hours of Design elective courses.

Fourth Year

3 Design 5101: Advanced Ind Design 1 (AU)

3 Design 5200: Design Research 3 (AU)

3 Design 5301: Visualization Strategies for Ind Design 2 (AU)

3 Design 5151: Advanced Ind Design 1 (SP)

3 Design 5800: Design Seminar (SP)

Design Electives: 12 credit hours, see following sheet for suggestions

Minimum required for graduation: 131 credit hours



Interior Design Major

Current curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis
(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science
(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

History of Art 2002

2nd Historical Study: 3 credit hours

History or History of Art

Open Option: 6 credit hours

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Interior Design Major Requirements:

75 hours

First Year

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: Viz Principles 1 (AU, weeks 1 to 7)

1.5 Design 2320: Viz 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: Viz Principles 3 (SP, weeks 1 to 7)

1.5 Design 2340: Viz Principles 4 (SP, weeks 8 to 14)

3 Design 2750: Design History (SP)

Second Year

3 Design 3102: Intro to Int Design 1 (AU)

3 Design 3200: Design Research 1 (AU)

3 Design 3302: Viz Strategies for Int Design 1

3 Design 3400: Design Media 1 (AU)

3 Design 3152: Intro to Int Design 2 (SP)

3 Design 3450: Design Media 2 (SP)

3 Design 3552: Int Design Technology 1 (SP)

Third Year

3 Design 4102: Intermediate Int Design 1 (AU)

3 Design 4200: Design Research 2 (AU)

3 Design 4302: Viz Strategies for Int Design 2

3 Design 4502: Int Design Technology 2 (AU)

3 Design 4152: Intermediate Int Design 2 (SP)

3 Design 4650: Collaborative Design (SP)

3 Design 4750: Professional Practices (SP, weeks 1 to 7)

6* 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 4152, Design 4650, and up to another six hours of Design elective courses.

Fourth Year

3 Design 5102: Advanced Int Design 1 (AU)

3 Design 5200: Design Research 3 (AU)

3 Design 5502: Int Design Technology 3 (AU)

3 Design 5152: Advanced Int Design 2 (SP)

3 Design 5552: Int Design Technology 4 (SP)

Design Electives: 6 credit hours, see following sheet for suggestions

Architecture 5510 or 5520: 3 credit hours

Minimum required for graduation: 131 credit hours



Interior Design Major

Revised curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis
(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science
(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

1) History of Art 2001

2nd Historical Study: 3 credit hours

2) History of Art 2002

Open Option: 6 credit hours

3) Choose one 3 credit hour course from History of Art 3000-level or above

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Interior Design Major Requirements:

75 hours

First Year

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: Viz Principles 1 (AU, weeks 1 to 7)

1.5 Design 2320: Viz 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: Viz Principles 3 (SP, weeks 1 to 7)

1.5 Design 2340: Viz Principles 4 (SP, weeks 8 to 14)

3 Design 2750: Design History (SP)

Second Year

3 Design 3102: Intro to Int Design 1 (AU)

3 Design 3200: Design Research 1 (AU)

3 Design 3302: Viz Strategies for Int Design 1

3 Design 3400: Design Media 1 (AU)

3 Design 3152: Intro to Int Design 2 (SP)

3 Design 3450: Design Media 2 (SP)

3 Design 3552: Int Design Technology 1 (SP)

Third Year

3 Design 4102: Intermediate Int Design 1 (AU)

3 Design 4200: Design Research 2 (AU)

3 Design 4302: Viz Strategies for Int Design 2

3 Design 4502: Int Design Technology 2 (AU)

3 Design 4152: Intermediate Int Design 2 (SP)

3 Design 4650: Collaborative Design (SP)

3 Design 4750: Professional Practices (SP, weeks 1 to 7)

6* 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 4152, Design 4650, and up to another six hours of Design elective courses.

Fourth Year

3 Design 5102: Advanced Int Design 1 (AU)

3 Design 5200: Design Research 3 (AU)

3 Design 5502: Int Design Technology 3 (AU)

3 Design 5152: Advanced Int Design 2 (SP)

3 Design 5552: Int Design Technology 4 (SP)

Design Electives: 6 credit hours, see following sheet for suggestions

Architecture 5510 or 5520: 3 credit hours

Minimum required for graduation: 131 credit hours



Visual Communication Design Major

Current curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis
(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science
(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

History of Art 2002

2nd Historical Study: 3 credit hours

History or History of Art

Open Option: 6 credit hours

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Visual Communication Design Major Requirements:

72 hours

First Year

- 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: Viz Principles 1 (AU, weeks 1 to 7)
- 1.5 Design 2320: Viz 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: Viz Principles 3 (SP, weeks 1 to 7)
- 1.5 Design 2340: Viz Principles 4 (SP, weeks 8 to 14)
- 3 Design 2750: Design History (SP)

Second Year

- 3 Design 3103: Intro to Vis Com Design 1 (AU)
- 3 Design 3200: Design Research 1 (AU)
- 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)

Third Year

- 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* 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 another six hours of Design elective courses.

Fourth Year

- 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)

Design Electives: 12 credit hours, any courses

Minimum required for graduation: 131 credit hours



Visual Communication Design Major

Revised curriculum



General Education:

47 to 49 hours

ArtSci 1100: 1 credit hour

Writing: 6 credit hours

Writing 1 (English 1110)

Writing 2 (any 2367)

Quantitative and Logical Skills

Mathematical and Logical Analysis
(from GE list, 3-5 credit hours)

Data Analysis

(from GE list, 3 credit hours)

Science: 10 credit hours

Biological Science

Physical Science

(one must have a lab)

Literature: 3 credit hours

Visual and Performing Arts:

3 credit hours

Art 2555 (Photography)

Social Science: 6 credit hours

(from below categories)

Historical Study: 3 credit hours

1) History of Art 2001

2nd Historical Study: 3 credit hours

2) History of Art 2002

Open Option: 6 credit hours

3) Choose one 3 credit hour course from History of Art 3000-level or above

One course on *Social Diversity in the US*, and two *Global Studies* courses are required — these contents are typically embedded in other GE courses. Failure to choose courses with these two designations could result in up to 9 additional credits needed to complete the GE requirements.

Visual Communication Design Major Requirements:

72 hours

First Year

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: Viz Principles 1 (AU, weeks 1 to 7)

1.5 Design 2320: Viz 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: Viz Principles 3 (SP, weeks 1 to 7)

1.5 Design 2340: Viz Principles 4 (SP, weeks 8 to 14)

3 Design 2750: Design History (SP)

Second Year

3 Design 3103: Intro to Vis Com Design 1 (AU)

3 Design 3200: Design Research 1 (AU)

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)

Third Year

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* 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 another six hours of Design elective courses.

Fourth Year

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)

Design Electives: 12 credit hours, any courses

Minimum required for graduation: 131 credit hours