

ILLINOIS STATE
UNIVERSITY



University Curriculum Committee

*Telephone: 309/438-3183
Campus Box 2202
101C Moulton Hall*

October 1, 2018

TO: Susan Kalter, Chairperson, Academic Senate
FROM: Jean Standard, Chairperson, University Curriculum Committee
RE: Executive Summary – Proposal for the New Graphic Design BFA Sequence

The University Curriculum Committee has approved and is forwarding for Academic Senate consideration the attached proposal from the School of Art for a new Graphic Design Sequence in the Major in Art, B.F.A.

The School of Art provided a reasonable rationale for adding the new sequence:

- Currently, the only way to study graphic design at Illinois State is through the existing Graphic Design sequence in the B.A. and B.S. in Art degrees in the School of Art. The graphic design sequence at Illinois State has a strong reputation for excellence in undergraduate design education.
- In 2014, the School of Art went through a National Association of Schools of Art and Design (NASAD) accreditation review. Related to offering only a B.A. or B.S. (non-professional degrees), some feedback was critical of certain requirements and our positioning of graphic design as a professional program. This proposed B.F.A. Graphic Design sequence will remedy that by providing a more rigorous course of study for a select group of students intent on developing a professional career in graphic design. The combination of both B.A./B.S. and B.F.A. degrees in graphic design will position us to be more competitive than other schools in the state that only provide one of those.
- The students that graduate from the B.F.A. Graphic Design sequence will be prepared for a professional career in graphic design and grow into leadership positions such as senior designer, creative director, art director and principal of a design firm. Through their work with and without clients, on screen and in print, they will be able to positively impact our complex society.

The University Curriculum Committee supports the proposal to add this new sequence.

Jr
Attachments