

Submitted by: Margaret E. Winters, Provost and Senior Vice President for Academic Affairs

ESTABLISHMENT OF A BACHELOR IN FINE ARTS WITH A MAJOR IN DESIGN IN THE COLLEGE OF FINE, PERFORMING AND COMMUNICATION ARTS

Recommendation

It is recommended that the Board of Governors approve the establishment of a Bachelor of Fine Arts degree with a major in Design in the Department of Art and Art History and the College of Fine, Performing and Communication Arts, effective Fall 2016

Background

This program provides a new, more contemporary and efficient curriculum for the four design disciplines currently offered in the department, three of which are on the BFA-Art degree. Fashion Design, Graphic Design, Industrial Design, and Interior Design are the four concentrations that share core Design content courses. The new degree will enable the department to better market, recruit, and enroll Design students. The degree will also streamline the curriculum while providing more options within the major, which should improve both graduation and retention rates. The Design major course content is being updated to make students more employable upon graduation.

Many regional and national universities retain a model of each Design discipline being in a separate degree. Very few programs (and none in Michigan) use the single BFA-Design model, which allows students to first identify an interest in Design and subsequently choose a specific concentration. This model will also more easily allow students to change Design concentrations once the major is chosen.

Program Description

Candidates for the Bachelor of Fine Arts with a major in Design must complete a total of 120 credits, including 24 core credits and another 27-42 credits, depending on the concentration chosen. This configuration is in alignment with national expectations and standards for an undergraduate degree in Design and the concentrations offered in the degree.

Once the new degree is established, enrolled students will have an option to stay in the current degrees where these concentrations currently reside or transition to the new degree. New students will be asked to select the new degree rather than the BFA-Art in the areas of Graphic, Industrial, and Interior Design. For Fashion (currently on two concentrations -- apparel design and fashion merchandising), apparel design will likewise be phased out of its current degrees, BA and BS. Fashion merchandising, which is more closely related to business practices than to creative design, will remain on the BA and BS degree track.

Admission Requirements

Admission requirements to the Bachelor of Fine Art with a major in Design are satisfied by the general requirements for undergraduate admission to the university.

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Curriculum Requirements

Candidates for the Bachelor of Fine Arts degree with a major in Design must satisfy the university General Education requirements, College requirements, and the major requirements for the core and concentration. All course work must be completed in accordance with the regulations of the University and the College governing undergraduate scholarship and degrees. The core requirements include a total of 24 credits. Students must also complete 27 to 42 credits (depending on areas of specialization) in Design courses, eighteen of which must be at the advanced level (courses numbered 3000 or higher) plus the appropriate senior seminar for the selected concentration. The minimum grade for each course required in the concentration, which must be taken in the Department of Art and Art History, must be no less than a 'C-' in order for the course credit to count toward the degree.

The Department of Art and Art History is working with the Office of the Provost to establish Design concentrations in the following areas: Fashion (42 credits), Graphic (27 credits), Industrial (42 credits), and Interior (42 credits).

Graduation Requirements

A minimum grade of "C-" must be achieved in each course within the major in order to be applied toward degree requirements. A cumulative GPA of 2.0 or higher must be established in all courses within the major.

Program Administration

The program will be housed in the Department of Art and Art History in the College of Fine, Performing and Communication Arts. The program will be overseen in a manner similar to the other undergraduate degree programs in the department. The department chair has primary administrative oversight and works with faculty through the department executive committee to assess and maintain appropriate academic standards for the curriculum.

Budget and Resource Requirements

No new expenditures are required.

Accreditation

No accreditation will be sought for the Bachelor of Fine Arts with a major in Design. The program will be reviewed as part of the Academic Program Review for the Department of Art and Art History.

Approvals

The proposal for the Bachelor of Fine Arts with a major in Design was approved by the following: faculty and the Executive Committee in the Department of Art and Art History; chairs of the College of Fine, Performing and Communication Arts; the CFPCA Faculty Council; the Office of the Dean of FPCA; and the Provost's Office.