



SENATE RESOLUTION #2733

TITLE: ASUW Support for the Implementation of a Bachelor of Fine Art in Visual Communication Design

DATE INTRODUCED: February 16, 2021

AUTHOR: President Talamantes

SPONSORS: Senators Rubano, Scalise, and Wilkins


1. WHEREAS, the purpose of the Associated Students of the University of Wyoming (ASUW)
2. Student Government is to serve our fellow students in the best manner possible; and,
3. WHEREAS, the University of Wyoming (UW) continuously strives to improve our land
4. grant and flagship mission by offering top-tier programs that are comparable to our peer
5. institutions; and,
6. WHEREAS, the Art and Art History Program has recently reviewed their degree offerings to
7. see if they meet the National Association of School of Art and Design (NASAD)
8. accreditation standards; and,
9. WHEREAS, the Art and Art History Program recently rebuilt the Bachelor of Fine Arts
10. (BFA) in Studio Art to meet the NASAD accreditation standards; and,
11. WHEREAS, in doing so, the new BFA in Studio Art does not accommodate students
12. enrolled in the Concentration in Graphic Design due to a large number of additional credit
13. hours students would have to pursue in order to obtain the concentration; and,
14. WHEREAS, the Concentration in Graphic Design within the Bachelor of Art's (BA) in
15. Studio Art is an outdated degree path; and,
16. WHEREAS, a BFA in Design as a stand-alone degree offering is an industry standard
17. according to the NASAD and American Institute of Graphic Arts (AIGA); and,
18. WHEREAS, the Art and Art History Program plans to evolve the Concentration in Graphic
19. Design to a fully-fledged degree program by adding six units into the curriculum and

20. integrating the BFA in Studio Art capstone; and,
21. WHEREAS, Addendum A reflects the structure of the new major; and,
22. WHEREAS, there is a high demand from students for a stand-alone degree offering in
23. Graphic Design as reflected in Addendum B; and,
24. WHEREAS, the proposed degree program would give students a degree path that has not yet
25. existed at UW; and,
26. WHEREAS, many of our peer institutions offer a stand-alone degree in Graphic Design; and,
27. WHEREAS, the new BFA in Visual Communication Design would not require any
28. additional budgetary demands; and,
29. WHEREAS, the proposal referenced in Addendum C reflects the explanation of how the new
30. degree program meets UW's mission and the goals of UW's Strategic Plan.
31. THEREFORE, be it resolved by the Associated Students of the University of Wyoming
32. (ASUW) Student Government that we support the implementation of a Bachelor of Fine Arts
33. in Visual Communication Design and the termination of the Concentration in Graphic Design
34. within the Bachelor of Arts in Studio Art starting the Academic Year 2021-2022.

Referred to: Advocacy, Diversity, and Policy; Program and Institutional Development

Date of Passage: February 23, 2021 **Signed:** 

(ASUW Chairperson)

“Being enacted on February 23, 2021**, I do hereby sign my name hereto and**
approve this Senate action.” 

ASUW President

Addendum B

NAME OF PROPOSED ACADEMIC PROGRAM AND MODE OF DELIVERY:

BFA in Visual Communication Design (VCD)

The degree would be offered on the UW Main Campus within the Visual Arts Building through traditional studio and lecture classes with the option for online teaching. The new professional degree (BFA in VCD) would fit into the Art and Art History Program curriculum as follows:

Current Degrees in Art and Art History Program

- BA in Art History
- BA in Studio Art
 - BA in Studio Art with Graphic Design Concentration
- BFA in Studio Art
- BA in Art Education

Future Degrees in Art and Art History Program

- BA in Art History
- BA in Studio Art
- BFA in Studio Art
- BFA in Visual Communication Design
- BA in Art Education

STRUCTURE OF THE MAJOR:

See Appendix A for the complete degree curriculum and credit hours. The one new class to be developed is highlighted in Appendix A and can be offered without the hiring of additional faculty. All other classes are currently being offered on a regular basis in the Art and Art History Program.

APPENDIX A

STRUCTURE OF THE MAJOR

*New additional class highlighted below...

BFA IN VISUAL COMMUNICATION DESIGN

125 credit hours total; (90 inside major + 35 outside major)

42 upper division total; (6 Art History + 12 BFA core + 15 upper division VCD + upper division Studio Art)

COURSES IN THE ART AND ART HISTORY PROGRAM

(90 total ... 15+12+15+12+12+15+9)

15 CREDITS – FOUNDATIONS CORE

- | | |
|---|------------------|
| 3 | 2D Design |
| 3 | 3D Design |
| 3 | Color Theory |
| 3 | Drawing I |
| 1 | Digital Media |
| 1 | Portfolio Review |
| 1 | Tech |

12 CREDITS - STUDIO CORE

(12 credits from the list below; at least one core course must be from 2D and one from 3D)

- | | |
|-----|---|
| 3 | Art 2005 – Drawing II |
| 3 | Art 2210 – Painting I |
| (3) | Art 2112 – Graphic Design I – already included in the VCD core) |
| 3 | Art 2255/ or 2265 – Photo (either black/white or digital) |
| 3 | Art 3510 – Printmaking I |

- 3 Art 2310 – Sculptural Practices I
- 3 Art 2350 – Metalsmithing I
- 3 Art 2410/or 2420 Ceramics I or II

15 CREDITS – ART HISTORY / DESIGN THEORY

- 3 ART 2010 – Art History Survey I
- 3 ART 2020 – Art History Survey 2
- 3 ART 2030 – History of Graphic Design
- 6 Upper Division Art History

12 CREDITS – BFA CORE

- 3 ART 4600 – Professional Practices (COM III)
- 3 ART 4010 – Contemporary Art Theory and Practice (COM III)
- 3 ART 4800 – BFA Capstone I (fall of senior year)
- 3 ART 4810 – BFA Capstone II (spring of senior year)

12 CREDITS – VISUAL COMMUNICATION DESIGN CORE

- 3 ART ??? – Typography for Visual Communication*
(will be covered by reassigning current faculty)
- 3 ART 2112 – VCD I: Visual Thinking (currently Graphic Design I)
- 3 ART 2122 – VCD II: Visual Programming (currently Computer Graphics I)
- 3 ART 2255 or ART 2265 - Intro to Photo (Digital) or Intro to Photo

(B&W)

15 CREDITS – UPPER DIVISION VISUAL COMMUNICATION DESIGN

- 3 ART 3112 – TYPE: Type, Images & Narrative (Advanced Type)
- 3 ART 3120 – VCD III: Visual Making (currently Graphic Design II)
- 3 ART 3150 – VCD IV: Visual Imaging in Time (currently Computer Graphics II)
- 3 ART 4120 – Senior Design Studio (currently Senior Portfolio)
- 3 ART 4400 or Art 4425 – Internship / Graphics Internship

9 CREDITS - UPPER DIVISION STUDIO ART ELECTIVES

- 9 Upper Division Studio Art classes

COURSES OUTSIDE MAJOR (35 TOTAL ... 21+6+8)

21 CREDITS – UW USP REQUIREMENTS

- 3 FYS
- 6 PN
- (6) (Human Culture – covered by Foreign Language)
- 3 Q
- 3 U.S. / Wyoming Constitution
- 3 COM I
- 3 COM II
- (3) (COM III) – embedded in BFA Degree

6 CREDITS – A&S REQUIREMENTS

- 3 Diversity
- 3 Global

8 CREDITS – BFA DEGREE REQUIREMENTS

- 8 Foreign Language

Addendum C

EVIDENCE OF HOW THE NEW ACADEMIC PROGRAM ALIGNS WITH THE UNIVERSITY'S MISSION, STRATEGIC PLAN, AND EXISTING ACADEMIC DEGREE PROGRAM ARRAY

The University of Wyoming Mission focuses on academic excellence and measurable student outcomes. Our proposed new degree will give students a specific degree track in a highly desirable career (See institutional analysis table). *“Recruitment and retention of students who will have encountered the frontiers of scholarship and creative activity and who will be prepared for the complexities of an interdependent world upon graduation as well as gainful employment or graduate school”.*

The proposed BFA in VCD is a refined restructuring of the existing Concentration in Graphic Design, currently described by our accrediting consultant as a degree within a degree. The current concentration is cumbersome and does not accurately reflect the content delivered. The new BFA in VCD ties directly to the University Mission: *Promoting and embracing continuous improvement by guiding development of academic programs, and curricula, supporting diverse modalities of instruction, and monitoring for academic quality and student success*, and stated Values: Creative thinking leads to new knowledge, inspires student achievement and brings practical innovation to our communities.

Based on the UW Strategic Plan, the BFA in VCD will connect with several goals, including:

Goal 1: *Support students entering UW from the community colleges, the workforce, or after a hiatus, by providing more pathways to completing a Bachelors' degree.* As the only Design degree in the region, we anticipate attracting a large number of new students as well as creating a defined pathway for transfer students from the state through targeted articulation and a defined 2+2 plan.

Goal 2: *Grow the number of students at a distance enrolled in hybrid and fully online degree programs.* With a new awareness and understanding of hybrid and online teaching, certain courses within the new BFA in VCD could be taught online. And based upon student interest, the new BFA in VCD could function as both an in-person and online degree.

Goal 3: *Promote and embrace continuous improvement by guiding development of academic programs and curricula and monitoring them for academic quality, productivity, and student success.* The revised degree from the concentration to a major is an improvement of an existing degree (BA in Studio Art with a Concentration in Graphic Design), with a focus on student success in both job placement post-graduation as well as a defined degree path for graduate school.

The level of student interest in Design courses is already very high. Creating a clear degree pathway will increase enrollment, offer a strategic recruitment opportunity for students throughout the region as incoming freshmen as well as students transferring in from community colleges, and offers more opportunities for students post-graduation with a degree in hand that accurately reflects their experience and qualifications. The BFA in VCD will align with and advance the university's "four pillars" priorities of becoming more digital, more entrepreneurial, more interdisciplinary and more inclusive.

Addendum D

Notice of Intent: Bachelor of Fine Arts in Visual Communication Design, Art and Art History Program, Department of Visual and Literary Arts

SUMMARY

In order to bring our program degrees in line with NASAD accreditation standards and evolve to better serve a growing number of design focused students, The Art and Art History Program within the Department of Visual and Literary Arts seeks to *terminate* a current and outmoded liberal arts degree concentration (Concentration in Graphic Design within BA in Studio Art) and *offer a new* professional level degree (BFA in Visual Communication Design). This new degree will require no new faculty, no additional funding, and would increase student digital literacy and knowledge of professional-design industry practices while providing a professional degree path in Design.

NAME OF PROPOSED ACADEMIC PROGRAM AND MODE OF DELIVERY:

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- BA in Art Education

Future Degrees in Art and Art History Program

- BA in Art History
- BA in Studio Art
- BFA in Studio Art
- BFA in Visual Communication Design
- BA in Art Education

STRUCTURE OF THE MAJOR:

See Appendix A for the complete degree curriculum and credit hours. The one new class to be developed is highlighted in Appendix A and can be offered without the hiring of additional faculty. All other classes are currently being offered on a regular basis in the Art and Art History Program.

ANTICIPATED CURRICULUM AND LEARNING OUTCOMES:

- Increased skill-set offerings in advanced digital processes, including but not limited to 2D, 3D, 4D Design, Motion Graphics, User Experience/User Interaction (UX/UI), and Virtual/Augmented/Mixed Reality – with a strong understanding of traditional fine arts and design principles, critical narratives, and industry expectations and outcomes.
- Increased skill-set offerings in professional practices for Design industries rooted in traditional Fine Arts Foundation courses, and incorporating Art Historical elements and Digital-Design curriculum.
- Increased skill-set offerings in Design Thinking process principles across a wide range of media, historical antecedents and speculative work on new media approaches to a wide range of contemporary and future problems based in design entrepreneurship.
- Increased offerings in online learning to address issues of distance and time constraints on learning. The faculty have been well positioned to address the current needs of the students during the COVID crisis proving the resilience of current approaches and adding to the need for increased flexibility in addressing digital approaches to learning.

- Increased offerings in Internship opportunities as the degree raises the visibility of our students beyond the already excellent opportunities campus wide initiated and advanced by faculty in Design through collaborations and partnerships.

PLAN FOR OBTAINING A MARKET ANALYSIS OF ANTICIPATED STUDENT DEMAND AND ENROLLMENT; ANALYSIS OF POST-GRADUATION MARKET DEMAND:

Market data analysis from Gray and Associates for the relevant CIP 50.0409: Graphic Design is available in Appendix B. Also available in Appendix B is the current US Government Bureau of Labor Statistics ten year projection for employment as a Graphic Designer.

According to the BLS, “Graphic designers are expected to face strong competition for available positions. Many talented individuals are attracted to careers as graphic designers. Prospects will be best for applicants who keep up with the latest design trends, technologies, and techniques.” A professional level BFA in VCD would better position UW graduates in an increasingly competitive but still vital and vibrant industry.

The Art and Art History Program plans to also reach out to AIGA and NASAD for more market analysis of student demand and better statistics regarding post-graduation market demand (which appears inconsistently low in the table when compared to actual student experiences at UW). The Art and Art History Program will also conduct a survey of Design alumni to better present the clear market demand for a BFA in VCD.

PRELIMINARY BUDGET

The new BFA in VCD would not require any additional faculty and would operate in coordination with the current curriculum for the BFA in Studio Art, with the Foundation Core and the Studio Core classes being identical, along with the Art History requirements. No additional budgetary demands are required. The Mac-lab utilized for the majority of the classes is supported by student fees, with a major technology upgrade now in planning from funds from the CAREs act and Federal Stimulus dollars. Existing faculty and staff will be able to deliver the additional required classes and curriculum within their current job description percentages. This will provide a consistent, yet flexible experience for students wishing to apply into a professional BFA degree path in either Design or Studio Art.

PROPOSED TIMELINE FOR STAGED IMPLEMENTATION OVER FIVE YEARS INCLUDING CAMPUS AND BOARD REVIEW

The Art and Art History Program would like to begin offering the new BFA in VCD degree in fall of 2021 with the goal of transitioning and graduating at least three students in the new major (the minimum for NASAD accreditation) by spring of 2022 in step with the NASAD accreditation of all degrees in the Art and Art History by that date. The existing Concentration in Graphic Design would be phased out as an option for students in the Art and Art History Program at the beginning of AY 21-22. There will be a clear application process to move all eligible current students in the BA in Studio Art with Concentration in Graphic Design into the BFA in VCD. Students who are not accepted into the new BFA in VCD would continue as a BA in Studio Art major – most likely graduating with the Concentration in Graphic Design until all are matriculated and the Concentration is finally retired.

INFORMATION ON OTHER REQUIRED APPROVALS

This proposal for a new BFA in VCD is tied to our first-time application for NASAD accreditation. This spring 2021, two external NASAD evaluators will be on campus to assess the application for accreditation. The Program would like to state in its accreditation Self-Study that the University is considering and/or has approved the BFA in VCD in order to meet accreditation standards in our application. See accreditation table Appendix C which illustrates how the new BFA in VCD meets NASAD standards regarding percentages in each content area.

EVIDENCE OF HOW THE NEW ACADEMIC PROGRAM ALIGNS WITH THE UNIVERSITY’S MISSION, STRATEGIC PLAN, AND EXISTING ACADEMIC DEGREE PROGRAM ARRAY

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programs, and curricula, supporting diverse modalities of instruction, and monitoring for academic quality and student success, and stated Values: Creative thinking leads to new knowledge, inspires student achievement and brings practical innovation to our communities.

Based on the UW Strategic Plan, the BFA in VCD will connect with several goals, including:

Goal 1: *Support students entering UW from the community colleges, the workforce, or after a hiatus, by providing more pathways to completing a Bachelors' degree.* As the only Design degree in the region, we anticipate attracting a large number of new students as well as creating a defined pathway for transfer students from the state through targeted articulation and a defined 2+2 plan.

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The level of student interest in Design courses is already very high. Creating a clear degree pathway will increase enrollment, offer a strategic recruitment opportunity for students throughout the region as incoming freshmen as well as students transferring in from community colleges, and offers more opportunities for students post-graduation with a degree in hand that accurately reflects their experience and qualifications. The BFA in VCD will align with and advance the university's "four pillars" priorities of becoming more digital, more entrepreneurial, more interdisciplinary and more inclusive.

RATIONALE THAT CLEARLY DEFINES THE NEED FOR THE NEW ACADEMIC PROGRAM. THE RATIONALE SHOULD INCLUDE EVIDENCE THAT THE ACADEMIC PROGRAM WILL NOT PRODUCE UNNECESSARY DUPLICATION OF EXISTING PROGRAMS

The Art and Art History Program recently rebuilt its BFA in Studio Art to conform to NASAD accreditation standards. In doing so, the new and current BFA in Studio Art became unable to accommodate students enrolled in the old Concentration in Graphic Design due to the large number of additional credits, duplications, and need for additional time towards graduation within the BFA in Studio Art. This means that there is currently no viable path for a UW student wishing to pursue a professional level degree in Design. National accreditation by the National Association of School of Art and Design (NASAD) prefers a clear division and articulation of pathways for professional degrees in Studio Art and in Design.

According to the National Association of Schools of Art and Design (NASAD) and the AIGA (the Professional Association for Design) a BFA in Design is the appropriate and preferred professional degree in Design for an accredited department or program in the applied arts. The current Concentration in Graphic Design within the BA in Studio Art is an outdated and outmoded degree pathway, placing design as a subset within Studio Art. Both NASAD and AIGA suggest a BFA in Design as the industry standard for a professional Design degree, and as the most desirable degree option for employers in the field as well as competitive graduate study programs. The current Concentration in Graphic Design curriculum exceeds expectations and accreditation standards in credit hours for a (non-professional) liberal arts degree in Design. The addition of only six units (one newly developed course, one already existing course) and an integration into the newly built BFA in Studio Art capstone experience would provide the necessary credits for an accredited BFA in VCD.

The level of student interest in the BFA in VCD is high and warrants its own standalone degree. With the number of students in the Concentration (35 to 40) and in the Graphic Design Minor (60 to 70), many of these major and minor students would choose to apply for a BFA in VCD that is accredited and recognized by the profession. Currently 23% of majors and 30% of minors in the Art and Art History Program are declared as Graphic Design. It is expected that many of the current Graphic Design Minors would choose to switch to a professional level BFA in VCD. There would also be a clear application process to move all eligible current students in the BA in Studio Art with Concentration in Graphic Design into the BFA in VCD. Students who are not accepted into the BFA in VCD would continue as BA in Studio Art majors –graduating with the Concentration in Graphic Design until all are matriculated and the Concentration is finally retired.

Currently no duplication exists in degree programs. The new BFA in VCD would evolve the Concentration into a full-fledged professional degree based on increased demand. For the first time, it would allow students to complete a professional degree in Design within the state of Wyoming. It would model for students current professional Design

practices in the industry with broad potential to take root more fully across the State. The BFA in VCD would streamline design education and eliminate confusion while building upon and growing the Art and Art History Program. This degree would also provide transfer students from Wyoming Community Colleges a clear path to enter the Design profession with a clear 2+2 agreement and course equivalencies. It will help further establish UWYO as a center for the study of Design in the Mountain West, continuing to draw students from the Front Range where only one accredited BFA in Design exists within a public institution with tuition costs exceeding those at UWYO.

APPENDIX A

STRUCTURE OF THE MAJOR

*New additional class highlighted below...

BFA IN VISUAL COMMUNICATION DESIGN

125 credit hours total; (90 inside major + 35 outside major)

42 upper division total; (6 Art History + 12 BFA core + 15 upper division VCD + upper division Studio Art)

COURSES IN THE ART AND ART HISTORY PROGRAM

(90 total ... 15+12+15+12+12+15+9)

15 CREDITS – FOUNDATIONS CORE

3	2D Design
3	3D Design
3	Color Theory
3	Drawing I
1	Digital Media
1	Portfolio Review
1	Tech

12 CREDITS - STUDIO CORE

(12 credits from the list below; at least one core course must be from 2D and one from 3D)

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(3	Art 2112 – Graphic Design I – already included in the VCD core)
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3	Art 2310 – Sculptural Practices I
3	Art 2350 – Metalsmithing I
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6	Upper Division Art History

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(B&W)

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3 ART 3150 – VCD IV: Visual Imaging in Time (currently Computer Graphics
II)
3 ART 4120 – Senior Design Studio (currently Senior Portfolio)
3 ART 4400 or Art 4425 – Internship / Graphics Internship

9 CREDITS - UPPER DIVISION STUDIO ART ELECTIVES

9 Upper Division Studio Art classes

COURSES OUTSIDE MAJOR (35 TOTAL ... 21+6+8)

21 CREDITS – UW USP REQUIREMENTS

3 FYS
6 PN
(6) (Human Culture – covered by Foreign Language)
3 Q
3 U.S. / Wyoming Constitution
3 COM I
3 COM II
(3) (COM III) – embedded in BFA Degree

6 CREDITS – A&S REQUIREMENTS

3 Diversity
3 Global

8 CREDITS – BFA DEGREE REQUIREMENTS

8 Foreign Language