

# : BACHELOR OF SCIENCE-ART: GRAPHIC DESIGN OPTION

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## IN WORKFLOW

1. ART Dept. Approver (drosenb1@wisc.edu; bgerloff@wisc.edu; ejach@wisc.edu; ckelley@wisc.edu; ganser@wisc.edu)
2. EDU School Admin Reviewer (bgerloff@wisc.edu; ckelley@wisc.edu; ejach@wisc.edu; sychta@wisc.edu)
3. EDU School Approver (dhess@wisc.edu; bgerloff@wisc.edu; ejach@wisc.edu; ckelley@wisc.edu; sychta@wisc.edu)
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6. APIR Admin (wiessinger@wisc.edu; mrschultz3@wisc.edu; jlmilner@wisc.edu)
7. Registrar (sjgolueke@wisc.edu; wclipske@wisc.edu)

## APPROVAL PATH

1. Thu, 21 Mar 2019 20:04:36 GMT  
Julie M Ganser (ganser): Approved for ART Dept. Approver
2. Mon, 06 May 2019 20:42:58 GMT  
Elizabeth A Jach (ejach): Approved for EDU School Admin Reviewer

## NEW PROGRAM PROPOSAL

Date Submitted: Thu, 21 Mar 2019 16:31:50 GMT

## VIEWING: : BACHELOR OF SCIENCE-ART: GRAPHIC DESIGN OPTION

### LAST EDIT: MON, 06 MAY 2019 20:42:47 GMT

Changes proposed by: ganser

Final Catalog

Rationale for Inactivation

Name of the school or college academic planner who you consulted with on this proposal.

Name
Barb Gerloff - EDU
Elizabeth Jach - EDU
Carolyn Kelley - EDU

Proposal Abstract/Summary:

A named option for graphic design within the Bachelor of Science - Art Degree will clarify the status of graphic design within the Art Department and UW-Madison. A more clearly identified graphic design program would provide more students with a larger, more visible opportunity to gain unique knowledge and skill sets specific to their chosen field of study. In addition, a named option would make it easier for undergraduate students to directly identify their area of study on transcripts and resumes. The presence of "Graphic Design" on a student's transcript will make their skills more obvious to a potential employer.

Type of Approval

Governance Approval Needed

If approved, what term should the proposed change be effective?

Select yes if this proposal is only to add, remove, or rearrange curricular requirements, and will change less than 50% of the curriculum.

## **BASIC INFORMATION**

Program State:

Type of Program:

Named Option

Parent Program:

MAJ: Art BS

Upload the Approved Notice of Intent and UW System Approval Memo.

Upload completed draft of the full Board of Regents Authorization Proposal for this program.

Parent Audience:

Undergraduate

Who is the audience?

Parent Home Department:

ART

Home Department:

Parent School/College:

School of Education

School/College:

The program will be governed by the home department/academic unit as specified. Will an additional coordinating or oversight committee be established for the program?

No

Describe procedures under which the coordinating/oversight committee will operate, including how the committee chair is appointed, to whom the chair reports, how participating faculty and staff are identified, provisions for transitions in the committee, and processes for interaction with the home department.

Parent is in the Graduate School:

Is this in the Graduate School?

Award:

Other Award Name:

SIS Code:

SIS Code (BS):

SIS Description:

SIS Description (BS):

Transcript Title:

Bachelor of Science-Art: Graphic Design Option

Will this name change apply to all enrolled students in the same term (turn-key)?

Named Options:

Sub Plan 1050: No Title Found

Does the parent program offer this as an additional major as well?

No

Will this be offered as an additional major as well?

Explain the program's process for reviewing joint degree proposals from students.

Describe the reason for offering the program as an additional major. Include evidence of student interest and demand, how the additional major benefits the students' learning experience, and describe how the program has capacity in course offerings and advising to support the additional major.

Provide information on which degree/majors it will likely be combined with most frequently and provide evidence that such combinations will not extend student time to degree beyond the standard four academic years.

Briefly describe the process the student follows to get permissions to declare the additional major from the primary degree/major and the additional major offering unit.

Will a doctoral minor be required?

Explain the rationale for the decision.

Describe the alternate breadth training resources that will be made available to/required of students.

Is this a non-admitting master's degree?

## **SUSPENSION AND DISCONTINUATION**

What is the date by which you will submit a plan to resolve the suspended status, if approved?

What is the last term that a student could declare this program?

What is the last term that students may be enrolled in or complete the program?

What is the timeline and advance communication plan?

Explain the precipitating circumstances or rationale for the proposal.

What is the potential impact on enrolled students?

What is the potential impact on faculty and staff?

Explain and provide evidence of efforts made to confer with and to notify faculty and staff.

Explain and provide evidence of efforts made to confer with and to notify current students.

Explain and provide evidence of efforts made to confer with and to notify alumni and other stakeholders.

Teach-out plan - How will program quality be maintained during the suspended period or the teach-out period for discontinued programs?

Teach-out plan: A) For currently enrolled students, how will required courses, curricular elements, advising and other student services be provided?

Teach-out plan: B) For prospective students in the admissions pipeline, how are any commitments being met or needs to notify them that their program of interest will not be available?

Teach-out plan: C) For stopped out students, what provisions are made for their re-entry? What program(s) will they be re-entered into?

Teach-out plan: D) Provide any other information relevant to teach-out planning.

Roles by Responsibility: List one person for each role in the drop down list. Use the green + to create additional boxes.

Role Type	Name (Last, First)	Email	Phone	Title
Department Chair	Rosenberg, Douglas P	drosenb1@wisc.edu	608/262-3380	
Faculty Director	Miller, Dennis A	dmiller3@wisc.edu	608/234-1720	Professor of Graphic Design and Typography
Primary Contact	Mitchell, Meghan Marie	mmmitchell2@wisc.edu		Assoc Chair/Art Department

Primary Dean's Office Contact	Gerloff, Barbara K	bgerloff@wisc.edu	608/262-4544	Asst Dean, Education Academic Services
Primary Contact	Ganser, Julie M	ganser@wisc.edu	608/262-8831	Sr Admin Programs/Art Department

List the departments that have a vested interest in this proposal.

**Departments**

Art History (ART HIST)

Design Studies (DESIGN ST)

Are all program reviews in the home academic unit up to date?

Yes

Please explain.

Are all assessment plans in the home academic unit up to date?

Yes

Please explain.

Are all assessment reports in the home academic unit up to date?

Yes

Please explain.

Mode of Delivery:

Face-to-Face (majority face-to-face courses)

Provide information on how any lab courses required for the degree will be handled.

Will this program be part of a consortial or collaborative arrangement with another college or university?

No

Upload proposal:

Will instruction take place at a location geographically separate from UW-Madison?

No

Upload proposal:

Parent has outside accreditation:

Yes

Will this program have outside accreditation?

Parent Guide Accreditation tab

**Accreditation**

National Association of Schools of Art and Design (<https://nasad.arts-accredit.org>)

Accreditation status: Accredited. Next accreditation review: 2025-2026.

Guide Accreditation tab

Will graduates of this program seek licensure or certification after graduation?

Graduates of parent program seek licensure or certification after graduation.

No

Parent Guide Certification/Licensure tab

Guide Certification/Licensure tab

First term of student enrollment:

Fall 2020 (1212)

When will the application for the first term of enrollment open?

Spring 2020 (1204)

Which terms will you allow new students to enroll? What are the application deadlines for each term selected?

Start Term	Application Deadline MM/DD
Fall	None
Spring	None
Summer	None

Year of three year check-in to GFEC (3 years after first student enrollment):

2024

Year of first program review (5 years after first student enrollment):

2026

If this proposal is approved, describe the implementation plan and timeline.

After notification of approval, the Art Department will add the named option to our list of undergraduate programs. Announcements will be sent to all advisors on campus, as well as to all students currently participating in an undergraduate art program.

## RATIONALE AND JUSTIFICATIONS

How does the named option relate to the major and to other named options in the major, if relevant?

Graphic design courses have been part of the Art Department curriculum since the late 1960's, and it is one of the most heavily enrolled disciplines in this department. Currently, in order to prepare for a career in graphic design, students pursuing art degrees have the option to complete a sequence of elective graphic design courses, in addition to required foundations and studio breadth requirements. There are no other named options in Art, with the exception of the BFA-Art Named Option in Graphic Design, which is being simultaneously proposed with this one. Many peer institutions offer specifically named graphic design programs. In this region alone, institutions such as University of Minnesota-Twin Cities, University of Illinois Champaign-Urbana, University of Illinois Chicago, Michigan State University, University of Wisconsin-Milwaukee have each separated their studio art programs from graphic design programs.

Why is the program being proposed? What is its purpose?

Many current and potential undergraduate students look for a degree program in graphic design. When they don't find such a degree here, they often assume that courses in graphic design and typography don't exist within UW-Madison. Currently, students who wish to prepare for a career as a graphic designer take a sequence of graphic design and typography courses as studio electives within the BS-Art or BFA degree programs. A named option for graphic design and typography within the Bachelor of Science - Art Degree will clarify the status of graphic design within the Art Department and UW-Madison and make the program easier to locate. A more clearly identified graphic design program would provide more students with a larger, more visible opportunity to gain unique knowledge and skill sets specific to their chosen field of study. In addition, a named option would make it easier for undergraduate students to directly identify their area of study on transcripts and resumes. The presence of "Graphic Design" on a student's transcript will make their skills more obvious to a potential employer.



How is the certificate program designed to complement the degree/major of participating students?

What is its relation to the institution's mission? (Consider the mission broadly as a major research university with missions in teaching, research, service, and the Wisconsin Idea.) How does it contribute to the mission of the sponsoring unit(s)?

Do current students need or want the program? Provide evidence.

Since 2013, enrollment in undergraduate graphic design and typography courses has increased dramatically. Some of this increase can be attributed to the Studio Art Certificate Program. However, a drastically revised curriculum and an expansion of course offerings also contributed to increasing levels of student interest. Over 100 students are enrolled in graphic design and typography courses for Spring 2019. Students and potential students consistently ask about a "graphic design degree". The expectation is that a large art and design program within a world-class university will have such a degree, or at least a named major. Graphic design course content is largely defined by expectations of professionals who are in a position to hire. Therefore, well trained, ambitious, and credentialed graphic design students have the tools to move directly into professional practice.

Graphic design faculty and program advisors have, for years, tried to assure students interested in graphic design that their job search won't be hampered by the fact that their major doesn't mention their area of special skill and preparation. In proposing this first named option for the Bachelor of Fine Art degree, the Art Department will enable "Graphic Design" to appear in the title of the graphic design students' major.

What is the market, workforce, and industry need for this program? Provide evidence.

Graphic design plays an important role at every level of contemporary culture. It is an inherently interdisciplinary practice. Both professionals and students in the field must operate in two, three, and four dimensions, often simultaneously. In current and future iterations of the field, graphic designers must function as the "fusion" between art, business, engineering, research, and science. Their abilities to think critically while working seamlessly across disciplines is what makes graphic design a relevant component in undergraduate study on this campus. Graphic design courses deliver skills and expertise that are in demand in the current marketplace for the practice of graphic design and related communications-oriented fields. Graduates of the program will have experienced a range of forms and media that provide professional preparation, as well as the development of unique intellectual and visual voice. Graduating students will also possess the flexibility to adapt to a changing, unpredictable world and its communication needs where the methods of communication can be expected to evolve and expand. Skills related to graphic design and typography impact every other discipline on this campus and beyond. Students who gain these skills see positive results other areas of their studies. After leaving the university, young professionals have skill sets that help them to perform more effectively when asked to explain and/or disseminate their work.

How does the program represent emerging knowledge, or new directions in professions and disciplines?

In what ways will the program prepare students through diverse elements in the curriculum for an integrated and multicultural society (may include diversity issues in the curriculum or other approaches)?

What gap in the program array is it intended to fill?

This proposal addresses a gap in the program array by making it easier for undergraduate students to directly identify their area of study on transcripts and resumes. The presence of "Graphic Design" on a student's transcript will make their skills more obvious to a potential employer.

What is the rationale for this change?

What evidence do you have that these changes will have the desired impact?

What is the potential impact of the proposed change(s) on enrolled students?

What is the potential impact of the proposed change(s) on faculty and staff?

## FACULTY AND STAFF RESOURCES

List the core program faculty and staff with title and departmental affiliation(s) who are primarily involved and will participate in the delivery and oversight.

Name (Last, First)	Department	Title
Miller, Dennis A	Art (ART)	Professor of Graphic Design and Typography
Ahn, Yeohyun	Art (ART)	Asst Professor of Graphic Design
Nardi De Azevedo, Henrique	Art (ART)	Faculty Associate, Graphic Design

What resources are available to support faculty, staff, labs, equipment, etc. ?

For several decades, the Art Department has been supporting graphic design courses, classrooms with digital labs, teaching staff and tenured faculty in the graphic design discipline. Also, two Humanities classrooms dedicated to graphic design are supported by the Anderson endowment, so an increased need for financial support isn't immediately anticipated. However, should the addition of this Named Option result in much greater student demand, the department will consider rearranging/reallocating 101 funds to support additional graphic design faculty members, and/or lecturers. Facilities will be adequate, especially with the addition of a new digital lab and the conversion of a required course to a lecture rather than lab format. The Art Department expects that many focus areas will eventually require access to digital labs, and will continuously seek to add digital facilities to our programs.

Program advisor(s) with title and departmental affiliation(s).

Name (Last, First)	Department	Title
Miller, Dennis A	Art (ART)	Faculty Director, Graphic Design
Ganser, Julie M	Art (ART)	Senior Admin Programs Specialist
Jones, Shannon Rose	Art (ART)	Assoc Student Services Coordinator
Martz, Branden E	Art (ART)	Advisor and Grad Coordinator

How will the resource load for the additional advising be met?

Describe how student services and advising will be supported.

The Art Department employs three academic staff members whose responsibilities include advising current and potential art students. Graphic design faculty and adjunct instructors will also provide advising to students interested in pursuing the named options. Also, each art major is assigned an advisor in Education Academic Services.

Describe the advising and mentoring practices that will be used in this program, including how annual assessment of student progress will be communicated.

Confirm that the program advisor(s) or coordinator(s) have been consulted and reviewed this proposal.

Yes

Select the Graduate Research Scholars Community for this program.

## **RESOURCES, BUDGET, AND FINANCE**

Is this a revenue program?

No

What is the tuition structure for this program?

Standard resident/MN/nonresident undergraduate tuition

Select a tuition increment:

What is the rationale for selecting this tuition increment?

Will segregated fees be charged?

If segregated fees will not be charged, please explain.

Upload the proposal for market based tuition:

Provide a summary business plan.

Provide an overview of plans for funding the program including but not limited to program administration, instructional/curricular delivery, technology needs and program assessment.

What is the marketing plan?

Describe resource and fiscal considerations - A. Provide an overview of plans for funding the program including program administration, instructional/curricular delivery, academic and career advising, technology needs, marketing (if relevant), financial aid and scholarships (if relevant), capacity for student learning outcomes assessment and program review.

Describe resource and fiscal considerations - B. Are the faculty, instructional staff and key personnel existing or new faculty and staff? If they already serve existing programs, how are they able to add this workload? If new faculty and staff will be added, how will they be funded?

Describe resource and fiscal considerations - C. What impacts will the program have on staffing needs beyond the immediate program? How are those needs being met?

Describe resource and fiscal considerations - D. For graduate programs, describe plans for funding students including but not limited to funding sources and how funding decisions will be made.

UW System Administration and the Board of Regents require submission of budget information in a specific format. These forms will be completed in collaboration with APIR after school/college approval and before submission to UWSA for Board consideration. These forms are uploaded here by APIR.

Given considerations associated with the proposed change, describe the academic unit's fiscal capacity to support the instructional and curricular requirements, academic and career advising, student support services, technology needs, and relevant assessment of student learning and program review requirements. Is there sufficient capacity in the curricular and academic support services to meet the additional workload? For research graduate programs, include information on how the program will be administered and how student funding will be handled. For undergraduate programs, include information on academic advising, career advising, student support services.

Does the program or change require substantial new resources other than those just described? Describe the needs. Confirm that the dean is committed to providing the resources.

The department currently supports graphic design-related programming through its current degree program. Art's faculty and staff, as well as leadership in SOE, are all committed to supporting both new BS and BFA graphic design named option programs.

Are new Library resources needed to support this program?

No

Provide a summary of the requirements.

Memo from the Libraries confirming that the needs can be addressed.

Describe plans for funding students including but not limited to funding sources and how funding decisions are made.

Will you be seeking federal financial aid eligibility for this Capstone program?

Capstone program students are eligible for federal financial aid (usually loans) if they participate in Gainful Employment (GE) requirements, that is, they prepare students for employment in a recognized occupation. For information about gainful employment requirements see: <https://studentaid.ed.gov/sa/about/data-center/school/ge>

Identify the SOC codes most closely associated with the occupational preparation the Capstone provides.

What program-specific financial aid, if any, is available for this program?

What is the time period that this program is designed to be completed in by the typical student?

Gainful Employment requirements come with the need to track employment of graduates and provide additional reports – does the program have the capacity to complete these requirements?

## **CURRICULUM AND REQUIREMENTS**

If you are proposing a change to the curriculum, what percentage of the curriculum is changing?

Provide an explanation of the reasons for such a substantial curricular change, the potential impact on students, availability of courses, and plan for transition.

Which students are eligible for the certificate?

List the specific schools and colleges.

Provide justification for the limits.

Is this certificate available to University Special (non-degree seeking students)?

Which University Special students are eligible for the certificate?

Describe certificate program procedures to advise students who do not complete the certificate to notify the program advisor if they re-enroll as a University Special student to complete the certificate.

Describe certificate program procedures to notify Adult Career and Special Student Services (ACSSS) of those University Special students who are formerly unaffiliated with the program who intend to complete a certificate.

Describe certificate program procedures to report to the Registrar's Office when a University Special student has completed the certificate and supply a list of courses that student used to fulfill certificate requirements. (Note that SIS eDeclaration and DARS are not available for University Special students.)

Parent Plan Admissions/How To Get In Requirements

## **PROGRAM ADMISSION OVERVIEW**

The Art-B.S. degree program currently admits on-campus students to begin in the fall, spring, and summer. Requirements and selection criteria may be modified from one application/admission period to the next. Potential applicants should consult the School of Education's Apply to a Program (<http://www.education.wisc.edu/soe/academics/undergraduate-students/academic-program-admission>) page for updates to eligibility requirements prior to submitting an application.

## **ENTERING THE SCHOOL OF EDUCATION**

### **PROSPECTIVE UW-MADISON APPLICANTS**

Prospective applicants to UW-Madison are strongly encouraged to submit a portfolio to the Department of Art for review. Though a portfolio is not required, it does provide the art department an opportunity to make a recommendation on the applicant's behalf to UW-Madison's Office of Admissions and Recruitment. The Office of Admissions and Recruitment makes final determinations regarding the admission status of all applicants. Additional information, including submission guidelines, is available on the How to Apply (<https://art.wisc.edu/undergraduate/undergraduate-application>) page of the art department's website.

### **NEW AND CURRENT UW-MADISON STUDENTS**

New freshmen and off-campus transfers are admitted directly to the Art-B.S. degree program. All other on-campus students interested in becoming Art students must follow the application procedures outlined below.

### **PROSPECTIVE TRANSFER STUDENTS**

Applicants not already enrolled on the UW-Madison campus must be admissible to the university to enroll in a School of Education program. Admission to UW-Madison requires a separate application and admission process. See UW-Madison Office of Admissions and Recruitment (<http://admissions.wisc.edu>) for application information. BFA candidates cannot transfer directly into the Art-BFA degree

program; instead, they will be admitted to campus as if pursuing the Art–B.S. degree program (ART classification) and can apply for the BFA program once enrolled on campus. Transfer students are strongly encouraged to meet with the art department advisor prior to coming to campus; call 608-262-1660 to schedule an appointment. Prospective transfer students are strongly advised to meet with an Education Academic Services advisor in advance of their application; to schedule, call 608-262-1651.

## STUDENTS WITH A PREVIOUS DEGREE

Prospective applicants who already hold an undergraduate degree are strongly encouraged to meet with an Education Academic Services advisor in advance of their application. Consultations with advisors are available in person or via telephone; to schedule, call 608-262-1651.

Applicants who already hold an undergraduate degree are admitted to the School of Education as either an *Education Special student* or a *second degree student*, depending on their interests and academic background. Admission as an Education Special student indicates that the student has an interest in pursuing certification in a subject area studied during the initial degree; another degree is not awarded for this "certification only" coursework. Second degree students are seeking a second, unrelated degree from the School of Education, which may, or may not, include teacher certification. Candidates for limited enrollment programs must meet all admission eligibility requirements for the program and must compete with the eligible applicants for program admission. More information is available here (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>).

## APPLICATION AND ADMISSION

On-campus students interested in becoming art students must first apply to the Art–B.S. degree program. These students should complete and submit the application, as well as transcripts from all other colleges or universities attended, to Education Academic Services, Room 139 Education Building, 1000 Bascom Mall, at any time during the academic year. Applications cannot be processed without a complete academic record. (A transfer credit evaluation cannot be accepted in place of a transcript.) The program application must be signed by the undergraduate advisor in the Department of Art; call 608-262-1660 to schedule an appointment.

## CRITERIA FOR ADMISSION

- Cumulative grade point average of at least a 2.5 based on UW–Madison campus coursework, as modified by the Last 60 Credits Rule (detailed below).
- Filing of all required paperwork, including professional program application (<http://www.education.wisc.edu/soe/academics/undergraduate-students/academic-program-admission>) and transcripts. Application must be signed by the art department advisor.

### Last 60 Credits Rule

Two grade point averages will be calculated to determine candidates' eligibility to programs. GPAs will be calculated using

- all transferable college level coursework attempted, and
- the last 60 credits attempted.

The higher GPA of these two will be used for purposes of determining eligibility. If fewer than 60 credits have been attempted, all credits will be used to calculate the GPA. Graded graduate coursework will also be used in all GPA calculations. ("Attempted" coursework indicates coursework for which a grade has been earned.) For more information on this rule, see this link (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>).

Guide Admissions/How to Get In tab

Describe plans for recruiting students to this program.

The Art Department's Outreach Staff will incorporate new program offerings into ongoing, current recruiting efforts. This includes reaching out to all Admissions and academic advisors on campus, notifying the Madison chapter of AIGA (professional design organization, announcing the program through our weekly newsletter, attending targeted recruiting events, and editing marketing collateral to include the new program. Projected enrollment anticipates that current art majors will declare the named option in graphic design.

What is the recruiting and admissions strategy for underrepresented students?

Will students be declared in an intended major while completing the admission requirements?

Describe how the students will be advised and the transition to other degree granting program if they are not admitted.

Projected Annual Enrollment:

Year	Projected Enrollment
Year 1	20
Year 2	30
Year 3	40
Year 4	50

Maximum enrollment that can be supported with existing instructional and student services resources:

100

Describe plans for supporting enrollments that are much higher or much lower than the anticipated enrollment.

Are international students permitted to enroll in this program?

Those who are not familiar with using the html editor fields may upload a document with information about the curriculum for use by those who will format and edit the content that will appear in the Guide.

4YearPlanBS-ART\_GrDesignOption\_2019.pdf

BS-Art\_GraphicDesign\_Named OptionAssessmentPlan2019.pdf

Select the school or college degree requirements that will be used.

Will this program have Honors in the Major?

Parent Requirements

## PROGRAM STRUCTURE

The bachelor of science (B.S.) degree program in art has five components:



- *Liberal studies* courses expose students to a broad range of academic disciplines. The university-wide *General Education* requirements also encourage this breadth of study.
- The *Foundations Program* requires six interrelated studio and aesthetics courses designed to prepare first-year students for further study in studio art and design.
- *Aesthetics* coursework gives students an opportunity to study both the history of art and contemporary developments in the visual arts.
- *Major* requirements permit in-depth studies of studio art. After taking courses in the Foundations area, students complete coursework in each of the four studio areas: 2D, 3D, 4D, and Graphics. B.S.–Art majors are required to reach an advanced level in at least one studio discipline.
- *Elective* credits to pursue individual areas of interest, such as a second major or additional studio credits. Many B.S.–Art students complete an additional major from the College of Letters & Science. Some use this major to complement their art preparation (e.g., focusing on written communication for an eventual career in advertising), or a subject that complements their interest in art. Students interested in medical illustration, for example, may wish to take courses in the biological sciences. Others select majors that reflect interests completely unrelated to art.

## ART FOUNDATIONS PROGRAM

The Art Foundations Program is a series of interrelated studio and lecture courses to be taken by art and art education majors in their first year as preparation for further study in studio art and design. The program addresses the fundamentals of art through investigation of formal, technical and conceptual issues. The drawing, 2D and 3D design, digital media, and art historical lecture classes are designed to expose, broaden, and challenge students' understanding of contemporary art production.

Art foundations classes are meant to be taken concurrently and the information covered in them is interrelated. Students completing the Foundations Program should enroll in ART 102 Two-Dimensional Design, ART 212 Drawing Methods & Concepts, and ART 108 Foundations of Contemporary Art for the fall semester and complete ART 104 Three-Dimensional Design, ART 107 Introduction to Digital Forms, and ART 208 Current Directions in Art in the spring.

Most freshman art majors complete their foundations courses through participation in the very popular Contemporary Art and Artists First-Year Interest Group (FIG), (<https://figs.wisc.edu>) which also creates a network of corresponding experiences and a peer community that will continue throughout the program and often beyond graduation. Students in FIGs enjoy studying with instructors dedicated to serving first year students, the opportunity to integrate related ideas from all three classes, and the ready-made opportunities to form support networks and lasting friendships.

Additional information about the Foundations Program (<https://art.wisc.edu/media-disciplines/foundations>) is available on the departmental website.

## AESTHETICS REQUIREMENTS

Code	Title	Credits
ART 108	Foundations of Contemporary Art (component of the Foundations Program)	3
ART 208	Current Directions in Art (component of the Foundations Program)	3
Select two additional courses from the following:		8
ART HIST 201	History of Western Art I: From Pyramids to Cathedrals	
ART HIST 202	History of Western Art II: From Renaissance to Contemporary	
ART HIST 205	Global Arts	
ART 438	History of Graphic Design and Typography <sup>1</sup>	

<sup>1</sup> If taken prior to summer, 2018, ART 438 may count toward either the aesthetics or studio requirements, but not both. Effective summer, 2018, it may only count toward the aesthetics requirement. This course is designed for students pursuing graphic design.

## MAJOR REQUIREMENTS

The requirements listed here are effective for students admitted to the program effective summer 2016. Students admitted prior to this time can find their major requirements listed in previous editions of the *Undergraduate Catalog* and on their DARS reports.

Complete a minimum of 45 studio credits, including the specific coursework below. No more than 58 studio credits will be counted toward the minimum 120 credits required for the B.S. degree. Thus, if a student wishes to graduate with the minimum of 120 credits, 62 of these credits must be "non-studio" coursework.

Major residency requirement: Students completing the B.S. degree must complete at least 24 credits of major studio coursework in residence on the UW–Madison campus.

Art and BFA degree students have priority access to studio courses. Note: Some courses are offered for 3 or 4 credits; it is preferred that the course be taken for 4 credits.

## REQUIRED STUDIO FOUNDATIONS COURSES

Complete the following:

Code	Title	Credits
ART 102	Two-Dimensional Design	3
ART 104	Three-Dimensional Design	3
ART 107	Introduction to Digital Forms	3
ART 212	Drawing Methods & Concepts	3

## REQUIRED STUDIO BREADTH COURSES

Select one course in each of the 2D, 3D, 4D, and Graphics areas. Students will also take ART 508 at least once and complete a 500-level or 600-level art studio course in at least one discipline.

### 2D Studio

Select one of the following:

Code	Title	Credits
ART 222	Introduction to Painting	3-4
ART 232	Life Drawing I	4
ART 242	Watercolor I	3-4
ART 302	Color	4
ART 312	Intermediate Drawing I	3-4

### 3D Studio

Select one of the following:

Code	Title	Credits
ART 214	Sculpture I	4
ART 224	Ceramics I	4
ART 244	Art Metal I	3-4
ART 334	Wood Working	3-4
ART 343	Metal Fabrication and Welding in Sculpture	3-4
ART 354	Glassworking	4

### 4D Studio

Select one of the following:

Code	Title	Credits
ART 309	Digital Art and Code	4
ART 318	Introduction to Video, Performance & Installation Art	4
ART 338	Service Learning in Art	2
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 470	Special Topics in 4D Art	3-4
ART 521	Installations and Environments	4
ART 531	Screen Performance	3-4

### Graphics

Select one of the following:

Code	Title	Credits
ART 306	Relief Printmaking	3-4
ART 316	Lithography	4
ART 326	Etching	4
ART 336	Serigraphy	3-4
ART 346	Basic Graphic Design	4

ART 348	Introduction to Digital Printmaking	4
ART 376	Photography	3-4
ART 446	Artists' Books	4

### Art Colloquium

Complete the following:

Code	Title	Credits
ART 508	Colloquium in Art (Students are encouraged to enroll in this visiting artist lecture series multiple times)	1

### Advanced Studio Requirement

Complete a 500-level or 600-level art studio course in at least one discipline. ART 508, ART 608, and ART 699 will **not** fulfill this requirement.

## ELECTIVE STUDIO COURSES

Select elective studio courses (<http://guide.wisc.edu/courses/art>) to reach the minimum of 45 credits.

## AREAS OF CONCENTRATION

Although a concentration is not required, students may wish to select a sequence of related courses to develop an area of interest. Concentrations in graphic design, multi-media, 2D studio, 3D studio, and printmaking are just some of the concentrations (<https://art.wisc.edu/media-disciplines>) listed on the art department's website.

## ELECTIVE COURSEWORK

B.S.–Art students must complete additional coursework to reach the minimum 120 credits required for the degree. These students must complete a minimum of 62 non-studio credits. Another way of describing this requirement is that only 13 additional studio credits beyond the required 45 credits can count toward the 120 credits. Students interested in completing more than 58 total studio credits may wish to consider the BFA degree program, which requires at least 72 studio credits.

**Completing an additional major.** Students choosing the B.S.–Art option often also choose to complete an additional major in the College of Letters & Science. Review Academic Policies and Procedures (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>) to find detailed information about declaring an additional L&S major while a student in the School of Education.

**Completing two degree programs.** Students also occasionally choose a second degree in another campus school or college. For instance, students may choose an Art degree program as well as a science degree program in the College of Agricultural and Life Sciences. See Academic Policies and Procedures (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>) for more detailed information about the requirements and the approvals necessary to be permitted to complete dual degrees. **Important note:** Some campus schools/colleges do not permit dual degrees; at the present time this includes the College of Letters & Science and the College of Engineering. These policies do not permit students to complete, for example, an art degree program and a journalism degree program.

Students interested in additional majors or dual degrees should consult carefully with an Education Academic Services advisor. Students may be referred to Associate Dean Jeffrey Hamm for additional consultation and approvals.

## GPA AND OTHER GRADUATION REQUIREMENTS

### GRADUATION REQUIREMENTS

Requirements are based on UW–Madison coursework..

- 2.5 minimum cumulative grade point average. This may be modified by the Last 60 Credits Rule.
- Cumulative major grade point average: 2.5 cumulative grade point average in all major studio coursework.
- Upper-level major coursework: 2.5 cumulative grade point average in all upper-level major coursework (Art courses numbered 214 and above, excluding ART 236 and ART 338).
- Major Residency: Must complete at least 24 credits of major coursework in residence on the UW–Madison campus.
- Senior Residency: Degree candidates must complete their last 30 credits in residence on the UW–Madison campus, excluding retroactive credits and credits granted by examination.
- Total Credits: A minimum of 120 credits to include at least 62 non-studio credits are required for graduation in the Art–B.S. degree program.

### DEGREE AUDIT (DARS)

At UW–Madison, a DARS report is used to document a student's progress toward the completion of their degree. This degree audit identifies the requirements that have already been completed, and also those that remain unsatisfied. A DARS report can offer suggestions about appropriate courses that may be taken to meet specific requirements and can assist in the academic planning process.

Students can access DARS reports through their Student Center in *My UW–Madison*. Go to the Academics tab and find DARS on the dropdown menu.

DARS also has a "what-if" function. This feature makes it possible to request a DARS report as if pursuing another program or major on campus. It is an excellent tool if considering a new or additional area of study. School of Education students in a pre-professional classification such as Pre-Elementary (PRE) should request a "what if" DARS report of their professional program of interest.

DARS is not intended to replace student contact with academic advisers. It creates more time in an advising appointment to discuss course options, research opportunities, graduate school, or issues of personal interest or concern to students.

DARS is the document of record, i.e., certifying document of degree completion, for program areas in the School of Education.

Guide Requirements tab

#### **BS-ART - GRAPHIC DESIGN NAMED OPTION: REQUIRED AESTHETICS**

*\*Denotes Special requirement for named option*

Art 108 Foundations of Contemporary Art	3 credits	Last taught Fall 2018
Art 208 Current Directions in Art	3 credits	Last taught Spring 2019
<b>Art 438 History of Graphic Design*</b>	3 credits	Last taught Fall 2018

Plus choice of one of the following:

Art History 201-History of Western Art I	4 credits	Last taught Fall 2018
Art History 202-History of Western Art II	4 credits	Last taught Spring 2019
Art History 205 Global Arts	3 credits	Last taught Spring 2019

#### **BS-ART - GRAPHIC DESIGN NAMED OPTION: REQUIRED FOUNDATION STUDIOS**

Art 102 Two Dimensional Design	3 credits	Last taught Spring 2019
Art 104 Three Dimensional Design	3 credits	Last taught Spring 2019
Art 107 Introduction to Digital Forms	3 credits	Last taught Spring 2019
Art 212 Drawing Methods & Concepts	3 credits	Last taught Spring 2019

#### **BS-ART GRAPHIC DESIGN NAMED OPTION: REQUIRED STUDIO BREADTH**

<b>Graphics Studio = Art 346 Basic Graphic Design*</b>	4 credits	Last taught Spring 2019
2D Studio = Choice of the following: Art 222, 232, 242, 302, 312	4 credits	Last taught Spring 2019
3D Studio = Choice of the following: Art 214, 224, 244, 334, 343, 354, <b>454*</b>	4 credits	Last taught Spring 2019
4D Studio = Choice of the following: Art 309, 318, 338, 409, 428, 429, 470, 531	2-4 credits	Last taught Spring 2019

#### **VISITING ARTIST LECTURE SERIES REQUIRED:**

Art 508 Colloquium in the Arts	1 credit	Last taught Spring 2019
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**BS-ART GRAPHIC DESIGN NAMED OPTION: Additional studios to reach minimum total of 45 studio credits. At least 12 of these credits, including at least one 500 or 600 level course, must come from the following list\*:**

Art 458 Graphic Design for Branding & Identity	4 credits	Last taught Fall 2018
Art 463 Information Graphics	4 credits	Last taught Spring 2018
Art 465 Graphic Design for Packaging	4 credits	Last taught Fall 2018
Art 467 Graphic Design for Posters	4 credits	Last taught Spring 2018
Art 525 Advanced Typography	4 credits	Last taught Spring 2019

Art 546 Graphic Design for Publications	4 credits	Last taught Fall 2018
Art 556 Interactive Design	4 credits	Last taught in Spring 2019
Art 563 Graphic Design for Games	4 credits	Last taught in Fall 2019
Art 565 Typeface Design	4 credits	Last taught in Spring 2019
Art 568 Motion Typography	4 credits	Last taught in Fall 2018
Art 575 User Experience for Graphic Design	4 cr	Last taught in Spring 2019
Art 663 Graphic Design Practicum	2 cr	New course

**BS-ART GRAPHIC DESIGN NAMED OPTION - ADDITIONAL REQUIREMENTS**

1. To declare named option, complete both Art 102 and 107, earning an A, AB, or B grade.\*
2. Maintain a cumulative GPA of 2.50 or higher. Must maintain a cumulative studio GPA of 2.75\* or higher.
3. Participate in a Graphic Design Exhibition at least once.\*
4. Major residency – at least 24 of the required 45 studio credits must be completed in the UW-Madison Art Department.
5. In consultation with Graphic Design faculty, select and successfully complete a professional practices project.\* May be through a regular course offering or directed study.
6. Senior residency – students must complete their last 30 credits in residence at UW-Madison.

Total credits required:

120

Semesters to completion:

Parent Plan Graduate Policies

Guide Graduate Policies tab

Parent Guide Four Year Plan tab

**Bachelor of Science in Art: Sample Four-Year Plan**

This four-year sample graduation plan is designed to guide your course selection throughout your academic career; it does not establish a contractual agreement. Use it along with your DARS report and the Course Guide to create a four-year plan reflecting your placement scores, incoming credits, and individual interests. Consult with your academic advisor(s) to develop a personalized plan of study and refer to the Guide for a complete list of requirements. You will likely revise your plan several times during your academic career here, based on your activities and changing academic interests.

**Freshman**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
Communication A (fall or spring)	3 Communication A (fall or spring)	3
ART 108	3 ART 208	3
ART 102	3 ART 104	3
ART 212	3 ART 107	3
ART 508	1 ART 508 (recommended)	1
Liberal Studies course work	2-5 Liberal Studies course work	2-5
	15	15

**Sophomore**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
Aesthetics Elective	3-4 Aesthetics Elective	3-4
Two Art Studio Breadth courses from 2D, 3D, 4D or GR categories	8 Art Studio Breadth course from 2D, 3D, 4D or GR categories	4
Quantitative Reasoning A	3 Communication B	3
	Liberal Studies or General Elective course work	4-6
	15	15

**Junior**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
Art Studio Breadth course from 2D, 3D, 4D or GR categories	4 Art Studio Elective course work	4
Art Studio Elective course work	4 Quantitative Reasoning B	3
Ethnic Studies	3 Liberal Studies or General Elective course work	8
Liberal Studies or General Elective course work	4	
	15	15

**Senior**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
Studio Elective course work	3-4 Advanced Studio Elective	4
Liberal Studies, Studio or General Elective course work <sup>1</sup>	11-12 Liberal Studies, Studio or General Elective course work	11
	15	15

Total Credits 120

<sup>1</sup> At least 62 "non-studio" credits must be taken to complete the B.S. Art degree. Aesthetics courses are considered to be non-studio. No more than 58 studio credits can be applied toward the 120 credits.

Guide Four Year Plan tab

See attached pdf of BS-Art - Named Option in Graphic Design 4 year plan

Discuss expected progress to degree and time to degree. For undergraduate programs discuss considerations for supporting students to complete the degree in four academic years.

Given the flexibility of the Bachelor of Science-Art degree, students rarely find it necessary to enroll in additional semesters. The same is expected of the BS-Art Named Option in Graphic Design. Credits required of an added certificate or L&S major often satisfy the non-studio requirement category of the degree, and with early and regular advising, and perhaps the addition of a summer semester or two, students can even complete an additional major within the original 4 academic years.

Provide detail on how breadth will be achieved.

Describe part-time format (<8 credits fall and spring semesters < 4 credits summer term) here.

Describe full-time, time-compressed, intensive format here.

Describe other format here.

## **PROGRAM LEARNING OUTCOMES AND ASSESSMENT**

### Parent Program Learning Outcomes

To expose, broaden, and challenge students' understanding of past and present art production and provide knowledge of historical, thematic, critical and theoretical issues.

To contextualize studio assignments and expand their verbal and visual vocabulary, supporting the development of critical thinking and writing skills.

To learn the fundamental elements of art through investigation of formal, technical and conceptual issues and to increase skills in researching and creative problem solving.

To introduce students in the Bachelor of Science in Art and Bachelor of Fine Arts Degree Programs to art-making in four areas of practice, including two-dimensional, three-dimensional, graphic art, and interactive art. To broaden student understanding of the concepts and practices distinct to each area of discipline.

To facilitate a peer community among a like-minded and diverse cohort of students.

To facilitate advanced level competencies in at least one discipline for BS-Art majors and at least two disciplines for BFA majors.

To develop a skill set through professional practice experience in the context of an undergraduate art curriculum.

List the program learning outcomes.

Summarize the assessment plan.

Graphic design faculty will meet during late May, after the annual exhibition, to review the program and outcomes. Minimally, the agenda will include review of enrollment, course progression and scheduling, course completions, and feedback from professionals who attended the portfolio review.

Graphic design faculty will write an annual report based on the agenda items stated above and any other pertinent information in the context of assessment of student learning. Graphic design faculty will work with lecturers and professionals to implement necessary changes to course content, delivery, and assessment strategies.

Approved Assessment Plan:

## **RELATED PROGRAMS**

List majors and certificates that may not be earned in combination with this program.

List majors that are anticipated to frequently be completed in combination with the proposed program. For each, describe how the proposed program can be completed in combination with the major without increasing time to degree.

Provide information in related programs offered by other UW System institutions and explain the extent to which the proposed program is distinct and how it overlaps or duplicates those programs.

## **COMMITMENTS**

All required courses are approved through the school/college level.

Yes

Courses are offered on a regular basis to allow timely completion.

Yes

Courses have enrollment capacity.

Yes

Courses in the curriculum are numbered 300 or higher.

Courses in the curriculum are numbered 699 or lower.

Courses in which a student elects the pass/fail option will not count toward completion of requirements.

Special topics courses are only used if all topics count for the certificate.

All requirements must be met; exceptions that amount to waiving requirements are not permitted.

Course substitutions to the curriculum should be kept to a minimum; if substitutions are being made on a regular basis, the curriculum should be re-examined. When course substitutions are made, the substituted course should be formally added to the curriculum through governance for inclusion in the curriculum the following academic year.

Substitutions are not permitted for any course unless the substitution would be provided for every student with the same substitution request.

When the proposed certificate is made available to University Special students it is only available to those who have earned a baccalaureate degree.



Certificate program faculty and staff understand that Adult Career and Special Student Services (ACSSS) in the Division of Continuing Studies will serve as the advising, admissions, and academic dean's office for all University Special students.

Certificate program faculty and staff will work with ACSSS to monitor and advise University Special students seeking a certificate.

Certificate courses have the enrollment capacity to accommodate University Special students. Certificate program faculty and staff understand that University Special students completing the certificate will not have enrollment priority over degree-seeking undergraduate students nor University Special students enrolled in capstone certificate programs.

If completing the certificate as a University Special student, at least 12 credits towards the certificate must be earned in residence at UW-Madison, either while enrolled as a University Special student or from coursework earned while enrolled as an undergraduate at UW-Madison. (Note this is a higher residency requirement than is used for degree-seeking students.)

All of the Capstone certificate credits must be earned "in residence" (which includes on campus and distance-delivered courses) at UW-Madison while enrolled in the Capstone certificate program. Because a Capstone certificate is comprised of just a few courses, it is not appropriate for students who already have completed the same or similar coursework at UW-Madison or another institution.

At least half of the credits must be earned in residence (UW-Madison on campus, study abroad, or distance courses); exceptions to the minimum residency requirement are not permitted.

Students must earn a minimum 2.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

Students must earn a minimum 3.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

Students must earn a minimum grade of C on all attempted Capstone certificate coursework.

The program faculty/staff will ensure the program is encoded into DARS and will work with the Registrar's Office DARS liaison to keep approved revisions to the curriculum current.

All students will be declared into the appropriate plan code in SIS via either an admission process or e-declaration. If the student does not have the plan code on their student record in SIS the student is not considered to be in the program.

Students may complete only 1 named option within a plan code.

Yes

The program faculty/staff will ensure the program website, Advance Your Career materials if applicable, and other presentations are consistent with the Guide information for this program.

Yes

Certificate requires no more than half of the credits required for a major in a related field.

Credential will not be awarded retroactively to students who completed all of the requirements before the credential was approved.

Yes

Degree#seeking students may not be concurrently enrolled in a Capstone certificate program.

Students enrolled in Capstone certificate programs are NOT eligible for teaching assistant (TA), research assistant (RA), project assistant (PA) nor graduate fellowship support. Programs must disclose this program policy to Capstone certificate students in the recommendation of admission letter, program website, program handbook, and program orientation.

To be eligible for admission to a Capstone program, a student must hold an earned bachelor's degree or equivalent credential from an accredited college or university.

## SUPPORTING INFORMATION

List name and department of those who are in support of this proposal.

Name (Last, First)	Date of contact/ support letter received	School,College, or Department	Comment by contact person	On behalf of
Nadler, Steven M	03/22/19	Art History (ART HIST)		
Rengel, Roberto J	04/05/19	Design Studies (DESIGN ST)		

If those supporting the proposal provided a letter or email of support upload here. A letter is NOT required. Upload any other explanatory information about support from other UW-Madison units.

Memo of support for Art program proposals from Art History Chair.pdf  
Art Department Graphic Design Support from DS.pdf

Additional Information:

## APPROVALS

Department Approval - This proposal has been approved by the faculty at the department/academic unit level. The program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:

The department of art approved this named option at the 2/27/19 faculty meeting.

Entered by:

Elizabeth Jach

Date entered:

3/22/19

School/College Approval - This proposal has been approved at the school/college level and it is submitted with the Dean's support. The Dean and program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:

Entered by and date:

Date entered:

GFEC Approval - This proposal has been approved by the Graduate Faculty Executive Committee and the Dean of the Graduate School.

Enter any notes about the approval here:

Entered by:

Date entered:

UAPC Approval - This proposal has been approved by the University Academic Planning Council and the Provost.

Enter any notes about approval here:

Entered by:

Date entered:

## **FOR ADMINISTRATIVE USE**

Admin Notes:

Guide URL:

Effective date:

Effective Guide Edition:

Career:

SIS Program Code:

SIS Program Code (BS):

SIS Short Description:

SIS code for additional major:

SIS code for intended major:

SIS code for honors in the major:

SIS code for honors in the major (BS):

SIS code for honors in the major (BMAJ):

SIS code for special student certificate:

Other plan codes associated with this program:

Diploma Text:

Diploma Text 2:

Degree:

Degree (BS):

Field of Study:

Program Length:

National Student Clearing House Classification:

Plan Group:

Educational Level:

Award Category:

Enrollment Category:

CIP Code:

STEMOPT:

UWSTEM:

HEALTH:

Educational Innovation Program:

Distance Education Program:

Non Traditional Program:

Special Plan Type:

CDR certificate category:

Added to UW System Crosswalk:

Reviewer Comments

**Julie M Ganser (ganser) (Fri, 22 Mar 2019 14:59:37 GMT):** Art is requesting letters of support from the chairs of Art History and Design Studies. These will be forwarded as soon as possible.

Key: 1050