



UNIVERSITY OF WASHINGTON

OFFICE OF THE PRESIDENT

April 20, 2005

Mark A. Emmert, President

Dean David C. Hodge
College of Arts and Sciences
Box 353765

Dear David:

Based upon the recommendation of its Subcommittee on Admissions and Programs, the Faculty Council on Academic Standards has recommended approval of the revised admission and program requirements for the Bachelor of Fine Arts degree in Visual Communication Design. A copy of the change is attached.

I am writing to inform you that the School of Art is authorized to specify these requirements beginning autumn quarter 2005.

The new requirements should be incorporated in printed statements and in individual department websites as soon as possible. The *General Catalog* website will be updated accordingly by the Registrar's Office.

Sincerely yours,

Mark A. Emmert
President

Enclosure

cc: Professor Christopher Ozubko (with enclosure)
Mr. W. W. Washburn (with enclosure)
Mr. Robert Corbett (with enclosure)
Dr. Deborah H. Wiegand (with enclosure) ART-013105



Creating & Changing Undergraduate Academic Programs*

After college/school review, send signed original and 8 copies to: FCAS, Box 351271

AKT-013105

College: Arts and Sciences Department or Unit: School of Art, VCD Date: 1-31-05

New Programs

- Leading to a Bachelor of _____ in _____ degree
- Leading to a Bachelor of _____ degree with a major in _____
- Leading to a _____ Option within the existing major in _____
- Leading to a Minor in _____

Changes to existing programs

- New Admission Requirements for the Major in _____ within the Bachelor of _____
- X Revised Admission Requirements for the Major in Visual Comm. Design bachelor of BFA
- X Revised Program Requirements for the Major in see above within the Bachelor of see above
- Revised Requirements for the Option in _____ within the major in _____
- Revised Requirements for the Minor in _____

Other Changes

- Change name of program from _____ to _____
- New or Revised Continuation Policy for _____
- Eliminate program in _____

Proposed Effective Date: (quarter/year) Autumn 2005

| Contact Person | Phone Number | Email |
|----------------|--------------|-------------------------|
| Judith Clark | 5-3220 | jclark@u.washington.edu |

1. Explanation of and Rationale for Proposed Change: (Please use additional pages if necessary. For new programs, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support, and departmental handouts.)

The changes proposed for the BFA in Visual Design Communication include:

- A modification of the selection process that will reduce the time that students must wait to declare the major. Previously students participated in a two quarter selection process. The new curriculum will allow us to select students into the major following a one day June admissions exam.
- A redesigned group of sophomore level classes that will be shared with Industrial Design and the proposed new BA in Design Studies. These classes are structured to enroll 70-90 students thus allowing us to admit a larger number of majors to this degree.
- Withdrawal of one previously required class and Art electives.
- Students will be able to complete all requirements to degree in 180 credits and four years.

Please see attached letter of explanation, chart, and new course proposals.

Creating & Changing Undergraduate Academic Programs

2. Catalog Copy

A. Catalog Copy as Currently Written *(Include only sections/paragraphs that would be changed if your request is approved. Please cross out or otherwise highlight any deletions.)*

1. 8 credits prerequisites: 5 credits ART 190 and 3 credits ART 120.
2. 15 credits selection courses: 5 credits each ART 166, ART 208, and ART 205.
3. 70 credits: ART 206, ART 207, ART 366, ART 376, ART 367, ART 377, ART 368, ART 378, ART 466, ART 478, ART 467, ART 479, ART 468, ART 480.
4. 10 credits studio art or related electives.
5. 10 credits of art history including ART H 203 and any non-western art history: ART H 204, ART H 205, ART H 206, ART H 230, ART H 311, ART H 315, ART H 318, ART H 330, ART H 337.

B. Proposed Catalog Copy, Reflecting Requested Changes *(Include exact wording as you wish it to be shown in the printed catalog. Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications.)*

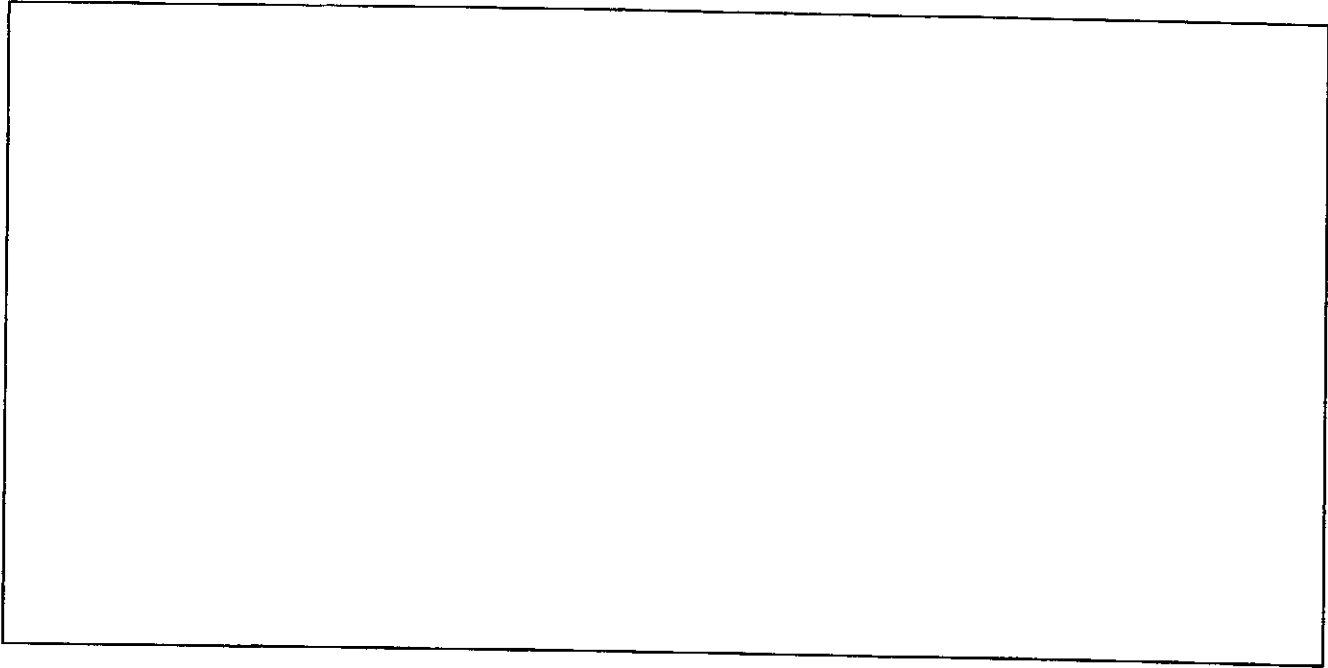
Prerequisite:

1. Art 166 or transfer equivalent
2. Participation in a one-day admissions exam each June.

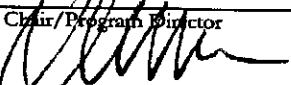
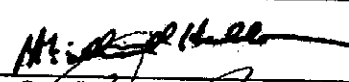

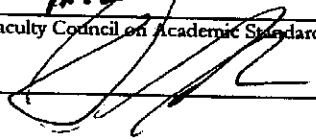
Degree requirements:

1. Art 207, Art 208, Art 209, Art 210, Art 211, Art 212, Art 366, Art 367, Art 368, Art 376, Art 377, Art 378, Art 466, Art 467, Art 478, Art 479, Art 480
2. 10 credits of art history including Art H 203 and any non-western art history class

Creating & Changing Undergraduate Academic Programs



3. Signatures (required)

| | | | |
|--|---------------------|--|-----------------------|
| Chair/Program Director  | Date 01 Feb 05 | Dean  | Date FEB 28 2005 |
| College Committee  | Date FEB 28 2005 | Faculty Council on Academic Standards  | Date APRIL 8, 2005 |

**University of Washington
Division of Design**

**Bachelor of Arts in Design Studies
Program Profile**

The Design Studies program allows students to study design in a multi-disciplinary context that includes dedicated courses in design theory, history, methodology and case studies as well as shared courses in Visual Communication Design, Industrial Design and Interaction Design. The major differs from the BFA programs in VCD and ID in that it seeks to produce students with a broad understanding of the discipline who possess a high level of visual literacy in conjunction with excellent research and writing skills rather than professional designers with specialized training in the creation of design work. Consequently, graduates will be well positioned to pursue further study at the graduate level or employment in related disciplines where a broad knowledge of design would be beneficial. Toward that end, the Design Studies major is well suited for students who wish to combine work in design with another major or minor, such as Communications, Informatics, Computer Science or Business.

Pathways/Credit Requirements

Students enter the major after completing a sequence of seven freshman and sophomore courses common to all design majors (Art 166, 207, 208, 209, 210, 211, 212). Students must complete a sequence of four required courses within the major (Art 381, 481, 482, ~~482~~) in addition to 3 additional courses from VCD, ID and IAD. A selection of recommended electives in related disciplines is also required to reach a total of 65 credits. 180 credits are required for the degree.

Design Studies Courses

Art 381 / Design in Society

Art 481 / Issues in Design Theory

Art 482 / Capstone Design Projects

Design Courses (students choose three depending on individual interests)

Art 368 / Case Studies in Corporate Identity

Art 376 / Typography

Art 378 / Introduction to Information Architecture and Web Design

Art 383 / Fundamentals of Interaction Design

Art 317 / Industrial Design Projects

Art 318 / Ecological Projects

Recommended Elective Courses

ARCH 200, 210, 220

BA 471, 472

COM 201, 202, 220, 300, 302, 405

CHID 300, 370

CSE 100, 142, 143

ECON 150, 200

MKTG 301, 340, 460

MGMT 300

INFO 220, 300, 311, 344

TC 310, 333, 403, 437, 455

URBDP 300, 370, 407