

School of Art 206 685-2442 phone
Box 353440 206 685-1657 fax
University of Washington art.washington.edu
Seattle, WA 98195-3440

Office of the Director

SCHOOL OF ART
College of Arts & Sciences
UNIVERSITY OF WASHINGTON

15 December 2010

to: Ana Mari Cauce, Dean, UW College of Arts & Sciences
Robert Stacey, Divisional Dean, Arts + Humanities

from: Christopher Ozubko, Director, UW School of Art
Karen Cheng, Chair, Division of Design

Robert C. Stacey 12-27-10
Approved

[Signature]

Request for Degree Change: Bachelor/Master of Design (B. Design and M.Design)

The Division of Design in the UW School of Art requests a conversion in their degree granting programs.

The Division currently awards the following degrees:

Bachelor of Fine Arts (BFA) in Visual Communication Design

Bachelor of Fine Arts (BFA) in Industrial Design

Master of Fine Arts (MFA) in Design

The Division wishes to convert these degrees to:

Bachelor of Design (B. Design)

Master of Design (M. Design)

RATIONALE

A specific degree in Design will acknowledge the growing distinctions and differences that have emerged between the traditional areas of study in the Fine Arts (i.e., Painting, Ceramics, Sculpture, Printmaking, Fibers, Metals, etc.) and the more recent disciplines of Design (Visual Communication Design, Industrial Design, Interaction Design, etc.)

The profession of design is relatively new; the design industry emerged only in the late nineteenth century, largely as a result of the industrial revolution and the subsequent growth in the consumer goods industry. In the early days of the profession, the boundaries between fine arts and design were blurred — both disciplines concerned themselves primarily with aesthetics and the development of visual form. However, since then, Design has evolved into a profession that requires competency in the creation of form as well as:

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| —Skills in problem identification, research, analysis, solution generation, prototyping, user testing and outcome evaluation | Division of Art
Ceramics
Fibers
Metals
Painting and Drawing
Photography
Printmaking
Sculpture |
| —Broad understanding of issues related to the cognitive, social, cultural, technological and economic contexts for design | |
| —Understanding of and ability to utilize tools and technology, including knowledge of how complex systems behave (cause and effect, lifespan issues, etc.) | |
| —Ability to be flexible, nimble and dynamic in practice, with the management and communication skills necessary to function productively in large interdisciplinary teams and a wide variety of organizational structures | Division of Art History
Art History |
| —Understanding of aspects that contribute to sustainable products, strategies and practices | Division of Design
Industrial Design
Visual Communication Design |

Interdisciplinary Visual Arts

These required competencies for the “Designer of the Future” have led to clear differences between the School of Art Divisions of Art and Design in terms of both an overall philosophical approach as well as specific curricular course/credit requirements.

PROGRAM / ADMINISTRATION ADVANTAGES

Adopting specific design degrees reduces unnecessary program specialization, since all three of the Division programs (Visual Communication Design, Industrial Design and Interaction Design) will award a general B.Design rather than a BFA in VCD, ID and IxD.

The change to single B.Design and M.Design degrees more accurately reflects the cross-disciplinary teaching that is fostered in the Division, where all design students have the opportunity to take courses across all three programs (VCD, ID and IxD). As such, the B.Design and M.Design degrees foster collaboration across formerly separated tracks.

The progression towards B.Design and M.Design degrees helps to promote the field of design as a discipline, since the specific area of design will be more visible. The degree change therefore provides greater visibility overall for the UW Division of Design.

The distinction of a B.Design and M.Design follows the guidelines of NASAD (National Association of Schools of Art and Design), the major accrediting institution for the Art and Design in the United States. NASAD reviews Fine Arts programs separately from Design programs in their accreditation process; their white papers and handbooks demonstrate that the distinction between Design and Fine Art is well understood by their office.

The School of Art Academic Program Review committee report of April 2010 further supports the need for a degree change between the Divisions of Art and Design. As noted on Page 16, Point #4:

“The School of Art should continue discussion of the name change and degree changes (in design) that will more accurately represent the current program offerings to various stakeholders, including prospective students and their parents; the campus community; external constituents peer institutions and prospective sponsors and employers.”

ADVANTAGES FOR STUDENTS

Prospective employers seek and prefer to hire design graduates with degrees in design.

The majority of employment listings on well-known design boards (i.e., www.coroflot.com and designjobs.aiga.org) consistently state “top candidates will have a bachelor degree with undergraduate experience in design” (or similar). Over the past 5-10 years, the term “BFA” has fallen out of favor and transitioned to degrees in design.

Similarly, the term “MFA” has become more specific to academic employers seeking faculty candidates in the Fine Arts, and the “Master of Design” is increasingly specified in search listings for design faculty positions as a terminal degree.

The M.Design is also more attractive to corporations seeking to employ designers in their organizations, as it signifies a greater focus on design research and problem-solving, activities appropriate to the UW’s reputation as a major research institution. The UW Division of Design continues to further emphasize design research in the future by developing a graduate PhD program (currently, there are only four doctoral programs in design in the United States: Carnegie Mellon University, North Carolina State University, Illinois Institute of Technology Institute of Design, and the University of Michigan.)

Organizationally, the change to a B.Design and M.Design will help prospective students and their families clearly identify and recognize the appropriate courses and degree programs of interest. Currently, students often have difficulty distinguishing the courses in Design from those in the Studio Arts, since both have the “ART” prefix. The use of a “DES” prefix will also enable greater flexibility in course numbering systems, and simplify the accounting of student credit hours (SCH) generated by each Division.

PRECEDENTS

Institutions currently offering design-specific degrees include:

- Auburn University: Bachelor of Industrial Design, Master of Industrial Design
- Carleton University: Bachelor of Industrial Design
- Carnegie Mellon University: Master of Design in Communication Planning + Information Design, Master of Design in Interaction Design, Master of Product Development, and PhD in Design
- Emily Carr University: Bachelor of Design in Industrial Design, Bachelor of Design in Interaction Design, and Bachelor of Design in Communication Design
- Georgia Tech: Master of Industrial Design
- Kean University: Bachelor of Industrial Design
- Illinois Institute of Technology Institute of Design: Master of Design and PhD in Design
- North Carolina State University: Bachelor of Graphic Design, Bachelor of Industrial Design, Master of Graphic Design, Master of Industrial Design, and PhD in Design
- Penn State University: Bachelor of Design in Graphic Design
- Pratt University: Master of Industrial Design
- Rhode Island School of Design: Bachelor of Industrial Design and Master of Industrial Design
- Syracuse University: Bachelor of Industrial Design
- University of Alberta: Bachelor of Design in Visual Communication Design & Bachelor of Design in Industrial Design
- University of Cincinnati: Master of Design
- University of the Arts: Master of Industrial Design
- University of Louisiana: Bachelor of Industrial Design
- University of Michigan: Design Science PhD
- University of Minnesota: PhD in Design
- York University: Bachelor of Design and Master of Design

Other units at UW offering unique degrees:

- College of Built Environments: Bachelor of Landscape Architecture, Master of Architecture, Master of Landscape Architecture and Master of Urban Planning
- College of Education: Master in Teaching, Master of Education and Doctor of Education
- Department of Communication: Master of Communication
- Foster School of Business: Master of Business Administration and Master of Prof. Accounting
- Information School: Master of Library and Information Science
- School of Forest Resources: Master of Environmental Horticulture and Master of Forest Resources in Sustainable Forest Management
- School of Medicine: Master of Occupational Therapy, Doctor of Medicine and Doctor of Physical Therapy
- School of Music: Bachelor of Music, Master of Music and Doctor of Musical Arts
- School of Nursing: Master of Nursing
- School of Public Health: Master of Public Health and Master of Health Administration
- School of Social Work: Master of Social Work
- Speech & Hearing Sciences: Doctor of Audiology