Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Janet Hethorn phone number 831-2244
Department: Art email address: jhethorn@udel.edu
Date: October 31, 2011
Action: Revise BFA-VC Major
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term F12 (use format 04F, 05W)

Current degree BFA-VC
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: BFA-VC
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: N/A
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

Revising or Deleting:

Undergraduate major / Concentration: BFA-VC
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor:
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change:
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study:
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration:

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?
(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter “None”)

None

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: http://www.ugs.udel.edu/gened/
Adding these VC Electives to the choices students have to fulfill their degree requirements directly expands understanding and appreciation of human creativity and diverse forms of aesthetic and intellectual expression.

**Identify other units affected by the proposed changes:**
(Attach permission from the affected units. If no other unit is affected, enter “None”)

None

**Describe the rationale for the proposed program change(s):**
(Explain your reasons for creating, revising, or deleting the curriculum or program.)

We are adding courses to the VC Electives list, providing current and diverse choices for educational goals.

**Program Requirements:**
(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and include a side-by-side comparison of the credit distribution before and after the proposed change.)

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**DEGREE: BACHELOR OF FINE ARTS**
**MAJOR: VISUAL COMMUNICATIONS**

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
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<tr>
<td><strong>DEGREE: BACHELOR OF FINE ARTS</strong></td>
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<td><strong>UNIVERSITY REQUIREMENTS</strong></td>
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<tr>
<td><strong>ENGL 110 Critical Reading and Writing (minimum grade C-) 3</strong></td>
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<td><strong>First Year Experience (FYE) 0-4</strong></td>
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<td><strong>University Breadth Requirement 12</strong></td>
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<td><strong>Discovery Learning Experience (DLE) 3</strong></td>
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<td><strong>Multi-cultural Courses (MCC) 3</strong></td>
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<td><strong>Writing: (minimum grade C-) 3</strong></td>
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<td>A second writing course involving significant writing experience including two papers with a combined minimum of 3,000 words to be submitted for extended faculty critique of both composition and content. This course must be taken after completion of 60 credit hours. Appropriate writing courses are normally designated in the semester's Registration Booklet. (See list of courses approved for second writing requirement.)</td>
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<td><strong>MATH 113 Contemporary Mathematics (designed for students who do not intend to continue the study of mathematics)</strong> 0-4</td>
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<td><strong>MATH 122 Pre-Calculus (designed for students who do intend to continue the study of mathematics)</strong> 0-4</td>
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<td><strong>MATH 114 College Mathematics and Statistics (designed for students who do not intend to continue the study of mathematics)</strong> 0-4</td>
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<td><strong>MATH 121 Calculus I (designed for students who do intend to continue the study of mathematics)</strong> 0-4</td>
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<td><strong>MATH 124 Analytic Geometry and Calculus A (designed for students who do intend to continue the study of mathematics)</strong> 0-4</td>
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<td>or Successful performance on the college proficiency exam. (0 credits)</td>
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Breadth:

The College Breadth Requirements are in addition to the University Breadth Requirement. Up to 3 credits from each of the University Breadth Requirement categories may be used to simultaneously satisfy these College of Arts and Sciences Breadth Requirements.

Group A Creative Arts and Humanities. Nine credits representing at least two areas.

Group B History and Cultural Change. Nine credits representing at least two areas.

Group C Social and Behavioral Sciences. Nine credits representing at least two areas.

Group D Mathematics, Natural Sciences and Technology. A minimum of seven credits representing at least two areas including a minimum of one course with an associated laboratory.

If the grade earned is sufficient, a course may be applied toward more than one requirement (e.g., breadth and major requirements), but the credits are counted only once toward the total credits for graduation. If all but one course in a group has been taken in one department or program, a course cross-listed with that program will not satisfy the distribution requirement.

MAJOR REQUIREMENTS

NOTE: The BFA in Visual Communications degree requires a minimum of 77 credit hours minimum of art courses and 86 credit hours maximum. All grades in art courses must be a C- or better.

Freshman Foundation Requirements

ART110 Drawing I 3
ART111 Design I 3
ART116 Introduction to Digital Media 3
ART118 Foundations Colloquium 2 (1 in Fall, 1 in Spring)
ART112 Drawing II 3
ART113 Design II 3
ART117 Research Studio: Practice and Product 3
Total Freshman Foundation 20

Sophomore Year Requirements

ART202 Typography I 3
ART203 Typography II 3
ART204 Media/Design/Culture 3
ART206 Form and Communication I 3
ART207 Form and Communication II 3
Total Sophomore Year Credits 15

Junior Year Requirements

ART300 Typography III 3
ART301 Graphic Design Studio 3
ART308 Form and Communication III 3
VC Studio Electives (see below) 3
Total Junior Year Credits 12

Senior Year Requirements

ART400 Visual Communications Practicum 3
ART401 Visual Communications Portfolio Preparation 3
ART417 BFA Exhibition 3
VC Studio Electives (see below) 6
Total Senior Year Credits 12

VC Studio Electives

A total of 9 credit hours are required from the following list of courses many of which may be repeated for up to 6 credits:

ART246 Screenprinting
ART307 Interactive Media
ART309 Book Arts
ART310 Photographic Design Methods
ART312 Illustration Methods
ART322 Advertising Design Methods
ART326 Experimental Animation
ART335 Mixed Media Drawing
ART344 Digital Printmaking
ART346 Letterpress Printing
ART382 Alternative Photographic Processes
ART385 Video Art
ART386 Lighting Studio

NOTE: The BFA in Visual Communications degree requires a minimum of 77 credit hours minimum of art courses and 86 credit hours maximum. All grades in art courses must be a C- or better.

Freshman Foundation Requirements

ART110 Drawing I 3
ART111 Design I 3
ART116 Introduction to Digital Media 3
ART118 Foundations Colloquium 2 (1 in Fall, 1 in Spring)
ART112 Drawing II 3
ART113 Design II 3
ART117 Research Studio: Practice and Product 3
Total Freshman Foundation 20

Sophomore Year Requirements

ART202 Typography I 3
ART203 Typography II 3
ART204 Media/Design/Culture 3
ART206 Form and Communication I 3
ART207 Form and Communication II 3
Total Sophomore Year Credits 15

Junior Year Requirements

ART300 Typography III 3
ART301 Graphic Design Studio 3
ART308 Form and Communication III 3
VC Studio Electives (see below) 3
Total Junior Year Credits 12

Senior Year Requirements

ART400 Visual Communications Practicum 3
ART401 Visual Communications Portfolio Preparation 3
ART417 BFA Exhibition 3
VC Studio Electives (see below) 6
Total Senior Year Credits 12

VC Studio Electives

A total of 12 credit hours are required from the following list of courses many of which may be repeated for up to 6 credits:

ART246 Screenprinting
ART307 Interactive Media
ART309 Book Arts
ART310 Photographic Design Methods
ART312 Illustration Methods
ART322 Advertising Design Methods
ART326 Experimental Animation
ART335 Mixed Media Drawing
ART344 Digital Printmaking
ART346 Letterpress Printing
ART382 Alternative Photographic Processes
ART385 Video Art
ART386 Lighting Studio
ART406  Artist’s Machine
ART407  Topics in Art Technology
ART409  Design Contexts
ART412  Illustration Topics
ART422  Advertising Design Topics

Art Electives 15
After the required major requirements, an additional 15 credits must be from Art Department courses.

Discovery Learning (Internship) 3
For VC students, the University Discovery Requirement is typically satisfied by ART408: Visual Communications Internship, however, students may elect to fulfill this requirement through other means upon approval of the program coordinator.

Art History Requirement
Of the total credits required for the degree, 12 credits must be of Art History, or 9 credits of Art History and 3 of ART315: Issues in Contemporary Art.

Total BFA/VC Minimum Degree Credits 77
CREDITS TO TOTAL A MINIMUM OF 124

R O U T I N G  A N D  A U T H O R I Z A T I O N:

(Please do not remove supporting documentation.)

Department Chairperson ____________________________ Date 10/31/2011

Dean of College ___________________________________ Date

Chairperson, College Curriculum Committee __________ Date

Chairperson, Senate Com. on UG or GR Studies ________ Date

Chairperson, Senate Coordinating Com. ______________ Date

Secretary, Faculty Senate __________________________ Date

Date of Senate Resolution __________________________ Date to be Effective ________

Registrar ______________________ Program Code __________ Date

Vice Provost for Academic Affairs & International Programs Date

Provost __________________________________________ Date

Board of Trustee Notification ______________________ Date

Revised 02/09/2009 /khs