



**TOPIC:** University of Maryland, Baltimore County: Bachelor of Fine Arts in Design

**COMMITTEE:** Education Policy

**DATE OF COMMITTEE MEETING:** March 28, 2012

**SUMMARY:** The proposed Bachelor of Fine Arts (B.F.A.) is intended to provide students with the intellectual and practical foundation for professional practice in graphic design and/or for advanced study in design and design-related fields. Unlike the existing Graphic Design emphasis, the B.F.A. in Design is a professionally recognized degree that will place emphasis on the conception, planning, creation, and realization of visual solutions across a broad spectrum of applications to solve complex communication problems that exist or will exist in contemporary culture. By offering a B.F.A. in Design, the Department of Visual Arts at UMBC will significantly increase its profile both nationally and regionally and raise the quality of the students who attend this program. The department will continue to offer the Graphic Design concentration, as it now exists within the B.A. program in Visual Arts as an alternative for students not wishing to complete the additional coursework required for the new degree. The Department of Visual Arts is not projecting or planning for enrollment growth as the result of this B.F.A. degree program. Rather, it is anticipated that many students currently enrolled in the existing B.A. program in Visual Arts with a concentration in Graphic Design will migrate to the new B.F.A. in Design program.

Students graduating with a B.F.A. in Design from UMBC will possess a degree that incorporates the best aspects of a liberal arts education and a professional education steeped in the innovation characteristic of a research university. Research and innovation in graphic design are carried out through production of interdisciplinary creative works and scholarly endeavors. Central to the mission of the Department of Visual Arts is the application of new technologies and media in the production of creative work at the convergence of its rigorous curriculum, making the B.F.A. in Design a logical, relevant and attractive offering to students.

While several USM public institutions offer a B.F.A. degree, none offer the B.F.A. in Design as a stand-alone program, and no other Maryland public institution offers the program. It is the opinion of UMBC's design faculty that these curricula do not equal the intensive research-based liberal arts educational experience currently offered by its graphic design emphasis that will be expanded by an additional 12 credits of required coursework for the proposed B.F.A. in Design. Currently, students who wish to aggressively pursue professional degrees in graphic design and visual communication must leave Maryland to obtain the quality and quantity of research-intensive training that the B.F.A. in Design degree entails.

**ALTERNATIVE(S):** The Regents may not approve the program or may request further information.

**FISCAL IMPACT:** No additional funding is necessary. The program will be supported through tuition.

**CHANCELLOR'S RECOMMENDATION:** That the Committee on Education Policy recommend that the Board of Regents approve the proposal from the University of Maryland, Baltimore County to offer the Bachelor of Fine Arts in Design.

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COMMITTEE RECOMMENDATION: Approval.

DATE: March 28, 2012

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BOARD ACTION:

DATE:

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SUBMITTED BY: Irwin Goldstein (301) 445-1992

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**PROPOSAL FOR A NEW INSTRUCTIONAL ACADEMIC PROGRAM  
Public and Nonpublic Institutions of Higher Education  
Implementing Programs within the Existing Resources of the Institution  
(Education Article, §11-206.1)**

**University of Maryland Baltimore County (UMBC)**  
Institution Submitting Proposal

**Bachelor of Fine Arts in Design**  
Title of Program

\_\_\_\_\_  
Proposed HEGIS Code

50.0401  
Proposed CIP Code

**Department of Visual Arts**  
Department in Which Program Will  
Be Located

**Vin Grabill**  
Name of Department Head

**BFA in Design**  
Degree or Certificate to be Offered

**September 2012**  
Proposed Initiation Date

\_\_\_\_\_  
Signature/Date

President/Chief Executive Approval

\_\_\_\_\_  
Board

Date Endorsed/Approved by Governing

\_\_\_\_\_

Date Received by Secretary of Education

**A. Description of the need for the program and educational objectives:**

Within the Department of Visual Arts, Graphic Design is the largest emphasis with 45% of all Visual Arts majors. The proposed B.F.A. in Design is a minor expansion of the existing B.A. program in Visual Arts with an emphasis in Graphic Design. It requires an additional 12 upper-level credits from within the Department of Visual Arts. Of these credits, 6 credits (or 2 classes) are specific to the B.F.A. in Design. These research-intensive classes discuss new and emerging reading environments and strategies for authoring and designing content as they explore the impact of these communication vehicles on contemporary culture. An additional 6 credits (or 2 classes) consist of advisor-approved electives from within the Department of Visual Arts. These electives allow students to expand their design expertise by focusing on visual arts disciplines that impact visual communications as well as new media and technologies.

The educational objective of the B.F.A. in Design is to provide students with the intellectual and practical foundation for professional practice in graphic design and/or for advanced study in design and design-related fields. Unlike the existing Graphic Design emphasis, the B.F.A. in Design is a professionally recognized degree that will place emphasis on the conception, planning, creation, and realization of visual solutions across a broad spectrum of applications to solve complex communication problems that exist or will exist in contemporary culture. By offering a B.F.A. in Design, the Department of Visual Arts at UMBC will significantly increase its profile both nationally and regionally and raise the quality of the students who attend this program. As an alternative option for our students, the department will continue to offer the Graphic Design concentration, as it now exists within our B.A. program in Visual Arts. The Department of Visual Arts is not projecting or planning for enrollment growth as the result of this B.F.A. degree program. Rather, it is anticipated that many students currently enrolled in the existing B.A. program in Visual Arts with a concentration in Graphic Design will migrate to the new B.F.A. in Design program.

**B. Describe how the program relates to the institution's approved mission.**

The Mission Statement of the University of Maryland Baltimore County states: UMBC's "emphasis on quality, high achievement, and the integration of research, teaching and learning, and civic engagement is designed to prepare all students for success in graduate and professional education as well as success in the workplace."

With a specialized focus, a B.F.A. program will attract highly talented students and highly qualified faculty and generate intense focus and commitment among students and faculty. Students graduating with a B.F.A. in Design from UMBC will possess a degree that incorporates the best aspects of a liberal arts education and a professional education steeped in the innovation characteristic of a research university.

Research and innovation in graphic design are carried out through production of interdisciplinary creative works and scholarly endeavors. Central to the mission of the Department of Visual Arts is the application of new technologies and media in the production of creative work at the convergence of its rigorous curriculum, making the B.F.A. in Design a logical, relevant and attractive offering to students. Faculty and students have distinguished themselves numerous times through honors and awards. Students have been well placed nationally and internationally in coveted positions in the workforce and in competitive graduate programs. In the future, the Department hopes to use the launch of this new undergraduate program as an opportunity to develop an M.F.A. in Design. The M.F.A. is the terminal degree for artist professionals. A graduate degree, it builds on the B.F.A.

In summary, the B.F.A. in Design will:

1. Give all in-state and many out-of-state students seeking a professional design degree the benefits of the Baltimore-Washington area's resources, lower tuition costs, and a high-value education within a public research university environment known for innovation;
2. Prepare students for professional practice as social investigators in a changing world that demands life-long active learning, creativity, self-direction and collaboration;
3. Foster student-led interdisciplinary research that discovers and applies new knowledge that occurs at the intersection of people, information and technology;
4. Equip students with the thinking skills that can be used to improve the quality of life within a rapidly evolving society;
5. Enrich Maryland's economic, cultural and intellectual environment.

### **C. General Requirements & Total Number of Credits Required for the B.F.A. in Design**

The B.F.A. in Design curriculum totals 72 credits. It includes a foundation program followed by specialization in graphic design. Students are expected to acquire:

1. A basic knowledge of visual art and design media thorough the (existing) foundation program;
2. Knowledge of the history of art including that of design; and
3. By the end of the senior year and supported by participation in the senior exit exhibition, an entry-level professional portfolio of 8-12 pieces that include documentation of a senior capstone project.

### **D. Total Number of Credits and Their Distribution**

The proposed B.F.A. in Design major is a 72-credit program. It consists of 27 credits from the department's foundation program, 33 credits in the design emphasis itself and 12 credits in electives. The total number of credits required for the B.F.A. in Design matches that of the B.F.A. in Visual Arts (72 credits) and exceeds the B.A. in Visual Arts with an emphasis in Graphic Design (60 credits). Students enrolled in this degree program are required to fulfill UMBC's requirement of 120-credits and to meet all university-wide General Education Requirements.

### **E. Educational Objectives**

The primary objective of the B.F.A. in Design program is to enable graduates to enter professional careers in design fields that emphasize graphic design and visual communication or to gain admission to graduate programs in these and related disciplines.

The B.F.A. in Design program will ensure the realization of the Department of Visual Arts' educational goal of instilling in its students an in-depth understanding of creative problem solving with new and emerging technologies, capacity for collaboration and expertise in critical thinking, and professionalism within a chosen field of specialization.

The B.F.A. in Design program offers opportunities for experiential learning. Educational objectives include:

*Exposure and contact with professionals in the field:* During their course of study, students will have opportunities to undertake internships that provide work experience and initiate a network of contacts with practicing professionals in the field.

*Exposure to the extensive visual art resources of the region:* The B.F.A. program will fully utilize the unique resources of the UMBC campus that are critical to students' development as designers. In addition, students will benefit from frequently organized class field trips that take advantage of UMBC's proximity to internationally renowned cultural institutions in the Baltimore-Washington area.

*Portfolio preparation:* The B.F.A. program affords students ample time for the execution of research projects, in particular the senior capstone project, and for the development of an entry level professional portfolio and a résumé to support individual career paths and applications to graduate programs.

#### **F. Description of the B.F.A. in Design Program as it Would Appear in Catalog**

Recognizing the importance of organizing information for dissemination and consumption as technologies continue to evolve, the B.F.A. in Design program educates designers who can solve the visual communication needs of industry and society. This rigorous program places an emphasis on developing appropriate strategic outcomes through processes that include research, analysis, conceptualization, planning, reflection and realization leading to innovative solutions for contemporary problems. As part of this process, students integrate an understanding of context and audience to develop strategies that give form to fresh and imaginative graphic ideas that inform, interpret, instruct or persuade the user across a broad spectrum of environments ranging from printed work and interactive displays, to the built environment. Admission to the Department of Visual Arts is through portfolio review.

After completing the gateway course Art 331: Graphic Design I with a B or better, and its co-requisite, Art 332 Design & Technology I, students may continue the course sequence offered to complete a B.F.A. degree in Design. (see Appendix 1 for complete course listing).

#### **G. Expected Student Learning Outcomes**

At the time of graduation, students will be able to work as professional designers in print, screen or environmental design and have the option to pursue graduate studies in a wide range of areas such as Business, Law, Human Centered Computing, Industrial Design, Information Knowledge Management, and Information Design.

Graduates of the B.F.A. in Design program will possess the skills to:

1. Identify a problem, conduct research and analyses, generate alternative solutions, carry out prototype and user tests, and evaluate outcomes with an understanding of historical and contemporary issues.
2. Describe and respond to the specific audiences and contexts that communication solutions must address, including recognition of the physical, historical, cognitive, cultural, and social factors that shape design decisions.
3. Create and develop visual form in response to communication problems, including an understanding of principles of visual organization, composition, information hierarchies, symbolic representation, typography, aesthetics and the construction of meaningful images.
4. Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.
5. Understand ethical and professional responsibilities and to work as a team member.

#### **H. Demonstrable Quality of Program Faculty**

The Department of Visual Arts includes 5 full professors, 12 associate professors, 4 assistant professors, 1 lecturer, 10 regular adjunct faculty members and 3 affiliate

associate professors. Within the Department, 5 full-time, tenured/tenure-track faculty members are assigned to the graphic design emphasis area. This emphasis area also regularly staffs seven classes with well-qualified adjunct faculty who have demonstrated a commitment to design education and UMBC. Design faculty, working in consultation with the Chair, Departmental Curriculum Committee and Undergraduate Program Director will coordinate the transition to this new degree.

Faculty members who teach in the Department of Visual Arts' graphic design curriculum have established national and international reputations in their areas of research and creative activity. This is demonstrated through: international and national award-winning publications and/or exhibitions; the active pursuit of external research support realized through prestigious fellowships and grants; ongoing presentation of public lectures and webinars; awards; and juried competitions and exhibitions that explore ideas about design, visual culture, technology and entrepreneurship.

### **I. Similarities and Differences in degree to be awarded to others offered within same geographical region**

While several USM public institutions offer a B.F.A. degree, none offer the B.F.A. in Design as a stand-alone program.<sup>1</sup>

It is the opinion of UMBC's design faculty that these curricula do not equal the intensive research-based liberal arts educational experience currently offered by its graphic design emphasis that will be expanded by an additional 12 credits of required coursework for the proposed B.F.A. in Design. Students who wish to aggressively pursue professional degrees in graphic design and visual communication must leave Maryland to obtain the quality and quantity of research-intensive training that the B.F.A. in Design degree entails. This student drain enriches the educational programs and the economies of other states.

### **J. Library requirements, resources & assurances**

The President assures that institutional library resources meet new program needs.

### **K. Facilities and equipment**

The President assures that institutional facilities meet new program needs. As stated under "A. Description of Need and Educational Objectives," the B.F.A. in Design is a minor expansion of an existing degree program. The Department of Visual Arts is not projecting or planning for enrollment growth with this degree program.

### **L. Student audience to be served and enrollment estimate**

While the Bachelor of Arts in Visual Arts with an emphasis in graphic design will not be phased out, Design Faculty anticipate that the majority of incoming students who have declared an interest in graphic design — in particular first year students (21%) and two-year transfers (45%)<sup>2</sup> will opt for the B.F.A. in Design because of the higher value accorded the B.F.A. by industry and graduate programs.<sup>3</sup>

Transfer students from two-year colleges are an important audience. Visual Arts faculty recognize that transfers who enter with a degree such as the AFA from the community college system are often likely to complete the remaining requirements for a four-year degree in four semesters. The B.F.A. in Design will strive to meet this goal through focused advisement of majors. As a basis for student planning and to help ensure a smooth transfer pathway, the Department of Visual Arts will continue to encourage prospective transfer students to visit UMBC and the Department of Visual Arts in advance of applying and to learn about Artsys, the articulation system for transferring courses from one Maryland university or college to another, credit/grade transfer acceptance policies, course pre-requisites and degree requirements.

The Department of Visual Arts will not use the B.F.A. in Design as a means to increase student enrollment. In addition to using the university-wide admission process, the Department will continue to control admissions to its programs through a portfolio review process and gateway courses.<sup>4</sup>

<sup>1</sup>At present, no stand-alone B.F.A. in Design exists within the University System of Maryland (USM). Four institutions in the USM offer a B.F.A. degree: UMBC; Towson University; Frostburg State University, and Salisbury State University.

<sup>2</sup>These figures are based on the Fall 2011 Visual Arts Admissions Statistics.

<sup>3</sup>This information is from the Maryland Higher Education Commission Website [www.mhec.state.md.us/utilities/results\\_major.asp?TI=BFA&DI=a&submit=+++Search++](http://www.mhec.state.md.us/utilities/results_major.asp?TI=BFA&DI=a&submit=+++Search++) Accessed August 8, 2011

<sup>4</sup>UMBC applicants and current students who plan to major in visual arts with a studio concentration (animation/interactive media, cinematic arts, graphic design, photography, print media) must submit a portfolio application in addition to the standard UMBC Undergraduate Admission Application. Students who pass the review earn the portfolio "milestone," a prerequisite for most studio courses. The portfolio application consists of four parts: an application form with an itemization of the portfolio contents; an artist statement of intent; two recommendations; and a portfolio including two required assignments and six to eight additional pieces of the applicant's choice. Visual Arts faculty members review portfolio applications at regularly scheduled intervals through the academic year.

## **Finance Data for the first five years of program implementation.**

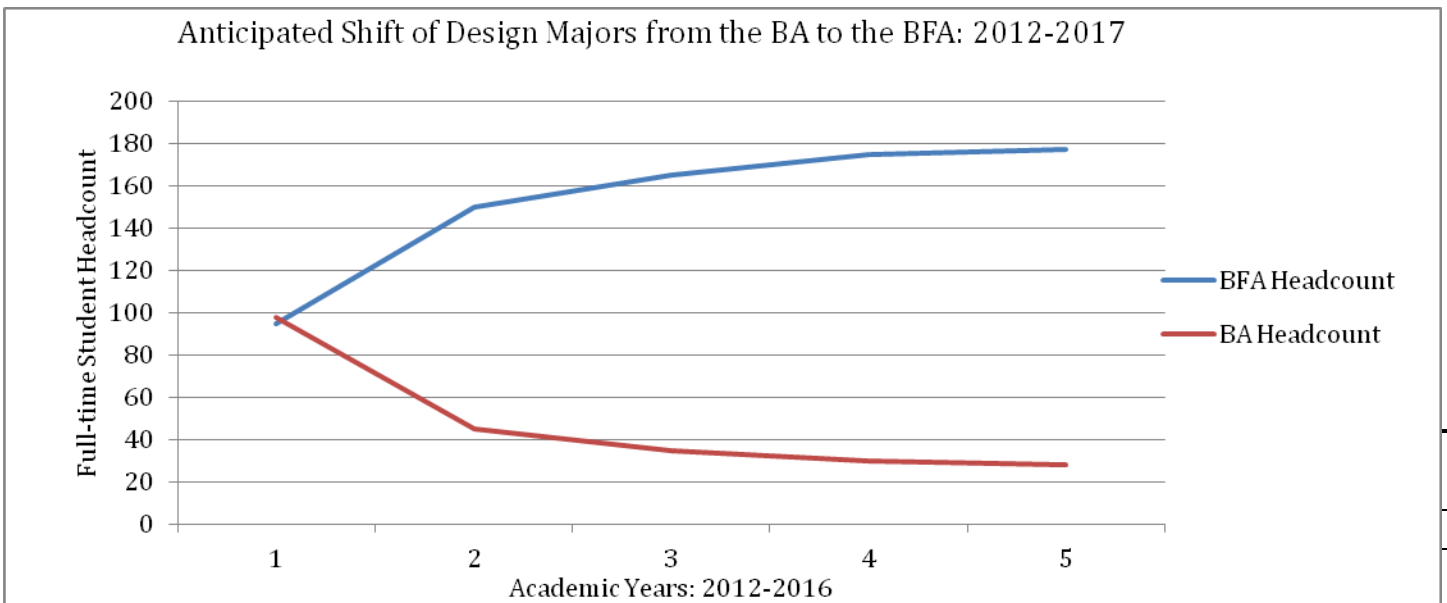
The Department of Visual Arts projects only modest growth as the result of the implementation of this program. Many students currently enrolled in the existing B.A. in Visual Arts program with an emphasis in Graphic Design will choose to migrate to the B.F.A. in Design program, per Worksheet #1, below. The Resources table displays the expected income from new student enrollment beginning in Year 2.

Because this proposal is essentially a conversion of an existing proposal, no expenditures are required, as expressed in Table 2: Expenditures.



Worksheet #1: Undergraduate Enrollment, Progression & Retention Profile

	AY2012-13	AY2013-14	AY2014-15	AY2015-16	AY2016-17
BFA Headcount	95	150	165	175	177
BA Headcount	98	45	35	30	28
Total Headcount	193	195	200	205	205
Net New Students	0	2	7	12	12
Total Credit Hours	5790	5850	6000	6150	6150
Net New Credit Hours	0	60	210	360	360
Total FTE	193.0	195.0	200.0	205.0	205.0



1. Reallocated Funds <sup>1</sup>	0	0	0	0	0
2. Tuition/Fee Revenue <sup>2</sup> (c+g below)	0	19,690	71,666	127,776	132,888
a. #F.T Students	0	2	7	12	12
b. Annual Tuition/Fee Rate (resident)	9,466	9,845	10,238	10,648	11,074
c. Annual Full Time Revenue (a x b)	0	19,690	71,666	127,776	132,888
d. # Part Time Students	0	0	0	0	0
e. Credit Hour Rate	NA	NA	NA	NA	NA
f. Annual Credit Hours	0	0	0	0	0
g. Total Part Time Revenue (d x e x f)	0	0	0	0	0
3. Grants, Contracts, & Other External Sources <sup>3</sup>	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 – 4)	0	19,690	71,666	127,776	132,888

<sup>1</sup> Whenever reallocated funds are included among the resources available to new programs, the following information must be provided in a line note—origin(s) of reallocated funds, impact of the reallocation on the existing academic program(s), and manner in which the reallocation is consistent with the institution's strategic plan.

<sup>2</sup> This figure should be a realistic percentage of tuition and fees which will be used to support the new program. Factors such as indirect costs linked to new students and the impact of enrolling continuing students in the new program should be considered when determining the percentage.

<sup>3</sup> Whenever external funds are included among the resources, the following information must be provided in a line note: source of the funding and alternative methods of funding the program after the cessation of external funding.

**TABLE 2: EXPENDITURES**

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b + c below)	0	0	0	0	0
a. # FTE					
b. Total Salary					
c. Total Benefits					
2. Admin. Staff (b+c below)	0	0	0	0	0
a. # FTE					
b. Total Salary					
c. Total Benefits					
3. Support Staff (b+c below)	0	0	0	0	0
a. # FTE					
b. Total Salary					
c. Total Benefits					
4. Equipment	0	0	0	0	0
5. Library	0	0	0	0	0
6. New or Renovated Space	0	0	0	0	0
7. Other Expenses	0	0	0	0	0
8. TOTAL (Add 1 – 7)	0	0	0	0	0

## **Appendix 1**

### **B.F.A. in Design: Total Number of Credits and Distribution**

#### **Visual Art Foundations (27 Credits)**

Art 210 Visual Concepts I: Two Dimensions (3 Credits)

Art 211 Visual Concepts II: Camera Vision (3 Credits)

Art 212 Visual Concepts III: Three-dimensional Form, Space and Interaction (3 Credits)

Art 213 Visual Concepts IV: Time-based Media (3 Credits)

Art 214 Drawing I: Beginning Drawing (3 Credits)

Art 215 Introduction to Art and Media (3 Credits)

Art 216 Studies in Visual Culture (Prehistory through the 1750s) (3 Credits)

+ 2 classes from Art History & Theory (6 credits)

*Select from Art 321, 323, 328 or 329*

#### **Design Requirements (33 Credits)**

**Art 331** Graphic Design 1: Image, Sign & Symbol (3 credits) (Gateway course)

Prerequisites: Art 210, 211, 214

**Art 332** Design & Technology I: Print (3 credits)

Prerequisites: Art 210, 211, 214

**Art 333** Typography 1 (3 credits)

Prerequisites: Art 331 & 332; Co-requisite: Art 333

**Art 334** Graphic Design II: Sign, Symbol & Series (3 credits)

Prerequisites: Art 212, 213, 333

**Art 335** Origins & Issues in Design (3 credits)

Prerequisites: Art 210, 211, 214

**Art 336** Design & Technology II: Screen (3 credits)

Prerequisites: Art 212, 213, 333

**Art 337** Typography II (3 credits)

Prerequisites: Art 212, 213, 333

**Art 338** Motion Design

Prerequisites: Art 212, 213, 333

**Art 430** Graphic Design VI—Advanced Typography (3 credits)

Prerequisites: Art 334, 336, 337; May be taken concurrently with Art 431

**Art 431** Graphic Design III: Human & Environmental Design (3 credits)

Prerequisites: Art 334, 336 & 337; May be taken concurrently with Art 430

**Art 434** Advanced Interface Design (3 credits)

Prerequisites: Art 334, 336, & 337

+ 4 advisor-approved electives from within the Department of Visual Arts (12 credits)