



SACRAMENTO  
STATE

# Program Proposal Form B



<b>Academic Group (College):</b> College of Arts and Letters	<b>Date of Submission to College Dean:</b> October 10, 2006
<b>Academic Organization (Department):</b> Department of Design	<b>Requested Effective:</b> Fall, 2007.
<b>Department Chair:</b> Andrew Anker	<b>Contact if not Department Chair:</b>
<b>Title of the Program:</b> Interior Design	
<b>Type of Program Proposal:</b>  <input checked="" type="checkbox"/> <b>Modification in Existing Program:</b> <input checked="" type="checkbox"/> Substantive Change <input checked="" type="checkbox"/> New Concentration	
<b>PLEASE NOTE:</b> Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at <a href="http://www.csus.edu/acaf/univmanual/index.htm">http://www.csus.edu/acaf/univmanual/index.htm</a>	
<b>Briefly describe the program proposal (new or change) and provide a justification.</b>  <p>The Interior Design Program is requesting the inclusion of two concentrations within the Bachelor of Arts Interior Design degree : Interior Architecture and Interior Design and Marketing. The Interior Architecture Concentration is the existing curriculum for the Interior Design Major. No changes in curriculum, scheduling, faculty, facilities or equipment would be required to offer this concentration. The Interior Design and Marketing Concentration was developed with enthusiastic support and cooperation from the Dean and Faculty representatives from the College of Business Administration. No changes in scheduling, faculty, facilities or equipment would be required to offer this concentration.</p> <p>The Interior Design major is impacted and requires secondary admission criteria be applied to admittance to the upper division course sequence. Under our current structure, students that do not meet the portfolio review standard for admittance must either reapply a year later or change their major. By offering concentrations, those students that would normally be admitted via the portfolio review would be admitted to the Interior Architecture Concentration and those that would not otherwise advance, would still be able to earn a degree in Interior Design with a Concentration in Interior Design and Marketing. In lieu of students taking 24 units of upper division studio courses, they would take 12 units of required business courses and 12 units of elective business courses to complete the concentration in Interior Design and Marketing.</p> <p>Furthermore, the Interior Design Program plans to promote both concentrations separately. By retaining rather than displacing students that did not pass the portfolio review and by promoting the Interior Design and Marketing Concentration, the Interior Design major will grow in FTE's without having to increase studio sections to support it's growth. Interior Design and Marketing students would follow the same track Interior Architecture students will follow for all non-studio courses. We will increase student capacity in the following courses: INTD 123; all INTD 124's; INTD 155; INTD 165; INTD 175; and INTD 195 without requesting additional resources. The Interior Design Major will continue to grow and grow efficiently.</p>	
<b>Approvals:</b>	
<b>Department Chair:</b> <u>Andrew K. Anker</u>	<b>Date:</b> <u>10/26/06</u>
<b>College Dean:</b> <u>Harvey M. Smith</u>	<b>Date:</b> <u>11-15-06</u>
<b>University Committee:</b> _____	<b>Date:</b> _____
<b>Associate Vice President and Dean for Academic Affairs:</b> _____	<b>Date:</b> _____

# California State University, Sacramento Interior Design Program

## Substantive Change

**Contact Persons:** Andrew Anker, Chair  
Department of Design

Jim Kenney, Professor  
Interior Design Program Coordinator

**Date of Submission:** October 10, 2006

### Summary and Justification:

The Interior Design Program is changing its course structure and will offer two concentrations within the Bachelor of Arts Degree Interior Design: a concentration in Interior Architecture and a concentration in Interior Design and Marketing. The concentrations require essentially the same lower division courses. The Interior Architecture concentration is a new designation for our existing upper division curriculum—there are no changes to the program. The new Interior Design and Marketing concentration consists of all existing history and professional practice courses in our upper division curriculum and will require 24 units taken within the College of Business Administration in lieu of 24 units of studio coursework. No course change proposals are required for this substantive change.

Our program change is in response to two separate concerns. A concentration in Interior Architecture parallels the trend in professional offices to change the designation of their services from Interior Design to Interior Architecture. The profession of Interior Design has always struggled with the public misperception of Interior Design and Interior Decorating as being one and the same. Most professional offices now offer Interior Architecture services and are distancing themselves from the non-professional practice of interior decorating. A concentration in Interior Architecture will help communicate our curriculum more accurately to the public, transfer students and entering freshmen.

A concentration in Interior Design and Marketing will also enable our graduates to competitively compete in the business sector of the design industry. A strong business background coupled with a strong background in design history, theory and professional practice is essential to work professionally in design offices dealing with new business development, marketing and sales. Offering two concentrations will make the Interior Design Program appealing to a broader market and will increase FTES without cost to the College or University.

The Bachelor of Arts Degree in Interior Design is an impacted program and requires that students maintain a minimum 2.5 GPA and pass a portfolio review for admittance into the upper division major. At present, forty students will advance each spring while an estimated forty-fifty students who do not meet the secondary admission criteria will either have to reapply the following spring or change their major. With the program change we will admit students who pass the portfolio review into the Interior Architecture concentration and will allow all others into the Interior Design and Marketing concentration. Because the Interior Design and Marketing concentration requires the same lecture courses as the Interior Architecture concentration, the Interior Design Major will not displace students, but instead retain students it otherwise would lose. We will promote the Interior Design and Marketing concentration independently from the Interior Architecture concentration, thus attracting new students. Those students who do not meet the portfolio requirements for Interior Architecture will be redirected into the Interior Design and Marketing program. We expect that as the Design and Marketing program develops, some students will determine that that program best serves their career goals, and will select it as their first choice of concentrations.

The Interior Design faculty has consulted with the Dean and faculty of the College of Business Administration in developing the Interior Design and Marketing curriculum. No additional space, faculty, equipment or operating expenses will be required to maintain this program. The anticipated increase in the number of Interior Design and Marketing students will not affect the College of Business Administration course scheduling nor will it affect the lecture course scheduling of the Interior Design Program.

**Side by Side Comparison:**

**Existing Program:**

**Proposed Program:**

**Concentration:  
Interior Architecture**

**Concentration:  
Design and Marketing**

**A. Required Lower Division Courses  
(24 Units)**

- (3) INTD 15 Intro. to Interior Design
- (3) INTD 20 Design
- (3) INTD 25 Design Fundamentals
- (3) INTD 30 Intro. to CAD
- (3) GPHD 10 Intro. to Digital Design
- (3) GPHD 25 Visual Basics
- (3) PHOT 11 Intro. to Digital Imaging

- (3) Choose one of the following:  
ART 1A Stone Age to Mid. Ages  
ART 1B Renaissance to Present

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**B. Required Upper Division Courses  
(45 units)**

- (3) INTD 123 Survey of W. Arch.

- (6) Choose two of the following:  
INTD 124A American Design  
INTD 124B Asian Design  
INTD 124C European Design  
INTD 124D Prin. of House Design  
INTD 124E Film and Architecture

- (3) INTD 151 ID Graphics I
- (3) INTD 161 ID Graphics II
- (3) INTD 171 ID Graphics III
- (3) INTD 181 ID Graphics IV

- (3) INTD 153 ID Studio I
- (3) INTD 163 ID Studio II
- (3) INTD 173 ID Studio III
- (3) INTD 183 ID Studio IV

- (3) INTD 155 Pro. Practice I
- (3) INTD 165 Pro. Practice II
- (3) INTD 175 Pro. Practice III
- (3) INTD 195 Pro. Practice Internship

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**A. Required Lower Division Courses  
(24 Units) No Changes**

- (3) INTD 15 Intro. to Interior Design
- (3) INTD 20 Design
- (3) INTD 25 Design Fundamentals
- (3) INTD 30 Intro. to CAD
- (3) GPHD 10 Intro. to Digital Design
- (3) GPHD 25 Visual Basics
- (3) PHOT 11 Intro. to Digital Imaging

- (3) Choose one of the following:  
ART 1A Stone Age to Mid. Ages  
ART 1B Renaissance to Present

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**B. Required Upper Division Courses  
(45 units) No Changes**

- (3) INTD 123 Survey of W. Arch.

- (6) Choose two of the following:  
INTD 124A American Design  
INTD 124B Asian Design  
INTD 124C European Design  
INTD 124D Prin. of House Design  
INTD 124E Film and Architecture

- (3) INTD 151 ID Graphics I
- (3) INTD 161 ID Graphics II
- (3) INTD 171 ID Graphics III
- (3) INTD 181 ID Graphics IV

- (3) INTD 153 ID Studio I
- (3) INTD 163 ID Studio II
- (3) INTD 173 ID Studio III
- (3) INTD 183 ID Studio IV

- (3) INTD 155 Pro. Practice I
- (3) INTD 165 Pro. Practice II
- (3) INTD 175 Pro. Practice III
- (3) INTD 195 Pro. Practice Internship

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**A. Required Lower Division Courses  
(27 Units)**

- (3) INTD 15 Intro. to Interior Design
- (3) INTD 20 Design
- (3) INTD 25 Design Fundamentals
- (3) INTD 30 Intro. to CAD
- (3) GPHD 10 Intro. to Digital Design
- (3) GPHD 25 Visual Basics
- (3) PHOT 11 Intro. to Digital Imaging

- (3) Choose one of the following:  
ART 1A Stone Age to Mid. Ages  
ART 1B Renaissance to Present  
GPHD 20 History of Graphic Design  
PHOT 102 Social History of Photography

- (3) ACCY 001 Accounting Fund.

**B. Required Upper Division Courses  
(42 units)**

- (3) INTD 123 Survey of W. Arch.

- (6) Choose two of the following:  
INTD 124A American Design  
INTD 124B Asian Design  
INTD 124C European Design  
INTD 124D Prin. of House Design  
INTD 124E Film and Architecture

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- (3) INTD 155 Pro. Practice I
- (3) INTD 165 Pro. Practice II
- (3) INTD 175 Pro. Practice III
- (3) INTD 195 Pro. Practice Internship

- (3) MKTG 101 Prin. Of Marketing
- (3) MKTG 122 Buyer Behavior
- (3) MKTG 129 Marketing Mgmt.

- (12) Choose four of the following:  
(3) MKTG 123 Pub. Relations  
(3) MKTG 124 Retail Mgmt.  
(3) MKTG 125 Advertising  
(3) MKTG 126 Salesmanship  
(3) MKTG 127 Sales Mgmt.  
(3) MKTG 190 International Mrkt.

## **Catalog Copy (edited from the current University Catalog):**

### **Program Description:**

The Interior Design Program at California State University, Sacramento has a regional reputation as a leading design school, and it is recognized as a nationally accredited program. The four year accredited program leads to a Bachelor of Arts degree in Interior Design and offers two concentrations: Interior Architecture and Interior Design and Marketing.

The Interior Design Program provides students with the technical, creative, and critical thinking skills to enter the Interior Design profession. The breadth of courses in the program reflects the importance of both a liberal arts background and professional preparation in the design field. Courses encompass the study of design theory, aesthetics, history, graphics, lighting, space planning, CAD, interior construction, and professional practice. The Interior Design curriculum provides comprehensive coverage of all the major areas of training, including concept development, design, communication, presentation, construction and professional services. Many of the course assignments are based on actual projects. Guest lecturers, critiques, professional panel discussions and field trips to outstanding design projects are an important part of the curriculum.

Three full-time faculty and several practicing professional Architects and Interior Designers teach part-time in the Interior Design Program. Faculty have expertise in architecture, design history, residential and commercial interiors, lighting, space planning and computer-aided design. Since part-time faculty are drawn from the profession and include licensed architects and certified interior designers, students receive firsthand exposure to professional practice methods and techniques. The high level of teaching, coupled with a structured internship experience, prepares California State University, Sacramento students for successful careers in the design profession.

Students have an opportunity to travel with faculty to Italy during the summer to study design as a part of the advanced history option. Another outstanding feature of the Interior Design program is the senior internship program with well over 100 businesses and government agencies as active sponsors. Many students gain employment as a direct result of their internship placement.

The Interior Design major at California State University, Sacramento is one of the most highly sought after programs in Northern California and is officially considered an impacted program. Students entering the program are classified as Pre-Interior Design Majors. After completing a series of required lower division courses students apply for admission to the upper division program and must select a concentration in either Interior Architecture or Interior Design and Marketing. Transfer students must speak with an interior design advisor upon acceptance to the California State University, Sacramento. Students should contact the Department of Design office for an application package and portfolio requirements. The application for admission to the Interior Design Program includes:

- A GPA review
- Completion of specified lower division courses with a "C" or better
- Submission of a portfolio (there are specific requirements for portfolio content, size, and quantity of images)

### **Special Features**

The Interior Design Program is accredited by the Council of Interior Design Accreditation (CIDA formerly FIDER) and by the National Association of Schools of Art and Design (NASAD). The four-year major leads to a Bachelor of Arts Degree Interior Design.

Sacramento State Interior Design students have been award winners in numerous design competitions.

Students are often involved in community design projects as well as projects on our growing campus.

The Interior Design program at Sacramento State has an active student club (PRINTS) representing the Student Chapters of the American Society of Interior Designers (ASID) and the International Interior Design Association (IIDA). Monthly meetings feature guest speakers from the professional community and include workshops and field trips.

A summer travel study program to Italy offers students an opportunity to learn about European design, and architecture.

The internship program places students in professional organizations ranging from architecture and interior design firms to furniture companies, corporations, state and local government agencies.

Sacramento State, located in the state capital, is less than 100 miles from the San Francisco Bay Area. This location offers a wealth of professional employment opportunities. Graduates from our program at Sacramento State have secured positions in architectural firms, interior design firms, government agencies, private corporations, furniture manufacturing companies, and design showrooms.

**Career Opportunities:**

- Interior Designer
- Space Planner
- Corporate Designer
- Contract Interior Designer
- Interior Design Showroom Manager
- Manufacturer's Representative
- Freelance Design Consultant

**Interior Design Faculty:**

	Andrew Anker	Carolyn Gibbs	Jim Kenney
Rank:	Professor	Associate Professor	Professor
Status:	Tenured	Tenured	Tenured
Highest Degree:	M.Arch	M.Arch	M. Env. Design
Date Earned:	1981	1996	1981
Field:	Architecture	Architecture	Architecture

**Business Faculty:**

	Laurence Takeuchi	Gail Tom	Dennis Tootelian
Rank:	Professor	Professor	Professor
Status:	Tenured	Tenured	Tenured
Highest Degree:	Ph.D.	Ph.D.	Ph..D.
Date Earned:			
Field:	Marketing	Marketing	Marketing

**COURSE SEQUENCE FOR THE INTERIOR ARCHITECTURE CONCENTRATION  
(NO CHANGE TO THE EXISTING COURSE SEQUENCE)**

	YEAR 1		YEAR 2		YEAR 3		YEAR 4	
	FALL	SPRING	FALL	SPRING	FALL	SPRING	FALL	SPRING
	GPHD 10 3 UNITS		GPHD 25 3 UNITS	PHOT 11 3 UNITS	INTD 155 3 UNITS	INTD 165 3 UNITS	INTD 175 3 UNITS	INTD 195 3 UNITS
					INTD 153 3 UNITS	INTD 163 3 UNITS	INTD 173 3 UNITS	INTD 183 3 UNITS
					INTD 151 3 UNITS	INTD 161 3 UNITS	INTD 171 3 UNITS	INTD 181 3 UNITS
					INTD 123 3 UNITS		INTD 124 3 UNITS	INTD 124 3 UNITS
	ART 1A OR 1B 3 UNITS		INTD 20 3 UNITS	INTD 15 3 UNITS				
			INTD 25 3 UNITS	INTD 30 3 UNITS				

**ADVANCEMENT TO THE UPPER DIVISION INTERIOR DESIGN MAJOR  
VIA PORTFOLIO REVIEW**

COURSE SEQUENCE FOR THE INTERIOR DESIGN AND MARKETING CONCENTRATION

	YEAR 3		YEAR 4	
	FALL	SPRING	FALL	SPRING
	INTD 155 3 UNITS	INTD 165 3 UNITS	INTD 175 3 UNITS	INTD 195 3 UNITS
	MKTG 101 3 UNITS	MKTG 122 3 UNITS	BUS ELECTIVE 3 UNITS	MKTG 129 3 UNITS
	BUS ELECTIVE 3 UNITS	BUS ELECTIVE 3 UNITS	BUS ELECTIVE 3 UNITS	BUS ELECTIVE 3 UNITS
	INTD 123 3 UNITS		INTD 124 3 UNITS	INTD 124 3 UNITS

ADVANCEMENT TO THE UPPER DIVISION INTERIOR DESIGN MAJOR  
VIA APPLICATION REVIEW

	YEAR 2		
	FALL	SPRING	
	GPHD 25 3 UNITS	PHOT 11 3 UNITS	
	INTD 25 3 UNITS	INTD 30 3 UNITS	
	INTD 20 3 UNITS	INTD 15 3 UNITS	
			ACCREDIT 3 UNITS
YEAR 1	GPHD 10 3 UNITS		
	ART 1A OR 1B 3 UNITS - 4.0/0 30 - 107 102		