

BFA IN GRAPHIC DESIGN



SACRAMENTO STATE
Redefine the Possible

In Workflow

1. DOD Committee Chair (pj.carlino@csus.edu)
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Approval Path

1. Mon, 24 Apr 2023 19:21:42 GMT
PJ Carlino (pj.carlino): Rollback to Initiator
2. Wed, 26 Apr 2023 19:29:36 GMT
PJ Carlino (pj.carlino): Rollback to Initiator
3. Wed, 26 Apr 2023 21:25:49 GMT
PJ Carlino (pj.carlino): Approved for DOD Committee Chair
4. Wed, 26 Apr 2023 21:27:52 GMT
Richard Pratt (rpratt): Approved for DOD Chair
5. Wed, 03 May 2023 19:53:35 GMT
Jacqueline Irwin (irwin): Rollback to Initiator
6. Wed, 03 May 2023 21:28:32 GMT
PJ Carlino (pj.carlino): Approved for DOD Committee Chair
7. Wed, 03 May 2023 21:37:17 GMT
Richard Pratt (rpratt): Approved for DOD Chair
8. Wed, 03 May 2023 22:20:35 GMT
Jacqueline Irwin (irwin): Approved for ALS College Committee Chair
9. Thu, 04 May 2023 17:10:42 GMT
Melinda Wilson Ramey (mwilson): Approved for ALS Dean

History

1. Feb 28, 2019 by Kaitlyn Ehrmantrout (k.ehrmantrout)
2. Feb 28, 2019 by Kaitlyn Ehrmantrout (k.ehrmantrout)
3. Feb 28, 2019 by Kaitlyn Ehrmantrout (k.ehrmantrout)
4. Apr 28, 2020 by 220267334
5. Apr 20, 2021 by 220267334

Date Submitted: Wed, 03 May 2023 21:26:09 GMT

Viewing: BFA in Graphic Design

Last approved: Tue, 20 Apr 2021 19:51:30 GMT

Last edit: Wed, 03 May 2023 21:26:08 GMT

Changes proposed by: Richard Pratt (101016418)

Academic Group: (College)

Arts & Letters

Academic Organization: (Department)

Design

Catalog Year Effective:

2023-2024 Catalog

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
Richard Pratt	rpratt@csus.edu	916-278-3659

Type of Program Proposal:

Major

Program Change Type:

Non-Substantive

Is this a pilot program?

No

Pilot program as of:

NA

Title of the Program:

BFA in Graphic Design

Designation: (degree terminology)

Bachelor of Fine Arts

Briefly describe the program proposal (new or change) and provide a justification:

The Department of Design is making changes to the common core of classes that all majors in the department must take. The overall objectives of these changes are to:

- Alleviate scheduling and facilities constraints that slow student progress to graduation
- Increase flexibility for students in scheduling their classes.
- Facilitate transfers
- Refine existing course needs to achieve program learning outcomes.

For the Graphic Design program the implementation of the new core includes:

– DGSN 10 (4-units) (new course) replacing INTD 25 (3-units)

note: DGSN 10 is design as a core class from the start, as INTD 25 was not.

– DGSN 20 (3-units) (new course) replacing INTD 20 (3-units)

note: DGSN 20 is design as a core class from the start, as INTD 20 was not.

– PHOT 12 (3 units) replacing PHOT 11 (3 units) as a requirement

note: PHOT 12 meets the necessary learning outcomes for the program better than PHOT 11. This is not directly related to the new core, but is an opportunity to refine the program.

– Previously required lower division courses PHOT 20, and INTD 20 have been moved to a larger list of possible lecture courses to add more flexibility to student scheduling and make the transferring of courses easier. Students will be required to take two courses from this list.

While the proposed changes above will raise the unit requirement by one, this additional unit will not require any additional classes by the student and simply reflects the replacement of an existing 3-unit class with a 4-unit class. This new 4-unit class will be taken by all majors across the design department. We do not anticipate any of these changes affecting students outside of the Design Department.

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines

Knowledge of human cultures and the physical and natural world

Integrative learning

Personal and social responsibility
Intellectual and practical skills

Program Learning Outcomes

Program Learning Outcomes

Learning Outcome

Learning outcomes for the proposed B.F.A. degree align with the university mission as well as the Sacramento State Baccalaureate Learning Goals for the 21st Century.

- 1) Demonstrate the ability to solve communication problems through an analysis of multiple possible solution and the interaction of audience and context.
- 2) Develop visual forms through an understanding of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaning.
- 3) Implement design solutions using the appropriate tools and technology.
- 4) Understand basic business practices related to professional work places, including the ability to organize projects and work as a member of a larger team.
- 5) Apply an understanding of design history, theory, and criticism from a variety of perspectives to visual artifacts.

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Do these changes impact the Smart Planner roadmap?

Yes

Please attach the Smart Planner roadmap:

2023 GPHD Graphic Design BFA.pdf

Briefly describe the change:

- Replaces PHOT 11 with PHOT 12
- Replaces INTD 25 with DSGN 10
- Requires DSGN 20
- Replaces PHOT 20, INTD 20, and Art History Lecture courses with a choice of two from that pool.

Catalog Description:

Units required for major: 79

Minimum units required for BFA: 120

Program Description

The Bachelor of Fine Arts in Graphic Design has been developed to prepare students for professional practice and/or preparation for admission to graduate level study.

The course of study is a layered exploration that starts with fundamental principles of visual communication paired with an intensive introduction to the creative process. Exposure to multiple facets of two and three-dimensional design opens up the students' ability to engage in interdisciplinary work. Each successive layer builds in complexity to encompass technical, conceptual, and research challenges that run concurrently with a series of classes devoted to professional practice. Historical perspective and ethical concerns are addressed throughout the curriculum. A series of curated electives provide an additional conduit for students to explore possible interdisciplinary connections in their future design practice. The programs goal is to provide the community with a comprehensive visual problem solver that has a strong aesthetic ability coupled with a clear understanding of the strategic and conceptual challenges facing them in practice.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Admission Requirements

The Graphic Design program at Sacramento State is one of the most highly sought-after programs in Northern California. Due to the large number of applicants, the program is officially impacted and enrollment in upper division coursework is subject to a supplemental application.

The application for admission includes completion of a specific set of required lower division prerequisites and submission of a portfolio. Portfolio specifications and application procedures are available on the Department of Design website (<http://csus.edu/design/>). It is highly recommended that interested students speak with a Graphic Design advisor as soon as possible.

Minimum Grade Requirement

Students wishing to become Graphic Design majors must complete a series of required lower division courses with a grade of "C" or better and then must apply for admission to the program.

Prerequisite Lower Division Course Requirements

When submitting an application with the required portfolio students must have completed or be enrolled in the following courses:

Code	Title	Units
GPHD 25	Visual Basics	3
GPHD 30	Visual Basics II	5
PHOT 12	Digital Photography II	3
At least two of the following:		6
DSGN 4	Design and Thinking	
DSGN 20	Course DSGN 20 Not Found (In Process)	
GPHD 5	Introduction to Graphic Design	
GPHD 20	History Of Graphic Design	

Technology Requirement

Students that have been accepted to the Graphic Design program, with the Department of Design, are required to own a laptop computer with appropriate software for upper division courses. Upon beginning upper division coursework this requirement must be met. Before purchasing, please consult your major advisor or the Department of Design Office for the specific minimum requirements for the laptop computer and software.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Lower Division Design Core Courses (10 Units)		
DSGN 4	Design and Thinking	3
DSGN 10	Course DSGN 10 Not Found (Integrated Studio - New course proposed)	4
DSGN 20	Course DSGN 20 Not Found (Design & Society, 1780-Today New Course Proposed)	3
Required Lower Division Major Courses (17 Units)		
GPHD 5	Introduction to Graphic Design ¹	3
GPHD 20	History Of Graphic Design	3
GPHD 25	Visual Basics	3
GPHD 30	Visual Basics II	5
PHOT 12	Digital Photography II (Current pre-rec is being removed))	3
Required Lower Division Lecture (6 Units)		
Select two of the following:		6
ART 1A	Art, Religions, and Power before 1400	
ART 1B	Art, Empires, and Cross-Cultural Exchange, 1400-1800	
ART 1C	Global Modern and Contemporary Art	
ART 3A	Traditional Asian Art	
ART 3B	Modern and Contemporary Asian Art	
ART 5	Art of the Americas	
INTD 15	Introduction to Interior Design	
INTD 20	Design	
PHOT 15	Survey of Photography	
PHOT 20	The Photographic Self	
Required Upper Division Courses (40 Units)		
GPHD 120	Typography I	5
GPHD 125	Graphic Design Systems I	5
GPHD 130	Typography II	5
GPHD 135	User Interface Design	5

GPHD 140	User Experience Design	5
GPHD 145	Typography II	5
GPHD 150	Professional Practice	5
GPHD 155	Graphic Design Systems II	5
Required Electives (6 Units)		
Select two of the following:		6
ANTH 2	Introduction to Cultural Anthropology ¹	
ANTH 146	Ethnographic Analysis	
ANTH 141	Culture Theory	
ANTH 164	Culture Change	
ART 20A	Beginning Drawing ¹	
ART 20B	Intermediate Drawing	
ART 97	Beginning Electronic Art	
ART 120	Advanced Drawing	
ART 144	Digital Printmaking	
ART 197	Intermediate Electronic Art	
ART 198	Advanced Electronic Art	
COMS 55	Media Communication and Society	
COMS 114	Communication and American Culture	
CSC 1	Introduction to Computer Science	
CSC 8	Introduction to Internet Technologies	
CSC 10	Introduction to Programming Logic	
DSGN 101	World Design and Visual Culture	
GPHD 195	Fieldwork in Graphic Design	
GPHD 199	Special Problems	
INTD 25	Design Fundamentals	
INTD 30	Introduction to Computer Aided Design	
INTD 123	Survey of Western Architecture and Interiors	
INTD 124A	American Design	
INTD 124D	Principles of House Design	
INTD 125	Urban Design and Society ¹	
MKTG 101	Principles Of Marketing	
MKTG 121	Marketing Research and Information	
MKTG 122	Buyer Behavior	
MKTG 123	Public Relations and Ethics in Business	
MKTG 125	Advertising	
PHOT 11	Digital Photography I	
PHOT 40	Darkroom Photography	
PHOT 101	Photography, Inception to Mid-Century	
PHOT 102	Photography, a Social History	
PHOT 111	Intermediate Digital Photography	
PHOT 141	Intermediate Darkroom Photography	

Total Units **79**

¹ Course also satisfies General Education (GE)/Graduation Requirement.

General Education Requirements ¹

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking	3
Area B: Physical Universe and Its Life Forms (13 Units)		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1

B4 - Math Concepts	3
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
Area C: Arts and Humanities (6 Units)	
C1 - Arts ³	0
C2 - Humanities	3
C1/C2 - Area C Course ³	0
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.	3
Area D: The Individual and Society (3-9 Units)	
Area D Course	3
Area D Course ³	0 - 3
Area D Course - Take upper-division course to complete Area & upper division requirements. ³	0 - 3
Area E: Understanding Personal Development (3 Units)	
Area E Course	3
Area F: Ethnic Studies (3 Units)	
Area F Course	3
Total Units	37-43

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² Required in Major; also satisfies GE.

³ Department offers students an "Select from the following" option:

- If student chooses to take ANTH 2, they will meet one area of Area D (lower division).
- If students chooses to take INTD 125, they will meet the upper division Area D requirement.

Graduation Requirements¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (12 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement ²		6

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html> (<https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>)

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

These changes will reduce bottlenecks and allow more flexibility within the Department of Design. It should not affect other academic units.

Provide a fiscal analysis of the proposed changes:

The new smaller core should service the same number of students as the previous core while requiring fewer WTUs to implement with no additional facilities.

How will the above changes be accommodated within the department/College existing fiscal resources?

The implementation of the new DSGN courses (DSGN 10, DSGN 20) within the new smaller Design Department core will take similar or less fiscal resources to the classes they are replacing.

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

Lab and studio space relinquished by no longer needed core courses will be used by the newly implemented sections of DSGN 10.

Estimate the cost and indicate how these resource needs will be accommodated:

No additional costs are expected.

Reviewer Comments:

PJ Carlino (pj.carlino) (Mon, 24 Apr 2023 19:21:42 GMT): Rollback: Recommendation to include roadmaps

PJ Carlino (pj.carlino) (Wed, 26 Apr 2023 19:29:36 GMT): Rollback: Adjustment to Program Learning Outcomes

Michelle Felten (mfelten) (Wed, 03 May 2023 18:54:43 GMT): Thank you for submitting your proposal for BFA in Graphic Design. The Curriculum Committee has approved this proposal pending the following edits: Further development of the Program Justification regarding the 1 unit increase (not adding courses, only 1 unit which is consistent across all design courses), and a re-working of the PLO's which are currently redundant. Please diversify and clarify so the PLO's to do not all begin with "demonstrate". Thank you!

Jacqueline Irwin (irwin) (Wed, 03 May 2023 19:53:35 GMT): Rollback: Dear Richard, Please see suggestions for revision from Michelle. Once your proposal has been revised as per their recommendations, please resubmit and send me an email so I know that your proposal is ready to move forward. Thank you, Jacqueline, ALS Curriculum Chair

Key: 379