MEMORANDUM

TO: Bonnie Thornton Dill  
Dean, College of Arts and Humanities

FROM: Elizabeth Beise  
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Establish an Area of Concentration in Graphic Design for the Bachelor of Arts in Studio Art (PCC Log No. 10047)

On June 14, 2011, Chancellor Kirwan approved your proposal to establish an Area of Concentration in Graphic Design for the Bachelor of Arts in Studio Art. On August 24, 2011, the Maryland Higher Education Commission gave final approval to the proposal. On April 1, 2011, the Senate PCC Committee approved the new Area of Concentration as well as the other changes proposed to modify the curriculum of the Studio Art Bachelor of Arts program. A copy of the approved proposal is attached.

The change is effective Fall 2011. The College should ensure that all advisors are informed and that the program is fully described in the Undergraduate Catalog and in all relevant descriptive materials, including the Office for Undergraduate Studies’ listing of four-year advising plans (contact Lisa Kiely at lkiely@umd.edu for more information).

MDC/
Enclosure

cc: David Salness, Chair, Senate PCC Committee  
Sarah Bauder, Office of Student Financial Aid  
Reka Montfort, University Senate  
Erin Howard, Office of Information Technology  
Barbara Gill, Office of Undergraduate Admissions  
Donna Williams, Office of Institutional Research & Planning  
Anne Turkos, University Archives  
Linda Yokoi, Office of the Registrar  
Robert Gaines, Office of Undergraduate Studies  
Elizabeth Loizeaux, College of Arts and Humanities  
W.C. Richardson, Department of Art
August 24, 2011

Dr. Wallace D. Loh
President
University of Maryland, College Park
1119 Main Administration Building
College Park, MD 20742-5031

Dear Dr. Loh:

The Maryland Higher Education Commission has reviewed a request from University of Maryland, College Park to offer a new Area of Concentration (A.O.C.) in Graphic Design within the existing Bachelor of Arts in Studio Art program. I am pleased to inform you that this request has been approved. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission’s Policies and Procedures for Academic Program Proposals, a thirty-day review by the Maryland higher education community, and the Maryland State Plan for Postsecondary Education. The program demonstrates potential for success, an essential factor in making this decision.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes for the program:

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Degree Level</th>
<th>HEGIS</th>
<th>CIP</th>
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<tbody>
<tr>
<td>Graphic Design</td>
<td>A.O.C.</td>
<td>1002-01</td>
<td>50.0702</td>
</tr>
</tbody>
</table>

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

Danette G. Howard, Ph.D.
Interim Secretary of Higher Education

DGH:SAB:ggs

cc: Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM
June 14, 2011

Dr. Wallace D. Loh
President
Main Administration Building
University of Maryland College Park
CAMPUS

Dear Wallace:

Thank you for forwarding the request for approval from University of Maryland, College Park, to offer a new Area of Concentration in Graphic Design for your existing Bachelor’s program in Studio Art.

I am delighted to approve this request. Please express my appreciation to departmental faculty and administrative committees for their careful work.

Sincerely,

[Signature]

William E. Kirwan
Chancellor

cc: Irwin Goldstein, Sr. Vice Chancellor for Academic Affairs
Theresa Hollander, Associate Vice Chancellor for Academic Affairs
Ann Wylie, Sr. Vice President and Provost
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM/UNIT PROPOSAL

Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

Please submit the signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.

College/School:
Please also add College/School Unit Code-First 8 digits: 01202700
Unit Codes can be found at: https://hypprod.umd.edu/Html_Reports/units.htm

Department/Program:
Please also add Department/Program Unit Code-Last 7 digits: 1270501

Type of Action (choose one):

X Curriculum change (including informal specializations)  New academic degree/award program
Renaming of program or formal Area of Concentration  New Professional Studies award iteration
Addition/deletion of formal Area of Concentration  New Minor
Suspend/delete program  Other

Italics indicate that the proposed program action must be presented to the full University Senate for consideration.

Summary of Proposed Action:
Change current single-track curriculum to three-track curriculum.

Track 1: Continue current open program 48-credit BA with addition of Digital Media course to Foundation Area. Add Digital Media as official area in Intermediate Course options. Includes new course proposals for Digital Media.

Track 2: Competitive portfolio admission option for Advanced Specialization in Art Area (Digital Media, Painting, Printmaking, Sculpture, or Intermedia). Track 1 plus 12 credit Specialization for a total 60 credit BA with Advanced Specialization. Includes new course proposal for Advanced Specialization Seminar.

Track 3: Competitive portfolio admission option for Advanced Specialization in Graphic Design. This option shares Foundation and 6 credits of Art electives with Track 1, then requires 21 credits of required Graphic Design courses plus 6 credits of Graphic Design electives for a 60 credit BA with Advanced Specialization in Graphic Design. Includes new course and course change proposals.

APPROVAL SIGNATURES - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair
2. Department Chair
3. College/School PCC Chair
4. Dean
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
7. University Senate Chair (if required)
8. Senior Vice President for Academic Affairs & Provost
PROPOSAL FOR
PROGRAM CHANGE

UNIVERSITY OF MARYLAND AT COLLEGE PARK,
MARYLAND

Bachelor of Arts in Studio Art

DEPARTMENT OF ART
COLLEGE OF ARTS AND HUMANITIES
DEAN JAMES F. HARRIS

PROPOSED INITIATION DATE: Fall 2012
Department of Art Undergraduate Curriculum Revision 10/2010

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OVERVIEW

The academic mission of the undergraduate program in the Department of Art is to offer courses that, at the lower level, provide both an effective foundation for art majors and serve as meaningful elective courses for the many non-majors interested in studio art and, at the upper level, to prepare art majors for a variety of advanced academic and career possibilities in art and graphic design. The current BA degree requirements give our majors an excellent generalized course of study. At the advanced level, however, there is no structured requirement for the development of focused specializations in specific areas of study. While they may take a variety of forms, advanced specializations with portfolio admission gateways are hallmarks of high quality undergraduate programs. The loss of faculty during the 90’s, well documented in Department reviews of 1997 and 2004, made it impossible to move forward with this plan for revision of the undergraduate program, which, in one form or another, has been a strategic priority in numerous Department 5-year plans. The hiring of five new faculty members since 1999 (two of whom have been promoted with tenure, and three are assistant professors progressing successfully in drawing/theory, printmaking, and graphic design) has made the advancement of this proposal possible.

The Department proposes to replace its current single track BA program with three tracks that lead to a BA in Studio Art:

- **Track 1:** BA in Studio Art. This track matches, with a few changes, the current 48 credit BA in Studio Art. It would continue as an open program with no portfolio admission and would serve a majority of art students. All majors would enter in Track 1. This track offers a broad experience in various media, and would provide ample room for double majors, double degrees, and interdisciplinary-oriented students. Art Education majors would take Track 1. 48 major credits total.

- **Track 2:** BA in Studio Art with an Advanced Specialization in Digital Media, Painting, Printmaking, Sculpture or Intermedia. This track is restricted to students admitted by portfolio review and requires the completion of a 12 credit block of courses on top of Track 1 requirements. 60 major credits total.

- **Track 3:** BA in Studio Art with an Advanced Specialization in Graphic Design. This track is restricted to students accepted by portfolio review and requires the completion of 33 credits of Foundation and art electives shared with Track 1, and 27 credits of specific graphic design courses. 60 major credits total.

RATIONALE

"The University will foster a culture in which every program and center engages in research, scholarship, and other creative works at the level of the best in its discipline."

"By 2010, every program will formulate a plan for its advancement, with a target of improving its national ranking by 2018, if such rankings are available and reliable. Among disciplines where the number of national programs is large, the goal is to have at least 80% of our programs ranked within the top 25 by 2018."

This proposal is part of the Department of Art's ongoing plan to increase the rigor, challenge, and overall quality of its programs, with the goal of providing both undergraduate and graduate programs that are considered, by ranking and reputation, to be in the upper echelon of those of comparable size and academic orientation in the country.

The proposed revision of the BA Program addresses both the content of the Foundation Area (100-200 level) and the structure of the advanced education of our highest achieving students. The addition of the ARTT 255: Digital Processes in Art and Design to the Foundation requirements would reflect the increasing importance of digital media in all areas of art and design, and bring greater currency and contemporary relevance to the existing BA program. The designation of Digital Media as an official media area would demonstrate the importance conferred by the Department on evolving faculty, technologies, and content in this field.

At the advanced level, the current BA offers no structured requirements that would lead to the development of focused specializations in specific art media areas or graphic design. Our top undergraduates often seek admission to MFA programs or employment in a variety of professional design environments upon graduation. Coherent portfolios of work are required by both, and students must pursue such specializations independently. Creating a more clearly defined structure at the advanced level is aimed directly at these top students. Furthermore, the expanded course sequence in Graphic Design will reflect the contemporary importance of digital and interactive media in that field, adding depth and focus to this vital and popular area in the Department. The proposed program expands the admission by portfolio gateway process that has been used successfully in the Graphic Design area and Departmental Honors program for the past decade, identifying and serving a larger group of professionally motivated and deserving students. This curriculum revision will, in a number of ways, move the program significantly closer to the goals set by the Department, the College, and the University.

When reviewing the top programs in Art and Graphic Design, one must consider the different kinds of programs that are offered. The available rankings of art programs are dominated by professional art schools, such as the Maryland Institute College of Art or the Chicago Art Institute, or universities with Schools of Art, such as Yale, Washington University in St. Louis, University of Michigan, Virginia Commonwealth University, University of Georgia, University of Wisconsin, or Indiana University. These are large schools, housing large faculties, and offering a broad array of courses and concentrations.
There are also numerous highly respected art and/or graphic design programs that, like the one at UMCP, are housed in departments within Colleges of Arts and Humanities or Arts and Sciences. While these departments tend to be smaller, with fewer faculty, facilities, and areas of specialization, they also tend to be less isolated from their respective universities.

One of our peer institutions, UCLA, has a program comparable to the one we propose. It offers a rigorous BA at the undergraduate level, and a high quality MFA at the graduate level. UCLA is a top-ten ranked graduate art program (USNEWS and World Report, the main ranking body for art and design programs, only ranks graduate programs), and is much larger than ours in terms of faculty, facilities, and students. It does, however, provide an excellent model for development.

The Department of Art is strongly committed to its integration into the College of Arts and Humanities and the University at large and, indeed, believes that these connections enhance the professional potential of the undergraduate art degree, informing it with interdisciplinary resources and academic options. Artists and designers are faced, like virtually all of today’s graduates, with an employment landscape that demands intellectual flexibility and a variety of skills. The conservatory approach to educating artists and designers, and the “training” it implies, is losing ground to the breadth of education that art and design students find in a university environment.

The Department’s External Review of 2004-05 recommended that the most effective strategy for achieving its goals would be for the Department to focus and intensify its established areas of excellence. It recommended against the development of a BFA degree program, an oft-stated Department strategic goal, due to lack of faculty numbers, course offerings, and resources. The top BFA programs at universities typically require a minimum of 72-78 credits in art or design. Given the 60 credit limit on major programs in ARHU (Page 2 of the ARHU listing in the 2010-2011 Undergraduate Catalog), it is clear that a 60 credit BFA would only compare favorably to the least rigorous BFA programs offered by our peers. A BA requiring 60 credits, on the other hand, would provide our top students with a program that compares favorably to the most rigorous, in-depth BA programs in the U.S. (U. Iowa – 39-50cr; U. Kansas – 51cr; U. Washington – 60 cr; U. Tennessee – 39 cr; Penn State – 51 cr; UNC Ch.Hill – 41; U. Oregon – 68cr; U. Kentucky – 51cr; Arizona St. U. – 54cr. The Universities of Michigan, Florida, Texas, Wisconsin, Georgia, and Illinois offer BFA only, and require 72 – 98 major credits).

The reputation of the Department is built upon the success of our graduates. In 2002, the Department initiated its restructured and expanded MFA program, matching the requirements of the top graduate programs in the field. The outstanding professional and academic accomplishments of graduates from this program have been major factors in the advancement of the Department’s reputation. The undergraduate program also contributes to our profile as top students attend graduate programs across the country, or enter a wide variety of professional design environments. Their success reflects positively on the Department, and often in broader geographic networks than MFA graduates who tend to remain in the mid-atlantic and northeast corridor.

In 1998, the Department initiated its Honors Program. This four course program, including a specialized seminar and the development of an Honors Thesis, has provided an enhanced
educational experience for an elite group of Seniors (7 maximum) each year. Departmental Honors has proven to be a very successful program from which a large proportion of our graduates who have attended MFA programs in Art during the past decade have graduated. The Honors Program would remain the crown jewel in the undergraduate program, and although we expect most Honors students will come from those selecting Tracks 2 and 3, it would also be available to Track 1 students who might need extra room in their undergraduate studies for a second major or interdisciplinary studies.

Each year there is also a sizeable number of excellent art students who are either not accepted into the Honors program or do not apply for a variety of reasons. As proposed, Track 2 would provide a structure for advanced work by a broader group of our top students. The enhanced focus and development, combined with the additional mentorship in their chosen media, would have a positive effect on a larger number of our students’ progress to graduate programs in the field. The advanced specializations in art are designed to help our students to develop the “coherent body of work” required for admission to virtually all MFA programs.

Track 3 would focus and enhance the existing selective admission program in Graphic Design. The reduction of the annual number of new students accepted into the program from 40 to 20, and bringing each class through the program as a cohort, would allow the existing faculty to offer a more robust curriculum that would significantly improve preparation for either advanced study or professional work in the graphic design field.

With these facts and recommendations in mind, the Department has concluded that the proposed three-track curriculum for the BA in Studio Art is the optimal choice for the continued development of the undergraduate program, and the best use of available resources and faculty. While maintaining the current open major for generalists, double majors, or the Art Education students, the addition of advanced specialization options will directly benefit our top undergraduates. The proposed curriculum will also fully define the area of Graphic Design and establish the specific course structure that this vital and highly popular area requires to prepare its students for this competitive field. The new curriculum will provide an advanced structure that will benefit all students who possess the dedication and focus to succeed in advanced academic or professional environments.

The following are specific identifications of the elements of the three-track program with cost and staffing information included.

**A. Track 1: The revision of the current 48 credit BA in Studio Art.**

- Track 1: BA in Studio Art. This track will incorporate the proposed changes listed below, and require 48 total credits, as does the current BA. This will be an open major, with no portfolio review for admission. All students will enter the Department as Track 1 students.
Changes to current BA for Track 1. (See Page 11 for a table comparing current major and proposed Track 1).

1. Add ARTT 255: Introduction to Digital Art and Design Processes to the Foundation Courses required by the BA, expanding the Foundation component of the program from five to six courses and 15 to 18 credits. (See chart on page 11)

ARTT 255 will replace ARTT 354: Elements of Computer Graphics, which will be deleted, as the introductory course in digital media. Much of the content such as instruction in current software will remain the same, but the course will be more closely connected to foundation principles in art and design. The move of this course to the Foundation area reflects the increasing use of digital media in many aspects of art and design, and the importance of developing an introductory skill set in this area as early as possible.

The Art Education/Art Studio major is administered by the Education Department and is integrated with our current BA. The additional foundation course could be taken in an elective slot in the program.

Costs and staffing: The Department regularly offers 62 seats per semester of elective ARTT 354 (Two double sections of 24 and one single section of 14). The Department regularly offers 72 seats each of Foundation requirements ARTT 200 and 210, which would predict the target seat number for a new 200-level Foundation requirement. Currently, four of the five sections of ARTT 354 are taught in the CSS computer lab, and space for more is available. If we replace the fifth section currently offered with a double section in CSS, it will bring the total seats to 72 using the same number of faculty (3).

2. The formal addition of Digital Media as media area in the Intermediate section of the major, and as an area of specialization in Track 2. This includes the addition of new courses, ARTT 370: Elements of Digital Media, and ARTT 479: Advanced Digital Media Studio (Multi-level studios with subtitled topics, repeatable to 12 credits.)

The new courses are permanent additions to the curriculum, and have been regularly offered as Special Topics courses as the Digital Media area has evolved.

Costs and staffing: Introductory courses (370) have been taught by Associate Professor Brandon Morse and part-time Lecturer Narendra Ratnapala. The addition of Associate Professor Hasan Elahi to the faculty in Fall 2010 makes a more varied selection of advanced courses possible. There is ample space for new sections in the EMC and the developing Digital Atelier. See table for Digital Media staffing below.

3. Change the Intermediate Course requirement. Introductory courses in major media areas are offered at the 300-level in the Department of Art, and will include: Digital Media, Painting, Printmaking, and Sculpture. This change will give students greater flexibility in selecting courses, and allow them to take more than one introductory course in Printmaking or Sculpture, which offer multiple introductory courses at the 300-level in
different media. Both Painting and Digital Art will offer only one course at the intermediate level. The listed requirement will change from the somewhat confusing current listing, “One course from three of four areas,” to, “Three courses total, from a minimum of two areas.”

The overall credit requirement for Intermediate courses will remaining the same. New requirements would add Digital Media (making official what has been a de facto reality for some time). It would also remove Graphic Design courses from the Intermediate electives since they will only be available in the Graphic Design Specialization.

4. A reduction of one course, 400-level Art Theory, in the Advanced requirement to free three credits for the expansion of the Foundation requirement.

The current advanced Art Theory courses are staffed entirely by adjunct faculty and the Department has had some difficulties offering a wide enough selection of these courses. Advisors often allow students to replace this requirement with Art History or Studio courses. The exchange of this advanced requirement for introduction of digital media as a required course in the Foundation area will not be a significant “program cost.” The content added to the Foundation area will help to provide a stronger and more relevant overall major.

5. A change of the 400-level Advanced requirement to include the choice of a studio art or art theory course.

This will give students with a more theoretical or critical orientation the option of taking an Art Theory course to fulfill this requirement.

B. Track 2: The addition of 12 credit Advanced Specializations in specific media areas. 60 credits total.

- Track 2: BA in Studio Art with an Advanced Specialization in Digital Media, Painting, Printmaking, Sculpture, or Intermedia. This track would require students to complete, in addition to the Track 1 requirements, an additional 12 credit Advanced Specialization in their chosen media.

- Track 2 will be limited to a maximum of 20 new students each year, with an entrance portfolio review administered each Spring.

- Students may apply to the Advanced Specialization after the completion of at least two intermediate art classes and ARTT 418. Students may re-apply one time before the completion of 90 credits.

- All advanced specializations will require students to take ARTT 481 Advanced Specialization Seminar, a new course restricted to those accepted into Track 2. This
seminar, focusing on contemporary art theory, criticism, and professional preparation will function as a capstone for the track.

- This program will be administered by the Undergraduate Director, and the admission committee will be comprised of all full-time art faculty. The portfolio review procedure will parallel the established admissions procedure used by the Departmental Honors Program for the past decade.

Course changes and cost/staffing for Track 2:

1. 400-level courses in the Department of Art are offered as multi-level advanced studios that are repeatable for up to 12 credits. The student makeup of these advanced studios is flexible, and the existing course structure will easily accommodate any additional pressure that Track 2 students place on 400-level studios. Track 2 will accept a maximum of 20 new students each year, or approximately 4-5 students in each component discipline. Our top art students, the target of the Track 2 major, already fill nearly every elective space in their degree with art courses. According to OIRP data reviewing 477 students who graduated with ARTT degrees from 2002 - 2007, 29% took at least 48 credits of courses with ARTT designation, which when combined with the 6 - 12 credits of supporting area come from ARTH, means that many of our students are already taking the courses required to satisfy Track 2. This data makes us certain that no additional faculty or classrooms will be necessary to conduct the Track 2 program. There will also be a slight reduction of demand on advanced art courses by Graphic Design students because they will not be required as electives in the new Track 3 curriculum.

2. ARTT 481: Advanced Specialization Seminar will be a required, and defining, course for all Track 2 majors. This will be a unifying course for all students completing Advanced Specializations in various art media. It will focus on contemporary art theory, criticism, and professional preparation. It will be offered each semester and restricted to Track 2 students only. If a Track 1 student chooses to take 60 or more credits in art and supporting courses, he or she will not be eligible to receive the certificate of advanced specialization that the Department will produce for its Track 2 students. This course will be taught by a rotation of existing faculty and the course from which they are released will be covered by funds previously used to offer an upper level Art Theory course. (See Track 1 reduction of Art Theory course).

3. The establishment of Intermedia as an official Advanced Specialization option. This designation reflects the increasingly hybrid and interdisciplinary nature of contemporary art. The Department generally encourages interaction across media and a majority of faculty members commonly employ multiple media in their own creative work.
C. Track 3: The addition of BA in Studio Art with a Concentration in Graphic Design. 60 credits total.

The original design component of the curriculum was implemented in 1994, and was built around the expertise of faculty who had been moved into the Department during the reorganization of 1990-92. Student demand for graphic design courses has been very strong since the beginning. In 2000, the Department began to successfully match student demand with existing faculty and program capabilities by administering a selective-admission concentration in graphic design, and offering courses in this area only to students admitted into the program. Each semester the Department receives 40-50 applications for the 20 available spots. Even with the selective enrollment there are too many students and too few courses to prepare the students adequately for today’s expanding graphic design profession.

The graphic design profession has changed greatly since the informal Design Concentration was established over 10 years ago. At that time, the majority of design projects were print-based (posters, magazine ads, and other paper-printed applications), and screen-based designs were just beginning to blossom into multi-tiered projects. Today, the opposite is the case: screen-based design projects dominate the professional landscape and traditional printed projects are becoming the exception rather than the rule. Employers routinely request applicants who are well versed in web-based and interactive skills along with print- and paper-based production knowledge. Emerging designers need to have a strong foundation in art as well as the graphic design principles such as concept, typography and composition plus the contemporary computer skills. Today’s graphic designers must create and adapt messages across a variety of software platforms. The program changes outlined in this document will help the Department recruit and retain the higher caliber students aspired to within the University of Maryland Strategic plan (p. 7 and p. 12, respectively).

The proposed Track 3 curriculum will provide a more professionally competitive program by:

- Reducing the number of students admitted to 20 per year, and moving them through a specific sequence of courses as a cohort. This will allow the same number of faculty to increase the number of courses offered by teaching some courses in alternating semesters. The coherent sequence of required courses will provide students with a markedly superior program.

- Making better use of existing faculty expertise, along with selective adjuncts. The faculty has changed and the curriculum needs to evolve.

- Adjusting numbers, titles, and description of courses to indicate sequential requirements.

- This program will be administered by the Graphic Design area head. The admission committee will be comprised of all full-time graphic design faculty. The portfolio review procedure that has been in place since 2000 will remain essentially unchanged.
In the current single-track BA structure, the graphic design concentration includes only four distinct design courses (ARTT350, ARTT351, ARTT352 and ARTT458 (Repeatable), and students are encouraged to take two additional courses in digital media (ARTT354 and ARTT489I). Graphic design students must fit their concentration into the single BA structure, and many who wish to take additional graphic design courses do so in independent studies sections with specific faculty.

The proposed Track 3 curriculum would require students to complete the foundation courses shared by all three tracks before advancing to upper-level graphic design courses. The Specialization would diverge from Tracks 1 and 2 at the intermediate level, where only two art electives would be required. Specialization students would then be required to complete a specific sequence of 6 required courses plus 3 electives from a menu of 11 graphic design courses. By limiting the number of students in the Specialization to 20 per year, and offering courses in alternating semesters, the Department can provide a truly excellent undergraduate program in Graphic Design that, while still firmly connected to the College and University, provides students with the tools needed to succeed in the competitive professional world. The reduced enrollment would be comprised of only the most talented, most serious graphic design students, and the reduced number will also be better match for the current contracted job market.

The Graphic Design area has undergone many improvements within the past three years. In 2007 the Department hired an assistant professor, Audra Buck-Coleman, whose scholarly and creative interests better complemented those of Professor’s Lozner and Thorpe than those of her predecessor (whose primary interest was in furniture design). Buck-Coleman adds expertise in digital and interactive processes, with an active involvement in collaborative and socially engaged projects. The increased coherence of the faculty cohort is reflected in the proposed Track 3 curriculum.

Through the support of the Provost and a generous benefactor, the Department created the Design Lab in 2008 in 2322 ASY. The studio has been transformed into an attractive, highly functional space within which design students pursue their studies. It is outfitted with professional-quality equipment including a highly suitable audio/visual projector system, two printers, a high-end scanner, and laptops with updated version of industry-standard software.

The graphic design faculty members have cultivated a strong stewardship with two benefactors, which has resulted in three gifts to the program totaling $185,000 for an eight-year period. In addition to the above-mentioned benefits, this gift has augmented scholarship opportunities for graphic design students and enabled the creation of the “Nancy Clarvit Design Week,” an event that brings in renowned guest lecturers and designers to supplement the design curriculum.

With a focused faculty roster and new, high quality facilities, the Graphic Design Area is stronger than it has ever been since joining the Department of Art. The proposed Track 3 curriculum will bring greater rigor and coherence to the program, and provide its students with an excellent undergraduate experience that will compete with the best programs of its size and academic orientation in the country.
Comparison of Current BA requirements and new Track 1 requirements, followed by comparison of Track 2 and Track 3 requirement.

<table>
<thead>
<tr>
<th>Current Requirements for the B.A. in Studio Art</th>
<th>Proposed Requirements for Track 1 B.A. in Studio Art</th>
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<tbody>
<tr>
<td><strong>Foundation Courses: 15 Credits</strong></td>
<td><strong>Foundation Courses: 18 Credits</strong></td>
</tr>
<tr>
<td>ARTT 100 Two-Dimensional Design Fundamentals</td>
<td>ARTT 100 Two Dimensional Design Fundamentals</td>
</tr>
<tr>
<td>ARTT 110 Elements of Drawing I</td>
<td>ARTT 110 Elements of Drawing I</td>
</tr>
<tr>
<td>ARTT 150 Introduction to Art Theory</td>
<td>ARTT 150 Introduction to Art Theory</td>
</tr>
<tr>
<td>ARTT 200 Three Dimensional Art Fundamentals</td>
<td>ARTT 200 Three Dimensional Art Fundamentals</td>
</tr>
<tr>
<td>ARTT 210 Elements of Drawing II</td>
<td>ARTT 210 Elements of Drawing II</td>
</tr>
<tr>
<td><strong>Intermediate Courses: 9 Credits</strong></td>
<td><strong>Intermediate Courses: 9 Credits</strong></td>
</tr>
<tr>
<td>One course from three of four areas:</td>
<td>Three courses total, from a minimum of two areas:</td>
</tr>
<tr>
<td>Painting (ARTT 320)</td>
<td>Painting (ARTT 320)</td>
</tr>
<tr>
<td>Sculpture (ARTT 330, 331, 332, 333, 334)</td>
<td>Sculpture (ARTT 330, 331, 332, 333, 334)</td>
</tr>
<tr>
<td>Printmaking (ARTT 340, 341, 342, 344)</td>
<td>Printmaking (ARTT 340, 341, 342, 344)</td>
</tr>
<tr>
<td>Design (ARTT 350, 351, 352) (Remove)</td>
<td>Digital Media (ARTT 370) (Add)</td>
</tr>
<tr>
<td><strong>Advanced Courses: 12 Credits</strong></td>
<td><strong>Advanced Courses: 9 Credits</strong></td>
</tr>
<tr>
<td>ARTT 418 Advanced Drawing Studio</td>
<td>ARTT 418 Advanced Drawing Studio</td>
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<tr>
<td>One 300/400 Level Art Theory (Remove)</td>
<td>One 300/400 level Art Studio elective</td>
</tr>
<tr>
<td>One 400 level ARTT elective</td>
<td>One 400 level Art Studio or Art Theory (add) elective</td>
</tr>
<tr>
<td><strong>Supporting Area: 12 Credits</strong></td>
<td><strong>Supporting Area: 12 Credits</strong></td>
</tr>
<tr>
<td>ARTH 200, ARTH 201, two 300/400 Level ARTH or Art Theory electives</td>
<td>ARTH 200, ARTH 201, two 300/400 Level ARTH or Art Theory electives</td>
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</tbody>
</table>
### Track 2

Proposed Requirements for the B.A. in Studio Art with an Advanced Specialization in Digital Media, Painting, Printmaking, Sculpture, or Intermedia. Each Specialization is 12 credits beyond the 48 credits required by Track 1. 60 Credits Total

**Digital Media:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 479 Advanced Digital Media Studio</td>
<td>6 credits</td>
</tr>
<tr>
<td>Option: ARTT 479 or ARTT 353/449 (Photo) or 34x/448 (Printmaking) courses that emphasize digital processes. (3 credits of 498 Directed Studies may be substituted for 479 credit)</td>
<td>3 credits</td>
</tr>
<tr>
<td>ARTT 481 Advanced Specialization Seminar (Track 2 students only). Students in Department Honors Program may substitute ARTT 480 for this course.)</td>
<td>3 credits</td>
</tr>
</tbody>
</table>

**Painting:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 428 Advanced Painting Studio (Three repeatable 3cr. courses)</td>
<td>9 credits</td>
</tr>
<tr>
<td>ARTT 481 Advanced Specialization Seminar (Track 2 students only). Students in Department Honors Program may substitute ARTT 480 for this course.)</td>
<td>3 credits</td>
</tr>
</tbody>
</table>

**Printmaking:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option: ARTT 34x or ARTT 448</td>
<td>3 credits</td>
</tr>
<tr>
<td>ARTT 448 Advanced Printmaking Studio (Two repeatable 3cr. courses)</td>
<td>6 credits</td>
</tr>
</tbody>
</table>

### Track 3

Proposed Requirements for the B.A. in Studio Art with a Concentration in Graphic Design. Track 3 students share foundation, supporting area, and two electives with Track 1, totaling 33 credits. Concentration consists of 27 credits. 60 Credits Total

**Foundation Courses:** 18 Credits

<table>
<thead>
<tr>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 100 Two Dimensional Art Fundamentals</td>
</tr>
<tr>
<td>ARTT 110 Elements of Drawing I</td>
</tr>
<tr>
<td>ARTT 150 Introduction to Art Theory</td>
</tr>
<tr>
<td>ARTT 200 Three-Dimensional Art Fundamentals</td>
</tr>
<tr>
<td>ARTT 210 Elements of Drawing II</td>
</tr>
<tr>
<td>ARTT 255 Introduction to Digital Art and Design Processes</td>
</tr>
</tbody>
</table>

**Studio Art Electives:** 300/400 level: 6 credits

**Supporting Area:** 36 credits

<table>
<thead>
<tr>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTH 200, ARTH 201, <strong>ARTT 366</strong>, and one Upper Level ARTH or Art or Design Theory elective</td>
</tr>
</tbody>
</table>

**Graphic Design Advanced Specialization:**

Required courses - 18 credits

<table>
<thead>
<tr>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 355: Intermediate Graphic Design Principles</td>
</tr>
<tr>
<td>ARTT 356: Graphic Design Processes</td>
</tr>
<tr>
<td>ARTT 357: Interactive Graphic Design</td>
</tr>
<tr>
<td>ARTT 454: Advanced Graphic Design Principles</td>
</tr>
<tr>
<td>ARTT 455: Three-Dimensional Graphic Design</td>
</tr>
<tr>
<td>ARTT 458: Graphic Design Portfolio</td>
</tr>
</tbody>
</table>

**ARTT 366:** Design Literacy: Decoding Visual Culture, a Design Theory course, is required as part of the Art History or Theory supporting area requirement for Track 3 students only.

**Graphic Design elective courses:** 6 credits

Not all courses offered every semester. Some offered during Summer and Winter terms.

<table>
<thead>
<tr>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 456: Motion Design</td>
</tr>
<tr>
<td>ARTT 457: Advanced Interactive Design</td>
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<tr>
<td>ARTT 459: Advanced Graphic Design Studio</td>
</tr>
<tr>
<td>ARTT 488: Special Topics in Graphic Design</td>
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<tr>
<td>ARTT 499: Directed Studies in Graphic Design</td>
</tr>
<tr>
<td>Course Title</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Printmaking (Con’t)</td>
</tr>
<tr>
<td>ARTT 481 Advanced Specialization Seminar</td>
</tr>
<tr>
<td>(Track 2 students only). Students in Department Honors Program may substitute ARTT 480 for this course.</td>
</tr>
<tr>
<td>Sculpture:</td>
</tr>
<tr>
<td>Option: ARTT 33x or ARTT 438</td>
</tr>
<tr>
<td>ARTT 438 Advanced Sculpture Studio</td>
</tr>
<tr>
<td>(Two repeatable 3cr. Courses)</td>
</tr>
<tr>
<td>(3 credits of ARTT 498 Directed Studies may be substituted for 438 credit.)</td>
</tr>
<tr>
<td>ARTT 481 Advanced Specialization Seminar</td>
</tr>
<tr>
<td>(Track 2 students only). Students in Department Honors Program may substitute ARTT 480 for this course.</td>
</tr>
<tr>
<td>Intermedia:</td>
</tr>
<tr>
<td>Option: ARTT 3xx or ARTT 4xx</td>
</tr>
<tr>
<td>ARTT 4xx Advanced Studio</td>
</tr>
<tr>
<td>(Two repeatable 3cr. Courses)</td>
</tr>
<tr>
<td>(3 credits of ARTT 498 Directed Studies may be used for 4xx credit.)</td>
</tr>
<tr>
<td>ARTT 481 Advanced Specialization Seminar</td>
</tr>
<tr>
<td>(Track 2 students only). Students in Department Honors Program may substitute ARTT 480 for this course.</td>
</tr>
</tbody>
</table>
The Major

The Department of Art and Design offers three tracks to a Bachelor of Arts Degree (BA).

- Track 1: BA in Studio Art. This is an open program with no portfolio admission requirement. This track provides ample space for outside electives, encourages interdisciplinary interaction, and provides double major or double degree possibilities. The Art Education Curriculum works with Track 1. Credit requirements: 36 credits in Studio Art, and 12 credits in supporting courses in Art History and/or Art Theory, for a total of 48 credits.

- Track 2: BA in Studio Art with Advanced Specialization. This track is restricted to students admitted by competitive portfolio review, and is aimed at students who envision graduate study or professional careers in art. Students accepted into this track will complete, in addition to the requirements for Track 1, a 12 credit advanced specialization in specific media areas, including ARTT 481: Advanced Specialization Seminar. Areas of specialization include: Digital Media, Painting, Printmaking, Sculpture, and Intermedia. Credit requirements: 48 cr. listed in Track 1 plus 12 cr. in Advanced Specializations, for a total of 60 credits.

- Track 3: BA in Studio Art with an Advanced Specialization in Graphic Design. This track is restricted to students admitted into the Graphic Design Specialization through a competitive portfolio review. This program provides a pre-professional orientation emphasizing interactive design, graphic design theory, and interdisciplinary research. Students accepted into the Graphic Design program must complete a specific sequence of courses at both the 300 and 400 level. Design courses are only available to students who have been admitted to the Design Program. Credit requirements: 21 credits in Foundation and studio art electives, and 12 credits in supporting courses in Art History and/or Theory (ARTT 365 Design Literacy: Decoding Our Visual Culture satisfies 3 credits of the supporting area for Graphic Design students) for a total of 60 credits.

All majors enter the Department in Track 1, the open BA, and take a required group of six Foundation courses (18 credits). After completion of the Foundation courses, students may continue in Track 1 without portfolio review, or choose to submit a portfolio of work completed in Track 1 courses for admission into Track 2 or Track 3. Portfolio Reviews for both specializations will take place during the Spring semester, usually during late March.

Students interested in Track 2 may apply after the completion of at least two 300-level courses, plus completion or enrollment in ARTT 418. Students may re-apply one time.

Students interested in Track 3 must have completed or be enrolled in the required Foundation courses to apply to the specialization. The strict course requirements in Graphic Design make early application to Track 3 optimal. Students may re-apply one time.

Transfer students who have completed courses equivalent to the Foundation and intermediate courses at UMCP may apply immediately to Tracks 2 or 3 if they choose.
The admission committee for Track 2 will be comprised of full-time art faculty members. The admission committee for Track 3 will be comprised of full-time design faculty. These are competitive programs with a limit of approximately 20 new students per year in the combined Art areas, and approximately 20 students per year in Graphic Design.

For information about the Portfolio Review process for Tracks 2 and 3 please see Department of Art Website: http://art.umd.edu/advancedspecialization_application_information.html

I. Requirements for Track 1: BA in Studio Art

48 total credits

<table>
<thead>
<tr>
<th>Foundation Courses</th>
<th>18 Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTT 100 Two Dimensional Design Fundamentals</td>
<td></td>
</tr>
<tr>
<td>ARTT 110 Elements of Drawing I</td>
<td></td>
</tr>
<tr>
<td>ARTT 150 Introduction to Art Theory</td>
<td></td>
</tr>
<tr>
<td>ARTT 200 Three Dimensional Art Fundamentals</td>
<td></td>
</tr>
<tr>
<td>ARTT 210 Elements of Drawing II</td>
<td></td>
</tr>
<tr>
<td>ARTT 255 Introduction to Digital Art and Design Processes</td>
<td></td>
</tr>
</tbody>
</table>

Intermediate Courses: 9 Credits

Choose three courses total from at least two areas on this list:

- Painting (ARTT 320)
- Sculpture (ARTT 330, 331, 332, 333)
- Printmaking (ARTT 340, 341, 342, 344)
- Digital Media (ARTT 370)

Advanced Courses: 9 Credits

- ARTT 418 Advanced Drawing Studio
- One 300/400-level ARTT elective
- One 400-level ARTT or Art Theory elective

Supporting Area: 12 Credits

ARTH 200, ARTH 201, plus two 300/400-level ARTH or Art Theory electives
(Department recommends ARTH 351: Twentieth Century 1945 to present)

Total 48 Credits
II. Track 2: BA in Studio Art with an Advanced Specialization: 12 credits on top of 48 credits from Track 1. 60 total credits.

Admission into Track 2 is determined by a competitive portfolio review. Students may apply to Track 2 after completing a minimum of two intermediate courses. In addition to fulfilling Track 1 requirements, students accepted into Track 2 must complete a 12 credit Advanced Specialization consisting of 9 credits in a chosen media area (Digital Media, Painting, Printmaking, Sculpture, or Intermedia), and 3 credits of ARTT 481: Advanced Specialization Seminar, a course restricted to Track 2 students.

Course Requirements for Areas of Advanced Specialization in Studio Art: Advanced media courses ending in 8 or 9 are repeatable up to 12 credits.

Digital Media:
- ARTT 479 Advanced Digital Media Studio (2 repeatable 3 cr. courses) 6 credits
- Option: ARTT 479 or ARTT 353/449 (Photo) or 34x/448 (Printmaking) courses that emphasize digital processes. (3 cr. of ARTT 498 Directed Studies may be substituted for ARTT 479 cr.)
- ARTT 481 Advanced Specialization Seminar (Track 2 students only.) 3 credits

Painting:
- ARTT 428 Advanced Painting Studio (Three repeatable 3 cr. courses) 9 credits
(3 cr. of ARTT 498 Directed Studies in Art may be substituted for ARTT428)
- ARTT 481 Advanced Specialization Seminar (Track 2 students only.) 3 credits

Printmaking:
- Option: ARTT 34x or ARTT 448 3 credits
- ARTT 448 Advanced Printmaking Studio (Two repeatable 3 cr. courses) 6 credits
(3 cr. of 498 Directed Studies may be substituted for 448 credit)
- ARTT 481 Advanced Specialization Seminar (Track 2 students only.) 3 credits

Sculpture:
- Option: ARTT 33x or ARTT 418* or ARTT 438 3 credits
- ARTT 438 Advanced Sculpture Studio (Two repeatable 3cr. Courses) 6 credits
(3 cr. of ARTT 498 Directed Studies in Art may be substituted for438 credit.)
- ARTT 481 Advanced Specialization Seminar (Track 2 students only.) 3 credits

Students in Department Honors Program may substitute the Honors Seminar for this course.
Intermedia:

- ARTT 4xx Advanced Studios (Combination of inter-related courses) 9 credits
  (3 cr. of ARTT 498 Directed Studies in Art may be used for 4xx credit.)
- ARTT 481 Advanced Specialization Seminar (Track 2 students only. 3 credits
  Students in Department Honors Program may substitute the Honors Seminar for this course.

III. Track 3: BA in Studio Art with an Advanced Specialization in Graphic Design.
60 credits

Intermediate and Advanced Graphic Design courses are restricted to students who have been accepted into the Design Concentration by an application process and competitive portfolio review, and to Track 2 Intermedia students whose anticipated graphic design course(s) enrollment has been approved by the Graphic Design Area Head. All Track 3 students must satisfy the following requirements:

Track 3 Requirements

- Foundation and Supporting Area courses listed in Track 1 BA 36 credits
  (3 credits of the 12-credit Supporting Area requirement must be ARTT 350)
- ARTT 35x or 45x Graphic Design Electives 6 credits
- ARTT 3xx / 4xx Art Electives 6 credits
- Required Graphic Design Area of Concentration Courses 21 credits

Graphic Design Advanced Specialization: Required courses - 21 credits

- ARTT 355: Intermediate Graphic Design Principles
- ARTT 356: Graphic Design Processes
- ARTT 357: Interactive Graphic Design
- ARTT 454: Advanced Graphic Design Principles
- ARTT 455: Three-Dimensional Graphic Design
- ARTT 458: Graphic Design Portfolio
- ARTT 358: Design Literacy: Decoding Visual Culture is required as part of the Art History or Theory supporting area.

Graphic Design elective courses: Student choice – 6 credits.
Not all courses are offered every semester. Some are offered during Summer and Winter terms.

- ARTT 386: Experiential Learning (Graphic Design Internship only)
- ARTT 456: Motion Design
- ARTT 457: Advanced Interactive Design
- ARTT 459: Advanced Graphic Design Studio
- ARTT 488: Special Topics in Art and Design (Graphic Design-specific topic only)
- ARTT 499: Directed Studies in Graphic Design (Independent studies with Design faculty)
Catalogue Listings for Current and Proposed Courses

1. New Course required for all Advanced Specializations in Art Areas.

ARTT 481 Advanced Specialization Seminar (3) Three hours of discussion per week.
Prerequisites: Track 2 students by permission only. Seminar combines contemporary art theory, criticism, professional practice and career preparation in relation to students' works from all areas of specialization.

2. Current Graphic Design Courses from Undergraduate Catalogue

ARTT 350 Elements of Design (3) Six hours of laboratory per week. Prerequisites: ARTT200, and ARTT210; and permission of department through portfolio review. Not open to students who have completed ARTT250. Credit will be granted for only one of the following: ARTT350 or ARTT250. Formerly ARTT 250. Investigation of basic design principles and methods. Introduction to basic typography, layout, illustration, exhibit design, and product/package design. Action: Delete.

ARTT 351 Elements of Graphic Design and Illustration (3) Six hours of laboratory per week. Prerequisite: ARTT250 or ARTT350 or permission of instructor. Credit will be granted for only one of the following: ARTT350 or ARTT250. Instruction to visual communications, logo, multi-page publication, marketing graphics, as well as a variety of media and techniques of editorial illustration. Action: Delete.

ARTT 352 Three Dimensional Graphics (3) Six hours of laboratory per week. Prerequisite: ARTT350 or permission of instructor. Graphic design and color concepts applied to three-dimensional objects and architectural environments. Presentations include scale drawings, scale models, and real size mock-ups. Action: Change to 452.

ARTT 458 Graphic Design (3) Six hours of laboratory per week. Prerequisites: ARTT350 and ARTT351. Repeatable to 12 credits if content differs. Advanced techniques and theory of graphic design. Image and text, poster, magazine, film, and television graphics, propaganda symbolism included. Action: Change to Graphic Design Portfolio.

Note: Some graphic design courses have been offered as ARTT 489 Special Topics in Art. Independent studies students take ARTT 498 Directed Studies in Art.

3. Proposed Graphic Design Courses for Undergraduate Catalogue (Course equivalents for returning or current majors are underlined)

ARTT355: Intermediate Graphic Design Principles (3) Six hours of laboratory per week. Prerequisite: ARTT 150, 200, 210, 255 and admission into Graphic Design Advanced Specialization (Track 3). Grading method: Reg. Credit will be granted for only one of the following: ARTT 250, ARTT 350 or ARTT 355. Investigation of basic concepts, history, techniques, and
materials used by professional graphic designers, focusing on typography. Explores various aspects of design related to typography through examination and production of many types of finished work.

**ARTT356: Graphic Design Processes (3)** Six hours of laboratory per week. Prerequisite: ARTT 150, 200, 210, 255 and admission into Graphic Design Advanced Specialization (Track 3). Grading method: Reg. Credit will be granted for only one of the following: ARTT 351 or ARTT 356. Explores pre-press techniques for designers; computer file preparation, paper selection, separations, screen printing, thermography, variable data and finishes. Emphasis on concept-driven and community-based projects using type- and illustration-oriented processes. Includes printer tour and presentation from a paper representative.

**ARTT357: Interactive Design (3)** Six hours of laboratory per week. Prerequisite: ARTT355 and ARTT356 plus admission into Graphic Design Advanced Specialization. Grading method: Reg. In-depth exploration of interactive design and website construction. Emphasis on concept-driven and community-based projects using variety of interactive software programs.

**ARTT 358: Design Literacy: Decoding Our Visual Culture (3)** Three hours of lecture per week. Prerequisite: ARTT355 and ARTT356 plus admission into Graphic Design Advanced Specialization. Grading method: Reg. Previously offered as ARTT 489. Credit will be granted for only one of the following: ARTT 489 with Design Literacy subtitle or ARTT 358. Holistic presentation of design history and theory from pre-history to present. Covers primarily visual communication design and includes the interrelationship of interior-, furniture-, industrial, fashion-design, and architecture.

**ARTT 454: Advanced Graphic Design Principles: Design In Society (3)** Six hours of laboratory per week. Prerequisite: ARTT355 and ARTT356. Grading Method: Reg. Focus on social responsibility and community activism. History and theory of propaganda and advocacy-based design. Students explore current design practices, work individually, and collaborate in teams with non-profits or other clients with community-based or socio-cultural agendas. Research and writing-intensive course.

**ARTT 455: Three Dimensional Graphic Design (3)** Six hours of laboratory per week. Prerequisite: ARTT355 and ARTT356 or permission of department. Grading method: Reg. Credit will be granted for only one of the following: ARTT 352 or ARTT 455. Continued exploration of advanced graphic design practices with primary emphasis on 3-D object and packaging design. The course includes research, course reading discussions, oral presentations, lectures, and specific project assignments, which will require a proficient level of hand-skills (craft) and computer-skills. Sustainability is a featured topic of this course.

**ARTT456: Motion Design (3)** Six hours of laboratory per week. Prerequisite: ARTT355, ARTT356 and ARTT357 or permission of department. Grading method: Reg. Explores computer graphics and visual communication principles in a time-based context. Examination of fundamental design principles through digital projects that involve photo manipulation, digital illustration, layout, animation, and web design.

ARTT 458: Graphic Design Portfolio (3) Six hours of laboratory per week. Prerequisite: ARTT 454. Repeatable to 12 credits if content differs. Grading method: Reg. Students will compose a comprehensive professional portfolio. Curriculum includes contracts, copyright issues, interviewing skills, resume and cover-letter writing, design briefs and proposals, freelance business issues as well as portfolio preparation and presentation; portfolio presentation includes basics of book arts.

ARTT 459: Advanced Graphic Design Studio (3) Six hours of laboratory per week. Prerequisite: ARTT 454. Repeatable to 12 credits if content differs. Student-run design firm working with non-profits and other organizations. Organizations act as clients; the students as a creative firm. Under the guidance and supervision of faculty, students learn first-hand about working with clients, working within a budget, working with printers and press runs, and working under real deadlines.

ARTT 488: Advanced Special Topics in Graphic Design (3) Six hours of laboratory per week. Prerequisite: ARTT 355, ARTT 356 or permission of department. Repeatable to 12 credits if content differs. Variable topics in Graphic Design theory and practice.

ARTT 499: Directed Studies in Graphic Design (1-3) Six hours of laboratory per week. Prerequisite: Permission of department. Repeatable to 12 credits if content differs. Advanced independent studies in Graphic Design. Meetings with faculty and studio time arranged.
Fall and Spring Semester Course Offering and Faculty Assignments in Graphic Design.

Graphic Design Faculty include: Assistant Professor Audra Buck-Coleman, Associate Professor Ruth Lozner, and Associate Professor James Thorpe. Buck-Coleman teaches three courses in Fall and two in the Spring semester.

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
</tr>
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<tbody>
<tr>
<td><strong>Thorpe</strong></td>
<td><strong>Thorpe</strong></td>
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<tr>
<td>ARTT 100: Two Dimensional Design</td>
<td>ARTT 100: Two Dimensional Design</td>
</tr>
<tr>
<td>Fundamentals</td>
<td>Fundamentals</td>
</tr>
<tr>
<td><strong>Buck-Coleman</strong></td>
<td><strong>Thorpe</strong></td>
</tr>
<tr>
<td>ARTT 255: Introduction to Digital Art</td>
<td>ARTT 100: Two Dimensional Design</td>
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<tr>
<td>and Design Processes</td>
<td>Fundamentals</td>
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<tr>
<td><strong>Buck-Coleman</strong></td>
<td><strong>Thorpe</strong></td>
</tr>
<tr>
<td>ARTT 355: Intermediate Graphic Design</td>
<td>ARTT 100: Two Dimensional Design</td>
</tr>
<tr>
<td>Principles</td>
<td>Fundamentals</td>
</tr>
<tr>
<td><strong>Thorpe</strong></td>
<td><strong>Buck-Coleman</strong></td>
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<tr>
<td>ARTT 356: Graphic Design Processes</td>
<td>ARTT 255: Introduction to Digital Art and</td>
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<tr>
<td></td>
<td>Design Processes</td>
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<tr>
<td><strong>Buck-Coleman</strong></td>
<td><strong>Adjunct</strong></td>
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<td>ARTT 454: Advanced Graphic Design</td>
<td>ARTT 357: Interactive Graphic Design</td>
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<tr>
<td>Principles</td>
<td></td>
</tr>
<tr>
<td><strong>Lozner</strong></td>
<td><strong>Buck-Coleman</strong></td>
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<tr>
<td>ARTT 459: Advanced Graphic Design</td>
<td>ARTT 455: Three Dimensional Design</td>
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<tr>
<td>Studio</td>
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<tr>
<td><strong>Lozner</strong></td>
<td><strong>Adjunct</strong></td>
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<tr>
<td>HON 248Y: Design and the Creative</td>
<td>ARTT 457: Interactive Graphic Design</td>
</tr>
<tr>
<td>Process</td>
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<tr>
<td><strong>Adjunct</strong></td>
<td><strong>Lozner</strong></td>
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<tr>
<td>ARTT 457: Advanced Interactive Graphic</td>
<td>ARTT 458: Graphic Design Portfolio</td>
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<tr>
<td>Design</td>
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<td>Internship Coordinated by Graphic</td>
<td>Internship Coordinated by Graphic Design</td>
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<tr>
<td>Design</td>
<td>ARTT 386: Experiential Learning</td>
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<tr>
<td><strong>Individual Studies</strong></td>
<td><strong>Individual Studies</strong></td>
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<tr>
<td>ARTT 499: Directed Studies in Graphic</td>
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<tr>
<td>Design</td>
<td>Design</td>
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<tr>
<td><strong>Summer or Winter Options</strong></td>
<td><strong>Summer or Winter Options</strong></td>
</tr>
<tr>
<td>Thorpe - ARTT100: Elements of Design</td>
<td>Buck-Coleman - ARTT 456: Motion Design</td>
</tr>
<tr>
<td>Buck-Coleman - ARTT 456: Motion Design</td>
<td>Any Graphic Design Faculty:</td>
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<tr>
<td>Any Graphic Design Faculty:</td>
<td>ARTT 488: Special Topics in Graphic</td>
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<tr>
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<tr>
<td>Design</td>
<td>ARTT 499: Directed Studies in Graphic</td>
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<td>Design</td>
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</tbody>
</table>

* Adjunct position funded by released of Thorpe teaching two ARTT 100 courses (Four sections). ** Adjunct position needed to replace Lozner for HON248Y during Fall semester. Funded by soft money generated by Summer and Winter courses.
4. Current Digital Media Courses from Undergraduate Catalogue

**ARTT 354 Elements of Computer Graphics** (3) Six hours of laboratory per week. Prerequisite: ARTT150, ARTT200, and ARTT 210; or permission of department. Introduction to computer graphics, imaging, illustration and mixed media. Delete.

**ARTT 456 Computer Modeling and Animation** (3) Six hours of laboratory per week. Prerequisite: ARTT 354. Introduction to computer animation as a time-based artistic medium. Technical principles and processes involved in the creation of an animated short film: students will research the various ways in which computer animation can function as a time-based medium. Change to Motion Design.

Note: The title of this course will be changed to Motion Design, a Graphic Design course, and the description will be adjusted to better reflect course content. Although the course has been on the books for some time, it has not been offered in over five years.

**ARTT 489 Advanced Special Topics in Art** (3) Six hours of laboratory per week. Prerequisite: Permission of department. Repeatable to 6 credits if content differs. Formerly ARTS489. Development of student’s work on an advanced studio level within the context of a special topic.

Note: Various advanced Digital Media courses have been offered under ARTT 489. The new courses proposed will make them permanent.

5. Proposed Digital Media Courses for Undergraduate Catalogue

**ARTT 255 Introduction to Digital Art and Design Processes** (3) Six hours of laboratory per week. Prerequisite: ARTT100 and 110. Credit will be granted for only one course, either ARTT 255 or ARTT 354. Grading method: Reg. Introduction to basic software and principles of digital imaging, and how they are applied to art and design. Topics covered: Digital image construction and manipulation, Vector-Based digital techniques (layout, typography, etc), time-based digital techniques (video and audio composition and manipulation), and basic interactivity (web-design). Digital media used to explore visual principles established in ARTT 100.

**ARTT 370 Elements of Digital Media** (3) Six hours of laboratory per week. Prerequisite: ARTT150, ARTT200, ARTT210, ARTT 255. Basic principles of programming for artists. Exploration of image creation and manipulation, interactivity, and linkages between digital audio and video. Emphasis on contemporary issues in digital art.

**ARTT 479 Advanced Digital Media Studio** (3) Six hours of laboratory per week. Prerequisite: ARTT 370 or permission of department. Repeatable to 12 credits if content differs. Variable multi-level studio emphasizing advanced concepts and processes related to time-based,
projection, installation, interactive, and audio/visual integrated digital art. Emphasis on contemporary art issues and individual directions.

6. Sample of Fall / Spring Teaching Assignments in Digital Media:

Digital Media faculty include Associate Professor Brandon Morse, Associate Professor Hasan Elahi, and Lecturer Narendra Ratnapala. Professor Morse is currently Graduate Director and is released from one course in the Spring, which is taught by Ratnapala until Morse returns.

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td><strong>Ratnapala</strong></td>
<td><strong>Ratnapala</strong></td>
</tr>
<tr>
<td>ARTT 255: Introduction to Digital Art and Design Processes</td>
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<tr>
<td><strong>Ratnapala</strong></td>
<td><strong>Ratnapala</strong></td>
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<tr>
<td>ARTT 255: Introduction to Digital Art and Design Processes</td>
<td>ARTT 255: Introduction to Digital Art and Design Processes</td>
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<tr>
<td><strong>Morse</strong></td>
<td><strong>Morse</strong></td>
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<tr>
<td>ARTT 370: Elements of Digital Media</td>
<td>ARTT 370: Elements of Digital Media</td>
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<td><strong>Morse</strong></td>
<td><strong>Morse</strong></td>
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<tr>
<td>ARTT 479: Advanced Digital Media Studio</td>
<td>ARTT 479: Advanced Digital Media Studio</td>
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<tr>
<td>Internship Coordinated by Art</td>
<td>Internship Coordinated by Art</td>
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<tr>
<td>ARTT 386: Experiential Learning</td>
<td>ARTT 386: Experiential Learning</td>
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<tr>
<td>ARTT 489: Advanced Special Topics in Art Variable course.</td>
<td>ARTT 489: Advanced Special Topics in Art Variable course.</td>
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<td>Individual Studies</td>
<td>Individual Studies</td>
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<tr>
<td>ARTT 498: Directed Studies in Art</td>
<td>ARTT 498: Directed Studies in Art</td>
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<td>Other Courses:</td>
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<td>ARTT 386: Experiential Learning</td>
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<td>ARTT 489: Advanced Special Topics in Art Variable course.</td>
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<td>Individual Studies</td>
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<td>ARTT 498: Directed Studies in Art</td>
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</tbody>
</table>

Note: New Associate Professor (Fall 2010) Hasan Elahi is currently teaching the Graduate Colloquium, freeing up the money previously spent on visiting Lecturers who have taught the course (8-9K). This money can fund a variety of other part-time positions. In the future, Professor Elahi could offer another ARTT 479: Advanced Digital Studio, with varying topics.
ARTT Track 1: B.A. in Studio Art (w/CORE)

Semester 1

CORE/ARHU/ELECTIVES
MATH 110/111/113/115/140/220/STAT 100
ENGL 101 (A/H/U/S or X)
UNIV 100 or 101
Language Requirement (#1)

Semester 2

CORE/ARHU/ELECTIVES
CORE (e.g. Lab - LL or PL)
CORE (e.g. SH or second SB)
Language Requirement (#2)

1st YEAR Benchmarks:
CORE: Fundamental English and Math requirements
MAJOR: ARTT100, 110, 150

Semester 3

CORE/ARHU/ELECTIVES
CORE (e.g. Non Lab - LS/PS/MS)
CORE (SH or second SB)
Language Requirement (#3)

Semester 4

CORE/ARHU/ELECTIVES
CORE (e.g. Non Lab - LS/PS)
CORE (SH or second SB)
CORE (e.g. HL)

2nd YEAR Benchmarks:
CORE: 7 of 9 Distributive Studies Courses
ARHU: Foreign language sequence completed.
MAJOR: ARTT100, 110, 150, 200, 210, 255

Semester 5

CORE/ARHU/ELECTIVES
CORE Advanced Studies (#1)
CORE Professional Writing (ENGL 391/392/393/394/395)
Elective (1xx-4xx)

Semester 6

CORE/ARHU/ELECTIVES
CORE Advanced Studies (#2)
CORE (e.g. Diversity) or Elective (1xx-4xx)
Elective (1xx-4xx)

3rd YEAR Benchmarks:
CORE: Complete all courses.
MAJOR: All three Intermediate courses (Three from ARTT320/33x/34x/370), ARTH 3xx-4xx or Art Theory 4xx

Semester 7

CORE/ARHU/ELECTIVES
Elective (1xx-4xx)
Elective (3xx-4xx) or ARTT 386 Internship

Semester 8

CORE/ARHU/ELECTIVES
Elective (1xx-4xx)
Elective (3xx-4xx)
Elective (3xx-4xx) or ARTT 386 Internship
ARTT: B.A. in Studio Art (Track 1) w/GenEd

**Semester 1**
**GEN-ED/ARHU/ELECTIVES**
Gen-Ed MATH 110/111/113/115/140/220/STAT 100
Gen-Ed ENGL 101 (A/H/U/S or X)
UNIV 100 or 101
Language Requirement (#1)

**Semester 2**
**GEN-ED/ARHU/ELECTIVES**
Gen-Ed (e.g. Oral Comm)
Gen-Ed (e.g. Analytic Reasoning)
Language Requirement (#2)
1st YEAR *Benchmarks:*
CORE: English and Math requirements; Oral Communications, Analytic Reasoning
MAJOR: ARTT 100, 110, 150

**Semester 3**
**GEN-ED/ARHU/ELECTIVES**
Gen-Ed (e.g. Distributive I-course)
Gen-Ed (e.g. Distributive I-course)
Language Requirement (#3)

**Semester 4**
**CORE/ARHU/ELECTIVES**
Gen-Ed (e.g. Distributive I-course)
Gen-Ed (e.g. Distributive I-course)
Gen-Ed (e.g. Distributive I-course)
2nd YEAR *Benchmarks:*
GEN-ED: 5 of 9 Distributive Studies Courses)
ARHU: Foreign language sequence completed.
MAJOR: ARTT 100, 110, 150, 200, 210, 255

**Semester 5**
**GEN-ED/ARHU/ELECTIVES**
Gen-Ed (e.g. Distributive I-course)
CORE Professional Writing (ENGL 391/392/393/394/395)
Gen-Ed (e.g. Distributive I-course)

**Semester 6**
**GEN-ED/ARHU/ELECTIVES**
Gen-Ed (e.g. Distributive I-course)
Gen-Ed (e.g. Diversity)
Elective (1xx-4xx)

3rd YEAR *Benchmarks:*
GEN-ED: Complete all requirements.
MAJOR: All three Intermediate courses (Three from ARTT320/33x/34x/370), one ARTH 3xx-4xx

**Semester 7**
**GEN-ED/ARHU/ELECTIVES**
Elective (1xx-4xx)
Elective (3xx-4xx)

**Semester 8**
**GEN-ED/ARHU/ELECTIVES**
Elective (1xx-4xx)
Elective (3xx-4xx)
Elective (3xx-4xx) or ARTT 386 Internship

YEAR 1

**MAJOR**
ARTT 100
ARTT 150 (also CORE HA) or ARTT 110

YEAR 2

**MAJOR**
ARTT 110 or ARTT 150 (also CORE HA)
ARTH 2xx (also CORE HA/HO)

YEAR 3

**MAJOR**
ARTH 2xx (also CORE HO/Diversity)
ARTT 210 (or 200 or 255)

YEAR 4

**MAJOR**
ARTTH 200 (or 210 or 255)
ARTT 255 (or 200 or 210)

**MAJOR**
ARTT320/ARTT33_/ARTT34_/ARTT35_/ARTT370

**MAJOR**
ARTT320/ARTT33_/ARTT34_/ARTT370

**MAJOR**
ARTH 3xx-4xx or Art Theory

**MAJOR**
ART 418
ARTH - (3xx-4xx) or Art Theory

**MAJOR**
ART 4xx
ARTT 3xx-4xx

**MAJOR**
ART 3xx-4xx or ARTT 386 Internship
ARTT Track 2: B.A. in Studio Art with an Advanced Specialization in Art (w/CORE)

**YEAR 1**

**Semester 1**
CORE/ARHU/ELECTIVES
- MATH 110/111/113/115/140/220/STAT 100
- ENGL 101 (A/H/U/S or X)
- UNIV 100 or 101
- Language Requirement (#1)

**Semester 2**
CORE/ARHU/ELECTIVES
- CORE (e.g. Lab - LL or PL)
- CORE (e.g. SH or SB)
- Language Requirement (#2)

1st YEAR **Benchmarks:**
- CORE: Fundamental English and Math requirements
- MAJOR: ARTT 100

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**YEAR 2**

**Semester 3**
CORE/ARHU/ELECTIVES
- CORE (e.g. Non Lab - LS/PS/MS)
- CORE (SH or second SB)
- Language Requirement (#3)

**Semester 4**
CORE/ARHU/ELECTIVES
- CORE (e.g. Non Lab - LS/PS)
- CORE (e.g. SH or second SB)
- CORE (e.g. HL)

2nd YEAR **Benchmarks:**
- CORE: 7 of 9 Distributive Studies Courses
- ARHU: Foreign language sequence completed.
- MAJOR: ARTT 100, 110, 115

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**YEAR 3**

**Semester 5**
CORE/ARHU/ELECTIVES
- CORE Advanced Studies (#1)
- CORE Professional Writing (ENGL 391/392/393/394/395)

**Semester 6**
CORE/ARHU/ELECTIVES
- CORE Advanced Studies (#2)
- CORE (e.g. Diversity) or Elective (1xx-4xx)

3rd YEAR **Benchmarks:**
- CORE: Complete all courses.
- MAJOR: Complete all intermediate courses (Three from ARTT 320/33X/34X/370), ARTT 418, two ARTT 3xx-4xx or Art Theory 4xx, Portfolio Application to Advanced Specialization in Art (Track 2).

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**YEAR 4**

**Semester 7**
CORE/ARHU/ELECTIVES
- Elective (1xx-4xx)
- Elective (3xx-4xx) or ARTT 386 Internship

**Semester 8**
CORE/ARHU/ELECTIVES
- Elective (1xx-4xx)
- Elective (3xx-4xx) or ARTT 386 Internship

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ARTT Track 2: B.A. in Studio Art with an Advanced Specialization in Art (w/GenEd)

YEAR 1

Semester 1
GEN-ED/ARHU/ELECTIVES
Gen-Ed MATH 110/111/113/115/220/STAT 100
Gen-Ed ENGL 101 (A/H/U/S or X)
UNIV 100 or 101
Language Requirement (#1)

MAJOR
ARTT 100
ARTT 150 (also CORE HA) or ARTT 110

Semester 2
GEN-ED/ARHU/ELECTIVES
Gen-Ed (e.g. Oral Comm)
Gen-Ed (e.g. Analytic Reasoning)
Language Requirement (#2)

MAJOR
ARTT 110 or ARTT 150(also CORE HA)
ARTH 2xx (also CORE HA/HO)

YEAR 2

Semester 3
GEN-ED/ARHU/ELECTIVES
Gen-Ed (e.g. Distributive/I-course)
Gen-Ed (e.g. Distributive/I-course)
Language Requirement (#3)

MAJOR
ARTH 2xx (also CORE HO/Diversity)
ARTT 210 (or 200 or 255)

Semester 4
GEN-ED/ARHU/ELECTIVES
Gen-Ed (e.g. Distributive/I-course)
Gen-Ed (e.g. Distributive/I-course)
Gen-Ed (e.g. Distributive/I-course)

MAJOR
ARTT 200 (or 210 or 255)
ARTT 255 (or 200 or 210)

YEAR 3

Semester 5
GEN-ED/ARHU/ELECTIVES
Gen-Ed (e.g. Distributive/I-course)
GenEd Professional Writing (ENGL 39x)

MAJOR
ARTT 320/ARTT33_/ARTT34_/ARTT35_/ARTT 418/ARTT 3xx-4xx/ARTH 3xx-

Semester 6
GEN-ED/ARHU/ELECTIVES
Gen-Ed(e.g. Distributive/I-course)
Gen-Ed(e.g. Diversity)

MAJOR
ARTT 320/ARTT33_/ARTT34_/ARTT35_/ARTH 3xx/4xx/ARTH 418

YEAR 4

Semester 7
GEN-ED/ARHU/ELECTIVES
Gen-Ed (e.g. Distributive/I-course)
Elective (3xx-4xx)

MAJOR
ARTT 4xx (Specialization)
ARTT 4xx or 481(Specialization)
ARTH (3xx-4xx) or Art Theory

Semester 8
GEN-ED/ARHU/ELECTIVES
Elective (1xx-4xx)
Elective (3xx-4xx) or ARTT 386 Internship

MAJOR
ARTT 4xx or 481(Specialization)
ARTT 4xx (Specialization)
ARTT 4xx

1st YEAR Benchmarks:
CORE: English and Math requirements, Oral Communications, Analytic Reasoning
MAJOR: ARTT 100, 110, 150, ARTH 2xx

2nd YEAR Benchmarks:
GEN-ED: 5 of 9 Distributive Studies Courses
ARHU: Foreign language sequence completed.
MAJOR: All Foundation courses: ARTT100, 110, 150, 200, 210, 255, and ARTH 2xx, 2xx

3rd YEAR Benchmarks:
GEN-ED: 7 of 8 Distributive, Diversity
MAJOR: All intermediate courses (Three from ARTT 320/33x/34x/370), ARTT 418, ARTT 3xx/4xx elect, ARTH 3xx-
4xx, Portfolio Application to Track 2.

4th YEAR

3rd YEAR Benchmarks:
GEN-ED: 7 of 8 Distributive, Diversity
MAJOR: All intermediate courses (Three from ARTT 320/33x/34x/370), ARTT 418, ARTT 3xx/4xx elect, ARTH 3xx-
4xx, Portfolio Application to Track 2.

4th YEAR

## ARTT Track 3: B.A. in Studio Art with an Advanced Specialization in Graphic Design (w/CORE)

### Year 1

#### Semester 1

**Core/Arhu/Electives**
- MATH 110/111/113/115/140/220/STAT 100
- ENGL 101 (A/H/U/S or X)
- UNIV 100 or 101
- Language Requirement (#1)

**Major**
- ARTT 100
- ARTT 150 (also CORE HA) or ARTT 110

#### Semester 2

**Core/Arhu/Electives**
- CORE (e.g. Lab - LL or PL)
- CORE (e.g. SH or SB)
- Language Requirement (#2)

**Major**
- ARTH 2xx (also CORE HA/HO)
- ARTT 110 or ARTT 150 (also CORE HA/HO)

**1st Year Benchmarks:**
- CORE: Fundamental English and Math requirements
- Major: ARTT 100, 110, 150

### Year 2

#### Semester 3

**Core/Arhu/Electives**
- CORE (e.g. Non Lab - LS/PS/MS)
- CORE (SH or second SB)
- Language Requirement (#3)

**Major**
- ARTH 2xx (also CORE HO/Diversity)
- ARTT 210 (or 200 or 255)

#### Semester 4

**Core/Arhu/Electives**
- CORE (e.g. Non Lab - LS/PS)
- CORE (e.g. SH or second SB)
- CORE (e.g. HL)

**Major**
- ARTT 255 (or 200 or 210)
- ARTT 200 (or 210 or 255)

**2nd Year Benchmarks:**
- CORE: 7 of 9 Distributive Studies Courses
- ARHU: Foreign language sequence completed.
- Major: ARTT 100, 110, 150, 200, 210, 255, Portfolio Application to Advanced Specialization in Graphic Design

### Year 3

#### Semester 5

**Core/Arhu/Electives**
- CORE Advanced Studies (#1)
- Elective (1xx-4xx)

**Major**
- ARTT320/ARTT33_/ARTT34_/ARTT370
- ARTT 355
- ARTT 356
- ARTT 357 (Required)
- ARTT 3xx-4xx or Art Theory 4xx

#### Semester 6

**Core/Arhu/Electives**
- CORE Advanced Studies (#2)
- CORE Professional Writing (ENGL 391/392/393/394/395)

**Major**
- ARTT 357 (Required)
- ARTT 3xx-4xx or Art Theory 4xx
- ARTT320/ARTT33_/ARTT34_/ARTT370

**3rd Year Benchmarks:**
- CORE: Complete all courses.
- Major: Art Electives, ARTT 355, 356, 357, 358, ARTT 3xx-4xx or Art Theory 4xx

### Year 4

#### Semester 7

**Core/Arhu/Electives**
- Elective (1xx-4xx)
- Elective (3xx-4xx) or ARTT 386 Internship

**Major**
- ARTT 454 (Required)
- ARTT 386/456/459 (Fall only)/488/499

#### Semester 8

**Core/Arhu/Electives**
- Elective (1xx-4xx)
- Elective (3xx-4xx)

**Major**
- ARTT 458 (Required)
- ARTT 386/456/457 (Spring only)/488/499
- ARTT 455 (Required)
### ARTT Track 3: B.A. in Studio Art with an Advanced Specialization in Graphic Design (w/GenEd)

#### YEAR 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>MAJOR</th>
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<tbody>
<tr>
<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTT 100</td>
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<td>Gen-Ed MATH 110/111/113/115/140/220/STAT 100</td>
<td>ARTT 150 (also CORE HA) or ARTT 110</td>
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<td>UNIV 100 or 101</td>
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<th>Semester 2</th>
<th>MAJOR</th>
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<tr>
<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTT 110 or ARTT 150 (also CORE HA)</td>
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<td>Gen-Ed (e.g. Oral Comm)</td>
<td>ARTH 2xx (also CORE HA/HO)</td>
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<td>Gen-Ed (e.g. Analytic Reasoning)</td>
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<td>Language Requirement (#2)</td>
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</table>

**1st YEAR Benchmarks:**
- CORE: English and Math requirements; Oral Communications, Analytic Reasoning
- MAJOR: ARTT 100, 110, 150, ARTH 2xx

#### YEAR 2

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<th>Semester 3</th>
<th>MAJOR</th>
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<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTH 2xx (also CORE HO/Diversity)</td>
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<td>ARTT 210 (or 200 or 255)</td>
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<td>Language Requirement (#3)</td>
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<th>Semester 4</th>
<th>MAJOR</th>
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<td>CORE/ARHU/ELECTIVES</td>
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<td>Gen-Ed (e.g. Distributive/L-course)</td>
<td>ARTT 255 (or 200 or 210)</td>
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<td>Gen-Ed (e.g. Distributive/L-course)</td>
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**2nd YEAR Benchmarks:**
- GEN-ED: 5 of 8 Distributive Studies Courses
- ARHU: Foreign language sequence completed.
- MAJOR: All Foundation courses: ARTT 100, 110, 150, 200, 210, 255, ARTH 2xx, 2xx, Portfolio Application to Advanced Specialization in Graphic Design

#### YEAR 3

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<th>Semester 5</th>
<th>MAJOR</th>
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<tr>
<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTT 355 (Fall only) (Required)</td>
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<td>Gen-Ed (e.g. Distributive/L-course)</td>
<td>ARTT 356 (Fall only) (Required)</td>
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<th>Semester 6</th>
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<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTT 357 (Spring only) (Required)</td>
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<td>Gen-Ed (e.g. Distributive/L-course)</td>
<td>ARTT 358 (Spring only) (Required)</td>
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<td>Gen-Ed (e.g. Diversity)</td>
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**3rd YEAR Benchmarks:**
- GEN-ED: 7 of 8 Distributive/L Courses, Diversity
- MAJOR: ARTT 355, 356, 357, **two** ARTT 3xx/4xx electives

#### YEAR 4

<table>
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<tr>
<th>Semester 7</th>
<th>MAJOR</th>
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<tr>
<td>GEN-ED/ARHU/ELECTIVES</td>
<td>ARTT 454 (Required)</td>
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<tr>
<td>Gen-Ed (e.g. Distributive/L-course)</td>
<td>ARTT Choice: 386/456/459 (Fall only)/488/499</td>
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<tr>
<td>Elective (3xx-4xx)</td>
<td>ARTH (3xx-4xx) or Art Theory</td>
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<td>Elective (1xx-4xx)</td>
<td>ARTT Choice: 386/456/457 (Spring)</td>
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<td>Elective (3xx-4xx) or ARTT 386 Internship only)/488/499</td>
<td>ARTT 455 (Required)</td>
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### OIRP DATA: ARTT MAJORS 2003 – 2007 ARTT CREDITS TAKEN

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<td>Fiscal Year Graduates in 10020 (Studio Art) by Credits Earned in ARTT courses</td>
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- Graduates: 97 102 101 89 88 477
- Transfers, less than total
- Five students is 1.04% of total
- *cumulative credits earned in ARTT Courses
- *Does not include incomplete, audited, withdraw, pass/fail, or failed
- Office of Institutional Research, Planning and Assessment
- 2/12/08
- Draft

24.5% total
See following page for explanation of data.

**Explanation/Analysis of Data**

The table above gives a quantitative snapshot of a recent five-year period in the Department of Art. From 2002 – 2007, there were 477 total graduates from ARTT. This number does not include the numerous double-majors that list their other major as the primary. Additionally, this data does not include the 6-12 credits of Art History (ARTH) courses required as a supporting area in the 48 credit total for the BA in Studio Art.

Of the 477 total graduating students in the table, 127 (26.6%) took at least 48 ARTT credits, which, when added to the 12 credits of Supporting Area, indicates that fully a quarter of our students are already taking the total number of ARTT credits required by Tracks 2 and 3 in the proposed BA. It is with this data in mind that the Department is confident that it has the resources to offer the new program without outside support.
Mike--Can we use 361 instead of 358 for "Design Literacy"?  Just let me know what we need to do at this point to make that happen.  Thanks.  Beth

-------- Original Message --------
Subject: RE: ARTT BA courses
Date: Wed, 22 Jun 2011 11:07:38 -0400
From: William C. Richardson <wcr@umd.edu>
To: Elizabeth Bergmann Loizeaux <ebl@umd.edu>
References: <4D7A3771.7020806@umd.edu>,<4E00DD58.4050205@umd.edu>

Hi Beth:  Just to give you an email trail if needed in the future:
Please change the proposed number for "Design Literacy: Decoding Our Visual Culture" from ARTT358 to ARTT361 so that it will not be listed as a non-repeatable course with a repeatable number.  Thank you.

Best,
Chip

W.C. Richardson
Professor
Painting and Drawing
Department of Art
University of Maryland, College Park 20742 www.wc-richardson.com www.art.umd.edu

From: Elizabeth Bergmann Loizeaux
Sent: Tuesday, June 21, 2011 2:05 PM
To: William C. Richardson
Subject: Re: ARTT BA courses

Chip--Writing on the run--did you even address the question of 358, below?  Mile Colson needs a new, non-repeatable number ASAP.  Beth

Elizabeth Loizeaux wrote:
> Chip--First and foremost, profuse apologies for getting you down to
> PCC to no effect yesterday.  I'm really sorry.  So we'll put you on
> for March 31 at 12.
> I'm at the campus VPAC meeting right now, doing most of the ARTT
> courses for the new major.  One questions (and we may already have
> asked this at the college level)--ARTT 358 is a repeatable number used
> for a non-repeatable course.  Is there another number you could use?
> For scheduling purposes, another number would save headaches for your
> department which will have to put in all the specifics in by hand
> every semester and will undoubtedly be plagued by the registrar's
> office asking for the course's subtitle!
> That, so far, is the only question.  Things are moving along!
> Hope things are a bit better in Florida.  Beth