

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-044-156

Visual Communication Design, BFA FOR SEMESTERS

Academic Programs Committee

Date: 06/06/2016

**Executive Committee
Received and Forwarded**

Date: 08/24/2016

Academic Senate

Date: 08/31/2016
First Reading
09/28/2016
Second Reading

BACKGROUND: The Department of Art has put forward a referral for a BFA in Visual Communication Design for semesters.

The Department of Art has two majors—Visual Communication Design and Art History—and two minors—Studio Arts and Art History. The majors and minors are all complementary and they support the department’s mission to advance the study of visual and spatial art and design. The B.F.A. in Visual Communication Design and the Studio Arts Minor develop the practice of art and design. The B.A. in Art History and the Art History Minor foster the historical and theoretical study of art and design. Aligning with the University’s core values, the department's programs are committed to academic excellence, cultivating awareness of cultural diversity, and preparing students for careers in their respective fields.

RESOURCES CONSULTED:

Deans
Associate Deans
Department Chairs
All Faculty

DISCUSSION:

Before reaching the Academic Programs Committee, this program was reviewed by the College Curriculum Committee in the College of ENV as well as the Dean of ENV and the Office of Academic Programs. All concerns raised at those levels were addressed. The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. No concerns were raised.

RECOMMENDATION:

The Academic Programs Committee recommends approval of the semester program Studio Arts Minor

Visual Communication Design, B.F.A.	
Status	active
Hierarchy Entities	Art
Approval Process Name	I. Program - Q2S Existing Program/Option/Minor
Current Step	Office of Academic Programs
Originator	Alyssa Lang
Created	12/08/2015 03:13PM
Launched	12/08/2015 05:00PM
Form	
General Catalog Information	
Department	Art
Conversion Category:	Revised
Proposal Type:	Program
Describe or list changes	<ul style="list-style-type: none"> * Mirroring of Foundation level core (Foundations of: 2D, 3D, 4D, 5D) at the Upper Division level (Workshop: 2D, 3D, 4D, 5D) * Technology is woven in every course, beginning in the Foundation core. * Consolidation of Fine Art courses that were part of the discontinued Fine Art major but still required for Visual Communication Design (Graphic Design) major. * Creation of six new "Workshop" courses to facilitate customizable focus or specialization for students at the upper division level and greater flexibility in timing of course offerings. * Addition of a new GE Area E course, VCD 2370 Visual Thinking, required of all VCD majors. * Maintained Professional Practices capstone course. * Increased Art History requirements.
Semester Program Name (e.g. Biology, B.S., Art History, B.A.)	Visual Communication Design, B.F.A.
Program Description	<p>BFA in Visual Communication Design</p> <p>Department of Art, College of Environmental Design</p> <p>The Department of Art has two majors-Visual Communication Design and Art History-and two minors-Studio Arts and Art History. The majors and minors are all complementary and they support the department's mission to advance the study of visual and spatial art and design. The B.F.A. in Graphic Design and the Studio Arts Minor develop the practice of art and design. The B.A. in Art History and the Art History Minor foster the historical and theoretical study of art and design. Aligning with the University's core values, the department's programs are committed to academic excellence, cultivating awareness of cultural diversity, and preparing students for careers in their respective fields.</p>
Curriculum Sheet	See document attached: VCD_Major_CurriculumSheet.pdf
Roadmap	See document attached: VCD_Major_Roadmap.pdf
Two-Year Course Offering	See document attached: VCD_Major_TwoYearCourseOffering.pdf
Assessment Plan	See document attached: VCD_Major_AssessmentPlan.pdf
Select Program	Program
Prospective Curriculum	

CURRICULUM SHEET FOR SEMESTER CONVERSION

Program Name: BFA Visual Communication Design				
Total Units (Major + GE-Double Count): 120 units + GE double count (6 units) = 126 units				
Required Core: 52 units • Core Electives: 10 units • Workshop Courses: 16 units				
Course #	Title	Units	Revised /Direct	GE Area Double Count
REQUIRED CORE				
VCD 1311A	Foundations in Drawing 1	3 units activity	Revised	No
VCD 1312A	Foundations in Drawing 2	3 units activity	Revised	No
VCD 1321A	Foundations in 2D Design	3 units activity	Revised	No
VCD 1331A	Foundations in 3D Design	3 units activity	Revised	No
VCD 1341A	Foundations in 4D Design	3 units activity, FYE	Revised	No
VCD 1351A	Foundations in 5D Design	3 units activity	Revised	No
VCD 2301A	Typography	3 units activity	Direct	No
VCD 2361A	Digital Photography	3 units activity	Revised	No
VCD 2321A	Visual Communication Design 1	3 units activity	Direct	No
VCD 2311A	Illustration	3 units activity	Revised	No
VCD 2370	Visual Thinking	3 units lecture	Revised	Yes, Area E
VCD 3321A	Visual Communication Design 2	3 units activity	Revised	No
VCD 4610	Professional Practices in Visual Communication Design	4 units lecture/recitation	Revised	No
AH 2302	World Art: Renaissance through Modern Europe and the United States	3 units lecture	Revised	Yes, Area C1
AH XXXX	Any Lower Division Art History, other than World Art: Renaissance through Modern Europe and the United States	3 units lecture	n/a	No
AH 3333	History of Design	3 units lecture	Direct	No
AH XXXX	Any Upper Division Art History, other than History of Design	3 units lecture	n/a	No

BFA Visual Communication Design Major Roadmap

Foundation/Freshman			
1st Semester	15 units	2nd Semester	15 units
VCD 1311A Foundations in Drawing I	3	VCD 1312A Foundations in Drawing 2	3
VCD 1321A Foundations in 3D Design (FYI)	3	VCD 1331A Foundations in 3D Design	3
VCD 1341A Foundations in 4D Design	3	VCD 1351A Foundations in 5D Design	3
English Comp and GE Math	6	GE	6
1st semester units	15	2nd semester units	15
total major units earned by 1st semester	9	total major units earned by 2nd semester	18
TOTAL UNITS EARNED	15	TOTAL UNITS EARNED	30

Senior			
7th Semester	17 units	8th Semester	16 units
VCD 4600 Professional Practices in VCD	4	Workshop	4
Workshop	4	Approved Elective	4
Upper Division AH (other than 3332)	3		
GE	3	GE	6
7th semester units	14	8th semester units	14
total major units earned by 7th semester	70	total major units earned by 8th semester	78
TOTAL UNITS EARNED	106	TOTAL UNITS EARNED	120

Sophomore			
3rd Semester	15 units	4th Semester	15 units
VCD 2301A Typography	3	VCD 2321A Visual Communication Design I	3
VCD 2361A Digital Photography	3	VCD 2311A Illustration	3
AH 2302 (double count for GE Area C1)	3	VCD 2370 Visual Thinking (double count for GE Area C)	3
GE	6	GE	6
3rd semester units	15	4th semester units	15
total major units earned by 3rd semester	27	total major units earned by 4th semester	36
TOTAL UNITS EARNED	45	TOTAL UNITS EARNED	60

Workshop List (16 total units)	units	Approved Elective List (10 total units)	units
VCD 4401 Workshop: Typography*	4	VCD 3361A Studio Arts: Life Drawing*	3
VCD 4411 Workshop: Illustration*	4	VCD 3362A Studio Arts: Painting*	3
VCD 4421 Workshop: 2D*	4	VCD 3363A Studio Arts: Print Processes*	3
VCD 4431 Workshop: 3D*	4	VCD 3364A Studio Arts: Ceramics*	3
VCD 4441 Workshop: 4D*	4	VCD 3365A Studio Arts: Sculpture*	3
VCD 4451 Workshop: 5D*	4	VCD 4410 VCD: Internship**	1 or 2
		VCD 2000/4000 Special Study**	1 or 2
		AH 3341 Art and Architecture of India	3
		AH 3342 Arts of Korea	3
		AH 3345 Arts of Japan	3
		AH 3331 Art of the United States	3
		AH 3335 Modernism in Visual Art	3
		AH 3337 Contemporary Art	3
		AH 3351 Art of Mexico, Central and South America	3
		AH 3311 Art of Ancient Egypt and the Near East	3
		AH 3313 Art of the Classical World	3
		AH 3315 Art of the Middle Ages	3
		AH 3317 Art of the Italian Renaissance	3
		AH 3319 Art in the Age of the Baroque	3
		IBM 3012 Principles of Marketing Management	3
		IBM 3062 Professional Selling	3
		IBM 3072 Promotional Strategies	3
		IBM 3162 Marketing of Services	3
		IBM 3262 Interactive Marketing	3
		IBM 4022 Brand Impression and Management	3
		IBM 4112 Consumer Behavior	3
		IBM 4352 Advanced Professional Selling	3
		total units in major =	78
		total GE units =	48
		minus GE double counted units =	6
		total units for degree =	120

Junior			
5th Semester	15 units	6th Semester	16 units
VCD 3321A Visual Communication Design 2	3	Approved Elective	3
Approved Elective	3	Workshop	4
Workshop	4	AH 3333 History of Design	3
Lower Division Art History (other than 2302)	3		
GE	3	GE	6
5th semester units	16	6th semester units	16
total major units earned by 5th semester	49	total major units earned by 6th semester	59
TOTAL UNITS EARNED	76	TOTAL UNITS EARNED	92

NOTES

- * All major courses must be passed with a grade of C- or better.
- ** Approved Electives may not double count toward other areas of the Major.
- ** Plan accordingly for prerequisites, especially for Approved Electives you wish to take.
- ** = Repeatable 1 time
- ** = Total credits limited to 6 units; maximum of 2 units per semester