Approved by the Regents
January 22, 2009

ACTION ITEM

SUBJECT: New Undergraduate Degree Program in the
School of Art & Design

ACTION REQUESTED: Approval to offer a new Bachelor of Arts in
Art & Design Degree,
in the School of Art & Design

The School of Art & Design proposes a new undergraduate degree, a Bachelor of Arts (BA) in Art & Design. The proposed program has been under development by faculty and staff in the School of Art & Design for the past two years and will provide an important and complementary addition to the Bachelor of Fine Arts (BFA) degree offered by the School.
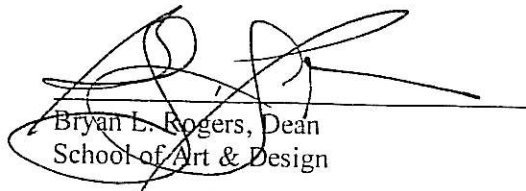
While a number of institutions offer both a Bachelor of Fine Arts and a Bachelor of Arts in Art and/or Design, offering a degree that takes full advantage of the academic and creative resources of this world-class University is especially desirable. Many undergraduate students enroll in the UM School of Art & Design for both the creative resources of the School and the rich academic resources of the University. The new degree would allow flexibility to explore more University academic coursework than does the BFA. A&D has recently developed dual admission for double degree opportunities with eight UM schools and colleges, which offer undergraduate degrees. The new degree would require fewer total credits for those students who pursue the double degree option.
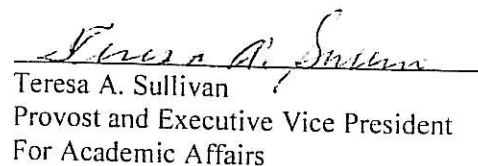
The proposed BA program would utilize the same courses offered for the BFA program. No additional resources or expenses will be needed. The administration is prepared for the complexity of admissions, budget projections, recordkeeping, and advising.

The A&D Executive Committee and Faculty Council unanimously approved this degree proposal in fall 2008. We request that the Regents approve offering the new Bachelor of Arts in Art & Design. Pending approval, the first students will enter the program in fall 2010.

Recommended by: Recommendation endorsed by:

Bryan L. Rogers, Dean
School of Art & Design

Teresa A. Sullivan
Provost and Executive Vice President
For Academic Affairs

January 2009

University of Michigan

School of Art & Design

Bachelor of Arts in Art & Design Proposal

September 27, 2008

Abstract: This proposal outlines a new undergraduate degree for the School of Art & Design, a Bachelor of Arts (BA) in Art & Design. Six years ago the School carried out a major re-structuring of its anchor undergraduate degree, the Bachelor of Fine Arts (BFA) in Art and Design. Among other innovative and progressive changes, the new program joined art and design, provided a wide range of media and conceptual studio experiences, laced digital media deeply into the experience of all students, included meaningful connections to the rich academic environment of the University, and required a robust culminating project and public presentation by all graduates. The re-structured undergraduate program has been tremendously successful. The National Association of Schools of Art and Design (NASAD) re-accreditation report from fall 2007 included the following statement: "The visitors all agreed that if there was an option to start over from scratch, this is the program that would be built, and that the School of Art and Design and the University of Michigan have created an opportunity to lead the academic conversation in Art and Design in this country." The BA in Art & Design would retain important components of the BFA, and would accommodate the needs of students desiring a broader liberal arts education than the BFA provides.

Introduction

The School of Art & Design faculty has the privilege of teaching some of the best and brightest students anywhere. Students who are admitted to the University of Michigan School of Art & Design must meet rigorous academic standards and satisfy portfolio review expectations. Students choose the University of Michigan as their college destination for many reasons, among them the undergraduate curriculum in Art & Design and the diversity of academic resources at the University. In some cases, a student's educational goals include more exploration of the University's academic resources than the intensive studio-practice curriculum of the BFA allows. Some students pursue a second degree. Some transfer to another UM school or college. Graduation statistics indicate that students who enter the School of Art & Design graduate from the University, either from the School or another academic unit at the University, with a frequency comparable to the University's average. The School would like to see these wonderfully talented, intelligent students follow through with their original educational plans – taking advantage of the resources of both the School of Art & Design and the University. A bachelor of arts, which would require 30 fewer studio credits, would facilitate multiple educational pursuits.

Since the implementation of the re-structured Bachelor of Fine Arts degree in 2002, the School has reached out to form partnerships with other University of Michigan schools and colleges with the intention of developing new paths for students who have educational goals that include exploring more of the University's academic resources. Offering a BA in Art & Design would provide options for students to choose between the intensive studio practice BFA, which requires 72 credits in studio courses; and a BA, which would require 42 credits in studio practice, a number both comparable to other majors in liberal arts and corresponding to national accreditation standards for a BA in art and design. Approval of the proposal will allow students to select a BA degree upon admission to the University beginning in fall 2009. BFA candidates in good academic standing may switch to the BA option later in their undergraduate careers.

Undergraduate Program Attributes

Both the School of Art & Design's BFA curriculum, first offered in fall 2002 as a new model for the education of the artist-designer in a research university setting, and this new, proposed BA curriculum, prepare graduates for a broad range of eventualities. They integrate art and design methodologies, interweave traditional techniques with contemporary technologies, bridge the personal to the social, and engage the rich resources of the University and the community. The BA curriculum includes the same attributes as the BFA as identified below.

UM School of Art & Design Bachelor of Arts Program Attributes

- Produces graduates capable of achieving cultural leadership and functioning in a variety of public and private roles in a rapidly changing global culture;
- Addresses the unity of art and design in a single, highly integrated program;
- Connects the poetic and the practical;
- Connects the personal and the social;
- Balances and connects creative and intellectual development;
- Stresses awareness of context – from atom to universe, from self to all of life;
- Balances established and experimental approaches;
- Requires a common core of courses for all students;
- Regularizes completion of the program in four years;
- Engages a spectrum of University disciplines;
- Engages the community outside of the University;
- Integrates electronic media and information technology across the curriculum;
- Provides insight into environmental issues; and
- Attracts the best and brightest students from Michigan, the US, and abroad;
- Balances a common experience for all students during the first two years with an experience of flexibility and choice during the last two years;
- Requires students to develop a personal web-site during the first year to be utilized for maintaining a portfolio of all their work during the program;
- Requires a structured individual review of students by ad hoc faculty committees for all students at the end of the second year;
- Facilitates an international experience in the third year of study;
- Adapts to a robust component of joint degree programs with other disciplines at the University.

BA/BFA Curricula Comparison

The proposed Bachelor of Arts in Art & Design would retain the three components of the Bachelor of Fine Arts in Art & Design curriculum:
- the Core Studios Module,
- the Elective Studios Module, and
- the Academic Courses Module.

The proposed BA curriculum would include
- 33 percent studio courses and 67 percent academic courses, as contrasted with
- 56 percent studio courses and 44 percent academic courses for the BFA program.

The Core Studios Module and Academic Courses Module would be retained as is, ensuring a broad-based introduction in the Core Studios Module to contemporary art and design studio

practices and a balanced range of academic courses in both Art & Design and the University in the Academic Courses Module. The modified Elective Studios module allows the student freedom to choose six elective studio courses that follow the student's interests. Below are two curriculum charts, which depict the BA and BFA curricula for comparison.

Proposed BA Program in Art & Design

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Lecture Series							
Required Core Studio Courses					Elective Studio Courses		
A&D Academic Courses			University Elective Courses				
16-18 credits	16-18 credits	16-18 credits	16-18 credits	16-18 credits	16-18 credits	16-18 credits	16-18 credits

- ✿ Tools, Materials & Processes Studios .... 9 credits
- ✿ Concept Form & Context Studios .... 9 credits
- ✿ Digital Studio I.. 3 credits
- ✿ Drawing Studio I.. 3 credits
- Elective Studio Courses.. 18 credits
- ✿ Art-Design Perspectives .... 9 credits
- ✿ Lecture Series.. 8 credits
- ✿ University Academic Courses .... 69 credits
- **Total Credits**..**128** credits

Existing BFA Program in Art & Design

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Required Core Studio Courses				Elective Studio Courses		Senior Integrative Project	
A&D Academic Courses			University Academic Courses				
16-17 credits	16-17 credits	16-17 credits	16-17 credits	16-17 credits	16-17 credits	16-17 credits	16-17 credits

- ✿ Tools, Materials & Processes Studios .... 9 credits
- ✿ Concept Form & Context Studios .... 9 credits
- ✿ Digital Studio I.. 3 credits
- ✿ Drawing Studio I.. 3 credits
- Elective Studio Courses.. 36 credits
- ✿ Integrative Project .... 12 credits
- ✿ Art-Design Perspectives .... 9 credits
- ✿ Lecture Series.. 8 credits
- ✿ University Academic Courses .... 39 credits
- **Total Credits**..**128** credits

The above charts are intended to compare effort for each of the components of the two curricula. For the BFA in Art & Design, three studio courses per term for eight semesters is expected. For the BA in Art & Design, students would complete the five required Core Studio courses and two Art Design Perspectives courses in their first year. Thereafter, students would have flexibility in completing BA curriculum requirements.

BA Curriculum Description

While all students in the BA program will graduate from the program with the same degree, a Bachelor Arts in Art and Design, each student's degree will reflect his or her own personalized educational goals. With faculty mentoring, students will pursue individualized courses of study to create unique educational experiences and bodies of creative work that serve as a basis for future endeavors. Students will be able to engage in experimental as well as traditional fields of study in art and design. Many students currently pursue interests and talents that extend beyond the confines of traditionally defined art and design majors, the most common being creative practice that focuses on a commitment to community involvement. In a program with traditional, medium-specific majors, students would not have the opportunity to explore all of the areas of expertise necessary to achieve their goals.

The total number of credits required for a BA in Art & Design is 128. Students will be expected to complete an average of 16 credits per term to graduate in four years. Studio courses comprise 42 of the 128 credits (33 percent); and academic courses comprise 86 credits (67 percent). Of the 42 studio credits, 24 credits will be Core Studio requirements, ensuring a broad-based introduction to contemporary art and design studio practices; 18 credits will be elective studio courses. Of the 86 academic credits, 17 will be Art & Design credits (three *Art-Design Perspectives* courses and the eight-semester *Lecture Series*). The remaining 69 credits will be credits completed typically, though not exclusively, in the University's liberal arts college or in some cases in the school/college in which students pursue a second degree. University academic courses will be a combination of required and elective courses. A list of required academic courses is provided further on in this document.

Students consult with their faculty mentors to determine appropriate academic and elective studio courses. Academic Services Office staff advisors will be available to assist students in their selection of appropriate academic courses and in charting their progress toward their degrees.

Studio Course Requirements

First and Second Year Core Studio Requirements

The Core Studio courses required of all students include four different categories of courses: *Tools, Materials, and Processes Studios*; *Concept, Form, and Context Studios*; the *Digital Studio*; and the *Drawing Studio*. Core studio courses are offered once per year, not every semester. Students who wish to be on track to graduate in four years must make sure they develop an appropriate strategy for enrolling in these required courses.

Tools, Materials, and Processes Studios provide introductory exposures to a wide spectrum of the physical materials, tools, and processes germane to contemporary art and design practices. *TMP I* has a three-dimensional focus; *TMP II*, a two-dimensional focus; and *TMP III*, a four-dimensional or time focus. These introductions establish a practical base for future work.

Concept, Form, and Context Studios (CFC) complement the other Core Studio courses by focusing on the development and structuring of ideas and context for creative work, as contrasted with the development of media and technical competence. They focus on design thinking methodologies – creative problem solving and problem generation. They also incorporate

reading, research, and writing components. As such, CFC courses foster the development of a broad range of directly transferable skills – critical thinking, clear articulation, careful analyzing, and informed synthesis. CFC courses are based on the broad universal categories of *CFC I: The Human Being-Being Human, CFC II: Culture*, and *CFC III: Nature*. Ultimately, the intellectual skills developed in the *Concept, Form, and Context Studios* will be particularly useful for independent formulation of complex projects in the Elective Studios.

The *Drawing Studio* provides exposure to the wide variety of approaches to drawing including life-drawing, technical drawing, design drawing, and illustration. Students will be advised to complete *Drawing Studio* during their first semester.

The *Digital Studio* is an introduction to fundamental computing processes that are integral to contemporary creative practice. The three primary areas of focus are basic computer operating and programming, two-dimensional image generation and manipulation, and three-dimensional object generation and surfacing. Through hands-on experience with a variety of digital tools, the course aims to engender an appreciation for the computer's potential as a creative tool/medium and provides a foundation of skills that will be developed further in more advanced courses.

Elective Studio Courses

As soon as students complete some of the prerequisite Core Studios, they will begin to choose elective studio courses according to their individual interests. After completion of the Core Studios, students will elect all of their elective studio courses. Students will ultimately complete six elective studio courses (18 credits total) to assemble a personal and coherent program of courses and experiences

The content of these six elective studio courses will range from elective media studios to conceptually based studios, all of which build upon the experiences in the Core Studios, to highly specialized topics. A wide array of these courses is available each semester. One elective studio course must be an Outreach/Engagement studio course.

Proactive faculty mentoring and staff advising will guide each student in developing an individualized program. Most importantly, however, the freedom and responsibility for developing a coherent program rests upon the student. In effect, each student creates a *de facto* individual major.

The Outreach/Engagement Requirement

All A&D undergraduates are required to complete one outreach/engagement course; many students complete more than one; and some students develop an art practice that focuses on community involvement. The School continues to grow its interdisciplinary/outreach efforts each year by offering four to six outreach/engagement courses per semester, all involving the community and/or students from other academic units.

Academic Course Requirements

The four-year sequence of required Academic Courses recognizes the value of a broad-based academic education, which fully engages the resources of this world-class University. Students must complete 17 credits of School of Art & Design academic courses and 52 credits of University academic courses.

Art & Design Academic Course Requirements

Students complete a series of three A&D academic courses entitled *Art-Design Perspectives* (*ADP*), taught by the School's faculty. *ADP* courses are not traditional art history courses; they integrate both art and design explorations/issues/ideas/histories.

All students enroll each semester in the *Lecture Series* and attend the weekly Penny W. Stamps Distinguished Visitors Series, through which a variety of artists, designers, critics and theorists give insight into their lives, career paths, and ideas about contemporary practice.

University-Wide Academic Course Requirements

The University component of the Academic Course component is a combination of required and elective courses designed to develop basic familiarity with the three traditional components of liberal arts – humanities, social sciences and natural sciences; an introduction to analytical reasoning; an academically-based awareness of other cultures; and familiarity with contemporary environmental issues. Though students who are pursuing a BA will earn more academic credits than will be required to fill the University Academic Course requirements, all students must satisfy the required liberal arts categories listed below:

English Composition	4	credits
Humanities	3	credits
Social Science	3	credits
Natural Science	3	credits
Analytical Reasoning	3	credits
Environmental Studies	3	credits
Cultural Diversity	6	credits
Academic Electives	27	credits (minimum)
TOTAL	**52**	**credits (minimum)**

Students bear the primary responsibility for ensuring that their academic coursework meets the requirements of the BA degree. The *Undergraduate Student Handbook* lists LSA courses, which satisfy the University Academic Course Requirements. Additional courses in other academic units of the University may satisfy these requirements.

Sophomore Reviews

After completing the Core Studios requirements, students present their work to date in the program to an *ad hoc* faculty committee, projecting documentation of their work with their laptop computers and, when appropriate, actual works of art. A successful Review is required for continuation in the program. In preparation for Reviews, students supply faculty committee members with résumés, statements about their work, and reflections on their development to date. Special meetings in preparation for Reviews are held prior to the reviews.

Students who perform unsatisfactorily on their Sophomore Reviews are required to Re-Review at a designated date; some may be asked to take time off or improve deficiencies prior to advancing; and a small minority may be directed to leave the program. These Reviews are considered a critical component of the program.

Independent Study

Faculty-sponsored independent study projects provide opportunities for advanced studio work beyond the content of regularly scheduled courses. The following guidelines apply:

- Only juniors and seniors may undertake an independent study project.
- Independent study projects may not take the place of regularly scheduled courses.
- A 3.0 cumulative grade point average is required.
- Students may apply a maximum of 3 independent study credits toward graduation requirements.
- Students must secure a faculty member's agreement to sponsor the independent study project as indicated by a signature on the *Independent Study Proposal Form*.

Internships

Juniors and seniors in good academic standing are eligible to receive up to 3 credits for an internship. In many cases, students network for their own internship opportunities, however, the Career Development Coordinator compiles requests from organizations for interns, posts them on bulletin boards, and announces them to all students via email and the web site. The Associate Dean for Undergraduate Education evaluates internship proposals to ensure students will experience substantive learning experiences.

International Study

In this age of growing international awareness, every student is encouraged to arrange and carry out a summer or semester of travel and study in another country. Flexibility in the BA curriculum allows for a semester of international study without impeding progress toward graduation. Though international study is undertaken in the junior year, the freshman year is not too soon to begin planning. There are many possibilities available to Art & Design students through the School's exchange or consortium programs, through the University of Michigan Office of International Programs (OIP), and through other American universities.

Resource Requirements/Enrollment Management

The additional BA program requires no additional resources. More complex recordkeeping will be required by the School, as students who pursue two degrees will count as 50 percent A&D students with the University's tuition attribution model. Careful enrollment management will be essential.