

Approved by the Regents
February 15, 2007

**THE UNIVERSITY OF MICHIGAN – FLINT
REGENTS COMMUNICATION**

ACTION REQUEST

SUBJECT: New Undergraduate Degree Program by the Department of Communication and Visual Arts, College of Arts and Sciences at the University of Michigan-Flint

ACTION REQUESTED: Approval to offer a new Bachelor of Fine Arts in Visual Communication through the Department of Communication and Visual Arts, College of Arts and Sciences at the University of Michigan-Flint

EFFECTIVE DATE: March 1, 2007

The College of Arts and Sciences at the University of Michigan-Flint proposes a new undergraduate degree program, "Bachelor of Fine Arts in Visual Communication." The proposed program has been developed to align our curriculum offerings with standards set forth by the American Institute of Graphic Arts (AIGA) and the National Association of Schools of Art and Design (NASAD). The program will provide baccalaureate educational opportunities for students interested in a focused degree program capable of providing a set of skills in the highly competitive and rapidly evolving world of visual communication. Currently, the typical liberal arts education is inadequate to meet the demands of this profession. Only one other college in the State of Michigan offers a BFA in Visual Communication.

The proposed Bachelor of Fine Arts in Visual Communication degree has been thoroughly reviewed and supported by the University of Michigan-Flint College of Arts and Sciences faculty, Academic Affairs Advisory Committee, Budget Priorities and Chancellor's Advisory Committee, as well as the provost and chancellor. It has also been approved by the Presidents Council of the State Universities of Michigan.

The proposed program consists of 124 semester credit-hours, including the University of Michigan-Flint general education requirements. The proposed program includes courses in art history and theory, visual communication studio art, studio art concentration, and computer science. In addition, the curriculum design has been based upon recommendations from two nationally recognized professional organizations, AIGA and NASAD.

Pending approval of the proposal, the program will begin to admit students for the Fall 2007 semester. The program will be primarily funded by partial tuition return to the program. The Department enjoys a strong cadre of full-time and part-time faculty with significant expertise in the subject area. Current library resources and computing facilities are well suited to support robust graphic design and photography concentrations; therefore, no additional space is required.

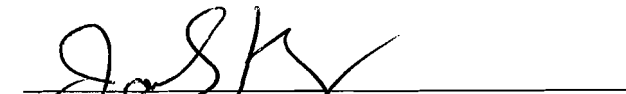
Pending approval, the program will be included in the Department's comprehensive student outcomes assessment plan which has been approved by the University of Michigan-Flint Academic Assessment Committee.

Recommended by:



Christine Waters, Acting Dean
College of Arts and Sciences

Recommendation endorsed by:


Jack Kay, Acting Chancellor and
Provost and Vice Chancellor for Academic Affairs

February 2007