

Board Meeting
May 31, 2012

REDESIGNATE THE BACHELOR OF FINE ARTS IN GRAPHIC DESIGN,
COLLEGE OF ARCHITECTURE AND THE ARTS, CHICAGO

Action: Redesignate the Bachelor of Fine Arts (BFA) in Graphic Design as the Bachelor of Design (BDes) in Graphic Design, College of Architecture and the Arts

Funding: No New Funding Required

The Vice President, University of Illinois, and Chancellor, University of Illinois at Chicago with the advice of the Chicago Senate and the College of Architecture and the Arts recommends the redesignation of the Bachelor of Fine Arts (BFA) in Graphic Design as the Bachelor of Design (BDes) in Graphic Design, College of Architecture and the Arts.

The separation of the current School of Art and Design, resulting in a separate School of Design, will be accompanied by changes being made in order to meet the goals of the reorganization. The redesignation of Bachelor of Fine Arts in Graphic Design as the Bachelor of Design in Graphic Design reflects the distinction and the objectives of the new School of Design with its curricular focus on the preparation of students for professional design practice. In addition, revisions include a full sequence of courses in digital media design and will prepare students for new and emerging forms of design practice.

The Bachelor of Fine Arts is no longer considered the preeminent degree for the design disciplines. The Bachelor of Design degree recognizes design as a form of creative professional practice distinct from the fine arts. Professional artists primarily engage in independent practices in association with patrons, collectors, galleries, and museums. By contrast, professional designers primarily engage in team-based practices--partnering with other disciplinary experts to advance corporate, social, and cultural innovation. The work of a designer is a combination of applied art and applied science, whereby the aesthetics, ergonomics, and usability of products and information may be optimized to achieve goals in the marketplace and the social sphere. The role of a graphic designer in particular is to create and execute design solutions toward problems of communication, form, usability, marketing, brand development, and brand experience. The Bachelor of Design is the discipline specific degree recognized by the National Association of Schools of Art and Design (NASAD), the accrediting organization for art and design programs.

The Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes, The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.