VirginiaTech
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College of Architecture
and Urban Studies

School of Visual Arts
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August 2, 2018

Dear Colleagues,

The School of Visual Arts is requesting that the Bachelor of Fine Arts (BFA) with **a concentration in** Visual Communication Design be revised for the graduating class of 2021. It is requested that the BFA be titled "Bachelor of Fine Arts**, Major in** Graphic Design," thereby discontinuing the Visual Communication Design concentration. It is the goal of the School of Visual Arts to discontinue all concentrations **under the BFA degree** and have those incorporated into the name of our majors.

No additional resources are needed for the proposed new major.

Sincerely,

Kathryn Clarke Albright
Associate Dean for Academic Affairs
Professor of Architecture

Proposed Bachelor of Fine Arts, Major in Graphic Design

1. Purpose

In general, replacing the Visual Communication Design major concentration with the Major in Graphic Design will enhance the perceived value of the program among faculty, prospective and current students, alumni, and potential employers. It formalizes the tripartite division of the BFA's areas of study existing in practice but not name. In addition, this change aligns with current practices at the majority of Virginia Tech's 25 SCHEV-approved peer institutions.

Creating the Major in Graphic Design strengthens the profile of SOVA's curriculum in this area. The major will furnish robust education in this discipline, while also preparing our students for a career in graphic design aimed at academic, industry, and other professional sectors.

2. Justification

The proposed Major in Graphic Design reflects the department's decision to elevate some of the existing major concentrations in practice-based media. The three concentrations within the BFA are already well-enrolled and well-subscribed. This change seeks to bolster—practically as well as administratively—the profile, identity, and disciplinary thrust of each area of study.

As mentioned above, the creation of a major will have a significant positive impact on recruitment, admission, and retention efforts. Anecdotal evidence from program chairs and advising staff repeatedly affirms that students entering the program prefer to be accepted directly into a specific major, rather than under general the ART designation.

3. Relevance

As stated in the University's mission statement, Virginia Tech "is a public land-grant university serving the Commonwealth of Virginia and the nation…Through its focus on teaching and learning…the university creates, conveys, and applies knowledge to expand personal growth and opportunity." Majors in Graphic Design will develop conceptual abilities, problem-solving skills, and technical know-how required by a fast-paced, competitive field. The major will center on individual creativity, teamwork skills, and adaptability to changing markets and technologies.

The Graphic Design major will prepare students for the job market with practical experience and a full, professionally reviewed portfolio. Graduates of the program may find themselves working in print design, packaging design, and interaction design.

4. Required resources

No additional resources are required at present. However, if student numbers increase significantly, some additional resource may be required in terms of faculty, graduate student assistants, and advising as well as administrative assistance in order to maintain the quality equal to accreditation standards in the field. With increased enrollment, there would also be a need for additional classroom space and equipment.

5. Proposed Changes

The Visual Communication Design program would like to change the name of the program to Graphic Design, as it would greatly increase our name recognition and search engine optimization. Over time the industry vernacular changes (for instance, design used to be referred to as Communication Arts). Our research has shown that "graphic design" has more resonance with both high school students and their parents, who are our primary targets for recruitment.

The number of credit hours required for the revised BFA will remain at 120 credit hours. The Graphic Design Major Requirements remain virtually the same as the previous check sheet. However, ceramics courses are omitted, since our ceramics professor has retired, and insufficient course offerings in this medium are presently available.

Portfolio Review has been reconceived as a part of SOVA's admissions process and therefore is omitted as a departmental benchmark from the Satisfactory Progress Towards the Degree section at the end of the check sheet. Additionally, this section now contains language requiring students earn a C- or better in their Foundations courses and successfully complete a BFA exhibition.

Finally, a statement on double-counting credit hours in major and for the Art History Minor has been added.

6. Transition Plan

Students currently enrolled in the Visual Communication Design concentration will have through calendar year 2022 to graduate, and the Visual Communication Design concentration will be discontinued Fall 2022. Students eligible to graduate in 2021 or later will be affected by the discontinuation of the Visual Communication Design concentration and approval of the new Graphic Design major. Our plan to integrate the new major is as follows:

Existing students graduating in, or prior to, calendar year 2022 may follow the Visual Communication Design concentration check sheet for the year in which they plan to graduate, or beginning in Spring 2020 enrolled in the BFA degree, new Graphic Design major. The first graduation calendar year for students enrolled in the BFA degree, Graphic Design major will be 2021.

The first group of incoming students admitted to the BFA degree, new Graphic Design major is anticipated for Fall 2020. The admissions process for Fall 2020 will include an electronic portfolio review as part of the departmental requirements for consideration. Students will be accepted directly into the Graphic Design major based, in part, on their portfolios.

7. Communication to Students, Faculty, and Staff

Students will be informed of this change in a number of ways. Information will be shared with VT admissions and the CAUS, in particular its Director of Advising. Information and literature on the new major will be posted on the School of Visual Arts website and distributed at future recruitment events. Instructors, advisors, and administration will also communicate this information during the First Year Experience class, Foundations classes, and in the junior and senior level courses. Email notification will be sent to involved students enrolled in the School of Visual Arts.

Additionally, meetings will be held by the Graphic Design instructors to inform students and answer any questions regarding curriculum changes.

Faculty and staff will be informed of this change at School business meetings, executive committee meetings, and program meetings.

The major change will be communicated to the wider University community via the advising teams for each college (including University Studies), SOVA website, and VT admissions in order to ensure any interested internal and external transfers are aware.

College of Architecture and Urban Studies
Bachelor of Fine Arts in Art
Major: Graphic Design
For Students Graduating in Calendar Year 2021

Curriculum for Liberal Education Requirements		**36**
Area 1: Writing and Discourse		3____, 3____
Area 2: Ideas, Cultural Traditions and Values	(not ART courses)	3____, 3____
Area 3: Society and Human Behavior		3____, 3____
Area 4: Scientific Reasoning and Discovery		3____, 3____
Area 5: Quantitative and Symbolic Reasoning		3____, 3____
Area 6: Creativity and the Aesthetic Experience:		
ART 2385 Survey of the History of Western Art	spring semester only	3____
Area 7: Critical Issues in a Global Context		3____

Core Bachelor of Fine Arts Requirements		**21**
ART 1204 Principles of Art & Design I		3____
ART 1404 Drawing I		3____
ART 1604 Principles of New Media Art & Design		3____
ART 1414 Drawing II: Life Drawing	pre: 1204, 1404, 1604	3____
ART 2386 Survey of the History of Western Art		3____
ART 4575 Adv. Visual Communication Design	pre: 3566	3____
– or –		
ART 4894 Senior Studio	must have senior standing in Studio or CT	*3____*
ART 4576 Adv. Visual Communication Design	pre: 4575	3____
– or –		
ART 4894 Senior Studio	must have senior standing in Studio or CT	*3____*

Graphic Design Major Requirements		**33**
ART 1614 Principles of Visual Communication Design	pre: 1204, 1404, 1604	3____
ART 2565 Typography	Graphic Design majors only	3____
ART 2566 Typography	pre: 2565	3____
ART 2575 Introduction to Graphic Design	pre: 1204, 1404, 1604. co: 1414	3____
ART 2576 Introduction to Graphic Design	pre: 2575	3____
ART 3565 Intermediate Graphic Design I	pre: 2576	3____
ART 3566 Intermediate Graphic Design II	pre: 3565	3____
ART 3774 History of Modern Graphic Design	pre: 2386	3____
ART 4584 Advanced Typography	pre: 2566	3____
ART 4964 Field Study	pre: 3565	3____
– or –		
ART 4754 Internship		*3____*
ART XXXX Art History Elective (3000/4000 level course required from list A below)		3____

Restrictive Electives		**24**
ART 2XXX ART Elective (2000-level course required from list B below)		3____
ART 2XXX ART Elective (2000-level course required from list B below)		3____
ART XXXX ART Elective (3000/4000 level course required from list C below)		3____
ART XXXX Graphic Design Elective (3000/4000 level course chosen from list D below)		3____
ART XXXX Graphic Design Elective (3000/4000 level course chosen from list D below)		3____
ART XXXX Graphic Design Elective (3000/4000 level course chosen from list D below)		3____
ART XXXX Graphic Design Elective (3000/4000 level course chosen from list D below)		3____
ART XXXX Graphic Design Elective (3000/4000 level course chosen from list D below)		3____

Free Electives		**6**
_____ _____		3____
_____ _____		3____

TOTAL CREDIT HOURS REQUIRED FOR GRADUATION		**120**

List of approved Elective Courses:

List A: 3XXX-4XXX Art History Elective Course Options (3 credits)

ART 3004 Topics in Art History	pre: 2385 or 2386	3____
ART 3054 Islamic Art and Architecture		3____
ART 3064 The Arts of China and Japan		3____
ART 3074 Egyptian Art and Architecture		3____
ART 3084 Greek Art and Architecture	pre: 2385	3____
ART 3174 Introduction to Archaeology		3____
ART 3184 Roman Art & Architecture	pre: 2385	3____
ART 3284 Medieval Art & Architecture	pre: 2385	3____
ART 3384 Renaissance Art & Architecture	pre: 2386	3____
ART 3484 Baroque and Rococo Art & Architecture	pre: 2386	3____

ART 3584	19th Century Art		3____
ART 3684	Survey of African American Art	pre: 2386 or AFST 2774	3____
ART 3884	American Art to 1914	pre: 2386	3____
ART 4384	Topics in Art History	pre: 2386	3____

List B: **2XXX ART Elective Course Options (6 credits)**

ART 2524	Introduction to Painting	pre: 1204, 1404, (1604or 1504)	3____
ART 2544	Ceramics I	pre: (1204, 1404), 1604	3____
ART 2554	Introduction to Sculpture	pre: 1204, 1404, 1604	3____
ART 2604	Intro to New Media Art	pre: 1604	3____
ART 2644	Ceramics II	pre: 2544	3____
ART 2664	Digital Photography	pre: 1604	3____
ART 2704	3D Computer Animation	pre: 1204, 1404, 1604	3____

List C: **3XXX/4XXX ART Elective Course Options (3 credits)**

ART 3514	Topics in Drawing	pre: 1414 or 2514	3____
ART 3524	Topics in Painting Media	pre: 2524	3____
ART 3544	Topics in Ceramics	pre: 2644	3____
ART 3554	Topics in Sculpture	pre: 2554	3____
ART 3564	Topics in Photography	pre: 2664	3____
ART 3574	Topics in Graphic Design	pre: 2576	3____
ART 3604	Topics in New Media Art	pre: 2604	3____
ART 3704	Topics in Computer Animation	pre: 2704	3____
ART 4504	Topics in Multimedia Studio	pre: (1414, 1604) or (1504, 1514, 2504)	3____
ART 4514	Interarts Studio	pre: 3000-level ART course or departmental approval	3____
ART 4524	Pictorial Arts Studio	pre: 3524 or 3514	3____
ART 4534	Topics in Applied Art and Design Studio	pre: 3544	3____
ART 4544	Computer Animation Studio	pre: 3704	3____
ART 4554	Spatial Arts Studio	pre: 3554	3____
ART 4564	Exhibition Design and Display	pre: 3000-level ART course	3____
ART 4804	New Media Art Theory	pre: 2385, 2386	3____

List D: **3XXX/4XXX Graphic Design Electives**

ART 3574	Topics in Graphic Design	pre: 2576	3____
ART 4504	Topics in Multimedia Studio	pre: (1414, 1604) or (1504, 1514, 2504)	3____

Curriculum for Liberal Education Requirements

Students are responsible for completing the Curriculum for Liberal Education requirements that are in effect when they enter the university. The university requires students to complete course work from all seven areas of the Curriculum for Liberal Education.

GPA Requirements

Students must maintain a 2.0 GPA. In-major GPA requires a grade of C- or better to successfully complete a Studio Art course. In-major GPA is calculated on all ART courses.

Satisfactory Progress Toward Degree

The University requires every department to establish benchmarks by which their majors can demonstrate that they are making satisfactory progress toward a degree. In addition to the University requirement for satisfactory progress (See Satisfactory Progress in Academics chapter of Undergraduate Catalogue), in the case of the Graphic Design major, these benchmarks are:
1. Students must maintain a C- or better in required Foundations courses (1204, 1404, 1604, 1214, 1414).
2. Upon having attempted 72 semester hours (including transfer, AP, advanced standing and credit by exam) a Studio Art student must have completed at least 6 credits towards this major with a 2.0 overall GPA and have a minimum 2.0 in-major GPA.
3. Students must successfully complete their BFA exhibition (ART 4894).

Prerequisites

This check sheet contains elective courses that may have prerequisites not listed on this checksheet. Please see your advisor or consult the Undergraduate Course Catalog for more information.

Foreign Language Requirement

Students who do not successfully complete at least two units of a single foreign language, classical language or American Sign Language during high school must successfully complete six semester hours of a single college level foreign language or classical language at the college level. Suche semester hours are in addition to those normally required for graduation. Please see the undegraduate catalogue for details.

Double-Counting

No more that 50% of the graded course credits required for Minor: Art History may be double-counted by a student also enrolled in Major: Graphic Design.

College of Architecture and Urban Studies
Bachelor of Fine Arts
Major Concentration: Visual Communication Design
For Students Graduating in Spring 2019

Curriculum for Liberal Education Requirements		36 (34-36 min)
Area 1: Writing and Discourse		3____, 3____
Area 2: Ideas, Cultural Traditions and Values	(not ART courses)	3____, 3____
Area 3: Society and Human Behavior		3____, 3____
Area 4: Scientific Reasoning and Discovery		3____, 3____
Area 5: Quantitative and Symbolic Reasoning		3____, 3____
Area 6: Creativity and the Aesthetic Experience:		
ART 2385 Survey of the History of Western Art I	spring semester only	3____
Area 7: Critical Issues in a Global Context		3____

Core Bachelor of Fine Arts Requirements		21 (21 min)
ART 1204 Principles of Art & Design I		3____
ART 1404 Drawing I		3____
ART 1604 Principles of New Media Art & Design		3____
ART 1414 Drawing II: Life Drawing	pre: 1204, 1404, 1604	3____
ART 2386 Survey of the History of Western Art II		3____
ART 4575 Adv. Visual Communication Design I	pre: 3566	3____
– or –		
ART 4894 Senior Studio	must have senior standing in Studio or CT	3____
ART 4576 Adv. Visual Communication Design II	pre: 4575	3____
– or –		
ART 4894 Senior Studio	must have senior standing in Studio or CT	3____

Visual Communication Design Requirements		33 (15 min)
ART 1614 Principles of Visual Communication Design	pre: 1204, 1404, 1604	3____
ART 2565 Typography I	pre: 1204, 1404, 1604	3____
ART2566 Typography II	pre: 2565	3____
ART 2575 Intro to Visual Communication Design I	pre: 1614	3____
ART 2576 Intro to Visual Communication Design II	pre: 2575	3____
ART 3565 Intermediate Graphic Design I	pre: 2576	3____
ART 3566 Intermediate Graphic Design II	pre: 3565	3____
ART 3774 History of Modern Graphic Design	pre: 2386	3____
ART 4584 Advanced Typography	pre: 2566	3____
ART 4964 Field Study	pre: 3565	3____
– or –		
ART 4754 Internship	pre: 3565, meeting with VCD advisor	3____
ART XXXX Art History Elective (3000/4000 level course required from list A below)		3____

Restrictive Electives		24
ART 2XXX Studio Art Elective (2000-level course required from list B below)		3____
ART 2XXX Studio Art Elective (2000-level course required from list B below)		3____
ART XXXX Studio Art Elective (3000/4000 level course required from list C below)	pre: varies, see course catalogue	3____
ART XXXX Studio Art Elective (3000/4000 level course required from list C below)	pre: varies, see course catalogue	3____
ART XXXX Visual Communication Design Elective (3000/4000 level course chosen from list D below)	pre: 1614	3____
ART XXXX Visual Communication Design Elective (3000/4000 level course chosen from list D below)	pre: 1614	3____
ART XXXX Visual Communication Design Elective (3000/4000 level course chosen from list D below)	pre: 1614	3____
ART XXXX Visual Communication Design Elective (3000/4000 level course chosen from list D below)	pre: 1614	3____

Free Electives		6
_____ _____		3____
_____ _____		3____

TOTAL CREDIT HOURS REQUIRED FOR GRADUATION	**120**

List of approved Elective Courses:

List A: 3XXX-4XXX Art History Elective Course Options (3 credits)
ART 3004   Topics in Art History
ART 3054   Islamic Art and Architecture
ART 3064   The Arts of China and Japan

ART 3074	Egyptian Art and Architecture	pre: 2385 or permission of instructor
ART 3084	Greek Art and Architecture	pre: 2385 or permission of instructor
ART 3174	Topics in Archaeology	pre: 2385 or permission of instructor
ART 3184	Roman Art & Architecture	pre: 2385 or permission of instructor
ART 3284	Medieval Art & Architecture	pre: 2385 or permission of instructor
ART 3384	Renaissance Art & Architecture	pre: 2386 or permission of instructor
ART 3484	Baroque Art & Architecture	pre: 2386 or permission of instructor
ART 3584	19th Century Art	pre: 2386 or permission of instructor
ART 3684	African American Art	pre: 2386 or permission of instructor
ART 3884	American Art to 1914	pre: 2386 or permission of instructor
ART 4384	Topics in Art History	pre: vary according to topic, see instructor

List B: 2XXX Studio Art Elective Course Options (6 credits)

ART 2524	Introduction to Painting	pre 1204, 1404, 1604
ART 2544	Ceramics I	pre 1204, 1404, 1604
ART 2554	Introduction to Sculpture	pre 1204, 1404, 1604
ART 2604	Intro New Media Art	pre 1604
ART 2644	Ceramics II	pre 2544
ART 2664	Digital Photography	pre 1604
ART 2704	3D Computer Animation	pre 1204, 1404, 1604

List C: 3XXX/4XXX Studio Art Elective Course Options (6 credits)

ART 3514	Topics in Drawing	pre: 1414 or 2514
ART 3524	Topics in Painting Media	pre: 2524
ART 3544	Topics in Ceramics	pre: 2644
ART 3554	Topics in Sculpture	pre: 2554
ART 3564	Topics in Photography	pre: 2664
ART 3604	Topics in New Media Art	pre: 2604
ART 3704	Topics in Computer Animation	pre: 2704
ART 4504	Topics in Multi-Media Studio	pre: 1414, 1604
ART 4514	Interarts Studio	pre: 3000-level ART course or departmental approval
ART 4524	Pictorial Arts Studio	pre: 3524 or 3514
ART 4534	Topics in Applied and Design Studio	pre: 3544
ART 4544	Computer Animation Studio	pre: 3704
ART 4554	Spatial Arts Studio	pre: 3554
ART 4564	Exhibition Design and Display	pre: 3000-level ART course
ART 4804	New Media Theory	pre: 3604, 2385, 2386 or permission of instructor

List D: 3XXX/4XXX Visual Communication Design Electives

ART 3564	Topics in Graphic Design	pre: 2576
ART 4504	Topics in Multimedia Studio	pre: 1404, 1604

Curriculum for Liberal Education Requirements

Students are responsible for completing the Curriculum for Liberal Education requirements that are in effect when they enter the university. The university requires students to complete course work from all seven areas of the Curriculum for Liberal Education.

GPA Requirements

Students must maintain an overall 2.0 GPA and a 2.0 in-major GPA. In-major GPA is calculated on all ART courses.

Satisfactory Progress Toward Degree

Students must successfully pass portfolio review in Visual Communication Design to take any courses higher than 2XXX. In addition to the university requirement for satisfactory progress (see Satisfactory Progress in Undergraduate catalog) upon completion of 72 semester credits, students must have completed all second year in-major courses with a C- or higher.

Prerequisites

This check sheet contains elective courses that may have prerequisites not listed on this checksheet. Please see your advisor or consult the Undergraduate Course Catalog for more information.

Foreign Language Requirement

Students who do not successfully complete at least two units of a single foreign language, classical language or American Sign Language during high school must successfully complete six semester hours of a single college level foreign language or classical language at the college level. Such semester hours are in addition to those normally required for graduation. Please see the undegraduate catalogue for details.