UNDERGRADUATE COUNCIL

Request for New Program

Originating unit requesting program: School of Art: Graphic Design

New Program title: Minor in Design Studies

I. By university policy all programs must have a Program Assessment Plan approved by the Director of Assessment. Please include a copy of the assessment plan for this program or a letter from the Director of Assessment verifying that the assessment plan has been approved.

Guidelines for preparation of a Program Assessment Plan are available from the Office of Assessment or at www.assessment.tcu.edu.

II. If this program is to be delivered online, include a letter from the Koehler Center stating that program administrators and identified faculty are working with the Koehler Center to fulfill TCU Distance Learning requirement.

III. Need and comparisons:
Demonstrate the need for the program (surveys, professional data, area programs or lack thereof, student inquiries, programs at other universities).

Each semester we receive numerous inquiries about a minor in the Graphic Design program area. The majority of these requests come from Interior Design, Strategic Communication or Business majors—the same primary constituencies as the majority of students enrolled in the BA in Design Studies. However, these students are not able to invest the 36 credit hours for the double major. This minor will address the need for students with a strong interest in a similar professional area to obtain a strong foundation in basic communication design principles.

IV. Resources:

A. Explain how the unit will provide faculty support for this offering and any other impact this program will have on other current departmental listings, (e.g. change in teaching assignment, part-time faculty).

Increased enrollment will eventually require one additional adjunct position per long semester.

B. How will faculty support for this offering impact offerings for other units?

NA

C. Will additional resources be required?

(If yes, provide the appropriate information requested below). X YES □ NO

Space:

Approximately one additional classroom per semester.

Equipment:

NA

Library:
NA

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Other:
NA

V. Proposal items:

A. Catalog copy for new program as it would appear in the Undergraduate Studies Bulletin.

Design Studies Minor

The minor in Design Studies requires 21 credit hours in designated courses, including a minimum of six credit hours of upper-level coursework.

Art (ARST)

ARST 10123 Design & Color

Graphic Design (GRDE)

ARGD 10143 Introduction to Visual Communication
ARGD 20453 Introduction to Computer Graphics
ARGD 20323 Typography I
ARGD 20333 Typography II
ARGD 30323 Typography III
+ one additional upper-division ARGD class

B. New course proposals (see Undergraduate Council’s form for new courses).
NA

C. Changes in existing courses, if any.
NA

VI. Letters of support from any affected units or programs:
See attached.

VII. Effective date for proposed program (semester, year): Fall 2015

[Signature]
Approval signature of chairperson of originating unit

Revised 11/2013
November 14, 2014

Professor Lewis Glaser
Graphic Design
Texas Christian University

Dear Professor Glaser,

I am delighted to hear that your program is considering adding a minor in Design Studies that would complement your existing BA in Design Studies.

TCU does not require that any minor have an assessment plan, but as you know, assessment planning is crucial for the process of gathering appropriate and meaningful data for the purpose of enhancing student learning. It is only with the careful creation of assessment plans that we can continue to collect and analyze information about what and how much our students are learning. With this type of assessment data, we can then use that information to systematically enhance the educational outcomes for students.

Please contact me if you have any questions concerning the assessment of this program or any other program with which you work.

Sincerely,

Catherine M. Wehburg, Ph.D.
Associate Provost, Institutional Effectiveness
Undergraduate Council  
Texas Christian University  

January 19, 2015  

Dear Undergraduate Council,  

I am writing this letter in support for the proposed Design Studies minor offered by Graphic Design in the School of Art. As Chair of the Department of Interior Design and Fashion Merchandising, I am excited about the prospect of a minor in Design Studies. Many of our majors, both Interior Design and Fashion Merchandising would be interested in minoring in Design Studies. Fashion Merchandising majors are required as part of their degree program to complete a minor. The Design Studies minor would fill a void in the current minor offerings by allowing students to gain graphic design skills they can apply in their future careers. A double major in Graphic Design and Interior Design or Fashion Merchandising is unfortunately not possible due to the number of hours required for both majors, so the minor would be a very welcome addition. This minor complements both of the major offerings in my department and will be very appealing. For design-oriented students the Studio Art minor has been the only minor choice if they want to expand their artistic skills. I strongly believe the Design Studies minor will become very popular if given the opportunity. This minor would appeal to many majors across campus.  

I strongly support the addition of the Design Studies minor and hope you see the great potential of this offering. I believe this will be a very popular minor. Please feel free to contact me if you have any questions. I can be reached at j.bubonia@tcu.edu or ext. 6325.  

Regards,  

Jānace Bubonia, Ph.D.  
Professor and Chair
January 15, 2015

Dear Undergraduate Council Members:

I'm writing to express support for a new Minor in Design Studies, in the Department of Graphic Design in the School of Art.

For many majors in the School of Strategic Communication, this minor would be a perfect fit with their studies and career aspirations. Most of our current students would like to work directly in the advertising and public relations world, and they are creativity-minded with a love for graphic design. Once they graduate, they will work on teams that include graphic designers and artists. And while they may take up to two courses in our school that are design-oriented, some students would like more opportunity to learn more about this part of the profession.

For these reasons, I believe that this proposal for a Minor in Design Studies deserves the university's support, since it would enrich the educational choices of many students, including our majors. Thank you for your consideration of this proposal.

Regards,

Jacqueline Lambiase, Ph.D.
Associate Professor and Interim Director