

MEMORANDUM

January 23, 2012

To: University Senate

From: Susan Awbrey, Chair
UCUI

Re: Graphic Design BA Proposal

The University Committee on Undergraduate Instruction (UCUI) completed its review of the proposal for a Bachelor of Arts in Graphic Design presented by the Department of Art and Art History (CAS). The committee's review consisted of: 1) a discussion of the overall proposal, 2) generation of questions related to areas needing clarification, 3) meeting with the chair of AAH and the proposal's author, and 4) an online vote (followed by confirmation at the subsequent meeting).

The committee members had many questions which are reflected in the attachments to this report. The department representatives provided answers during the face-to-face meeting with the committee and also provided all follow-up materials that were requested by committee members. UCUI voted unanimously to support approval of the proposal.

However, the committee wishes to strongly point out that the stability of the program and the ability to carry out the curriculum is put at risk by having an adjunct professor directing the program with only the support of special lecturers. UCUI finds that a commitment should be made to hire adequate faculty contingent upon the program receiving approval to help ensure its success and continuation. The major strengths and concerns of the program identified by UCUI appear below.

Strengths

1. The proposal is well written and speaks to the curricular needs of potential students.
2. The proposal supports the university mission and contributes to a diverse offering in the liberal arts.
3. UCUI members, based on the evidence submitted, and on the past success of the Studio Art program believe that this will be a popular program that will meet and surpass enrollment projections. To that end UCUI requested additional information on the resources needed to carry out the curriculum if such growth happens.
4. The committee finds that the program can reach its goal of offering a MFA in the future if adequate resources are provided and UCUI supports this goal.

Concerns

Two major concerns were noted: Staffing and resources

1. The committee is concerned about the ability to effectively carry out the curriculum given the limited staffing available. The committee is also concerned about the stability of an academic program that is led by an adjunct.
2. The committee finds that resources to carry out the curriculum also appear to be less than optimal and that the program's popularity may lead to the need for substantial additional space, equipment, and upgrades to adequately serve an expanding enrollment.