

: BACHELOR OF FINE ART: GRAPHIC DESIGN OPTION

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IN WORKFLOW

1. ART Dept. Approver (drosenb1@wisc.edu; bgerloff@wisc.edu; ejach@wisc.edu; ckelly@wisc.edu; ganser@wisc.edu)
2. EDU School Admin Reviewer (bgerloff@wisc.edu; ckelly@wisc.edu; ejach@wisc.edu; sychta@wisc.edu)
3. EDU School Approver (dhess@wisc.edu; bgerloff@wisc.edu; ejach@wisc.edu; ckelly@wisc.edu; sychta@wisc.edu)
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7. Registrar (sjgolueke@wisc.edu; wclipske@wisc.edu)

APPROVAL PATH

1. Fri, 22 Mar 2019 15:11:25 GMT
Julie M Ganser (ganser): Approved for ART Dept. Approver
2. Mon, 06 May 2019 20:39:25 GMT
Elizabeth A Jach (ejach): Approved for EDU School Admin Reviewer

NEW PROGRAM PROPOSAL

Date Submitted: Fri, 22 Mar 2019 14:57:30 GMT

VIEWING: : BACHELOR OF FINE ART: GRAPHIC DESIGN OPTION

LAST EDIT: MON, 06 MAY 2019 21:07:14 GMT

Changes proposed by: ganser

Final Catalog

Rationale for Inactivation

Name of the school or college academic planner who you consulted with on this proposal.

Name
Barb Gerloff - EDU
Elizabeth Jach - EDU

Proposal Abstract/Summary:

A named option for graphic design within the Bachelor of Fine Art Degree will clarify the status of graphic design within the Art Department and UW-Madison. A more clearly identified graphic design program will provide more students with a larger, more visible opportunity to gain unique knowledge and skill sets specific to their chosen field of study. In addition, a named option will make it easier for undergraduate students to directly identify their area of study on transcripts and resumes. The presence of "Graphic Design" on a student's transcript is more descriptive to potential employers, and will give our graduating BFA in Graphic Design students equal status with students graduating from peer institutions' graphic design programs.

Type of Approval

Governance Approval Needed

If approved, what term should the proposed change be effective?

Select yes if this proposal is only to add, remove, or rearrange curricular requirements, and will change less than 50% of the curriculum.

BASIC INFORMATION

Program State:

Type of Program:

Named Option

Parent Program:

MAJ: Art BFA

Upload the Approved Notice of Intent and UW System Approval Memo.

Upload completed draft of the full Board of Regents Authorization Proposal for this program.

Parent Audience:

Undergraduate

Who is the audience?

Parent Home Department:

ART

Home Department:

Parent School/College:

School of Education

School/College:

The program will be governed by the home department/academic unit as specified. Will an additional coordinating or oversight committee be established for the program?

No

Describe procedures under which the coordinating/oversight committee will operate, including how the committee chair is appointed, to whom the chair reports, how participating faculty and staff are identified, provisions for transitions in the committee, and processes for interaction with the home department.

Parent is in the Graduate School:

Is this in the Graduate School?

Award:

Other Award Name:

SIS Code:

SIS Code (BS):

SIS Description:

SIS Description (BS):

Transcript Title:

Bachelor of Fine Art: Graphic Design Option

Will this name change apply to all enrolled students in the same term (turn-key)?

Named Options:

Sub Plan 1051: No Title Found

Does the parent program offer this as an additional major as well?

No

Will this be offered as an additional major as well?

Explain the program's process for reviewing joint degree proposals from students.

Describe the reason for offering the program as an additional major. Include evidence of student interest and demand, how the additional major benefits the students' learning experience, and describe how the program has capacity in course offerings and advising to support the additional major.

Provide information on which degree/majors it will likely be combined with most frequently and provide evidence that such combinations will not extend student time to degree beyond the standard four academic years.

Briefly describe the process the student follows to get permissions to declare the additional major from the primary degree/major and the additional major offering unit.

Will a doctoral minor be required?

Explain the rationale for the decision.

Describe the alternate breadth training resources that will be made available to/required of students.

Is this a non-admitting master's degree?

SUSPENSION AND DISCONTINUATION

What is the date by which you will submit a plan to resolve the suspended status, if approved?

What is the last term that a student could declare this program?

What is the last term that students may be enrolled in or complete the program?

What is the timeline and advance communication plan?

Explain the precipitating circumstances or rationale for the proposal.

What is the potential impact on enrolled students?

What is the potential impact on faculty and staff?

Explain and provide evidence of efforts made to confer with and to notify faculty and staff.

Explain and provide evidence of efforts made to confer with and to notify current students.

Explain and provide evidence of efforts made to confer with and to notify alumni and other stakeholders.

Teach-out plan - How will program quality be maintained during the suspended period or the teach-out period for discontinued programs?

Teach-out plan: A) For currently enrolled students, how will required courses, curricular elements, advising and other student services be provided?

Teach-out plan: B) For prospective students in the admissions pipeline, how are any commitments being met or needs to notify them that their program of interest will not be available?

Teach-out plan: C) For stopped out students, what provisions are made for their re-entry? What program(s) will they be re-entered into?

Teach-out plan: D) Provide any other information relevant to teach-out planning.

Roles by Responsibility: List one person for each role in the drop down list. Use the green + to create additional boxes.

Role Type	Name (Last, First)	Email	Phone	Title
Department Chair	Rosenberg, Douglas P	drosenb1@wisc.edu	608/262-3380	
Faculty Director	Miller, Dennis A	dmiller3@wisc.edu	608/234-1720	Professor of Graphic Design and Typography
Primary Dean's Office Contact	Jach, Elizabeth A	ejach@wisc.edu	608/262-3389	Analyst/SOE

Primary Contact	Ganser, Julie M	ganser@wisc.edu	608/262-8831	Sr Admin Programs/Art
Primary Contact	Mitchell, Meghan Marie	mmmitchell2@wisc.edu		Assoc Chair/ Chair of Art Curric Committee

List the departments that have a vested interest in this proposal.

Departments

Art History (ART HIST)

Design Studies (DESIGN ST)

Are all program reviews in the home academic unit up to date?

Yes

Please explain.

Are all assessment plans in the home academic unit up to date?

Yes

Please explain.

Are all assessment reports in the home academic unit up to date?

Yes

Please explain.

Mode of Delivery:

Face-to-Face (majority face-to-face courses)

Provide information on how any lab courses required for the degree will be handled.

Will this program be part of a consortial or collaborative arrangement with another college or university?

No

Upload proposal:

Will instruction take place at a location geographically separate from UW-Madison?

No

Upload proposal:

Parent has outside accreditation:

Yes

Will this program have outside accreditation?

Parent Guide Accreditation tab

Accreditation

National Association of Schools of Art and Design (<https://nasad.arts-accredit.org>)

Accreditation status: Accredited. Next accreditation review: 2025-2026.

Guide Accreditation tab

Will graduates of this program seek licensure or certification after graduation?

Graduates of parent program seek licensure or certification after graduation.

No

Parent Guide Certification/Licensure tab

Guide Certification/Licensure tab

First term of student enrollment:

Fall 2020 (1212)

When will the application for the first term of enrollment open?

Spring 2020 (1204)

Which terms will you allow new students to enroll? What are the application deadlines for each term selected?

Start Term	Application Deadline MM/DD
Fall	none
Spring	none
Summer	none

Year of three year check-in to GFEC (3 years after first student enrollment):

2024

Year of first program review (5 years after first student enrollment):

2026

If this proposal is approved, describe the implementation plan and timeline.

After notification of approval, the Art Department will add the named option to our list of undergraduate programs. Announcements will be sent to all advisors on campus, as well as to all students currently participating in an undergraduate art program.

RATIONALE AND JUSTIFICATIONS

How does the named option relate to the major and to other named options in the major, if relevant?

Graphic design courses have been part of the Art Department curriculum since the late 1960's, and it is one of the most heavily enrolled disciplines in this department. Currently, in order to prepare for a career in graphic design, students pursuing art degrees have the option to complete a sequence of elective graphic design courses, in addition to required foundations and studio breadth requirements. There are no other named options in Art, with the exception of the BS-Art Named Option in Graphic Design, also in the proposal stage. Most peer institutions offer specifically-named graphic design programs. In this region alone, institutions such as University of Minnesota-Twin Cities, University of Illinois Champaign-Urbana, University of Illinois Chicago, Michigan State University, University of Wisconsin-Milwaukee have each separated their studio art programs from graphic design programs.

Why is the program being proposed? What is its purpose?

Many current and potential undergraduate students look for a degree program in graphic design. When they don't find such a degree here, they often assume that courses in graphic design and typography don't exist within UW-Madison. Currently, students who wish to prepare for a career as a graphic designer take a sequence of graphic design and typography courses as studio electives within the BS-Art or BFA degree programs. A named option for graphic design and typography within the Bachelor of Fine Art - Art Degree will clarify the status of graphic design within the Art Department and UW-Madison and make the program easier to locate. A more clearly identified graphic design program would provide more students with a larger, more visible opportunity to gain unique knowledge and skill sets specific to their chosen field of study. In addition, a named option would make it easier for undergraduate students to directly identify their area of study on transcripts and resumes. The presence of "Graphic Design" on a student's transcript will make their skills more obvious to a potential employer.

How is the certificate program designed to complement the degree/major of participating students?

What is its relation to the institution's mission? (Consider the mission broadly as a major research university with missions in teaching, research, service, and the Wisconsin Idea.) How does it contribute to the mission of the sponsoring unit(s)?

Do current students need or want the program? Provide evidence.

Since 2013, due in part to a revised curriculum and expansion in course offerings, enrollment in undergraduate graphic design and typography courses has increased dramatically. Over 100 students are enrolled in graphic design and typography courses for Spring 2019. Current and potential students consistently ask about a "graphic design degree". The expectation is that a large art and design program within a world-class university will have such a degree, or at least a named major. Graphic design course content is largely defined by expectations of professionals who are in a position to hire. Therefore, well trained, ambitious, and credentialed graphic design students have the tools to move directly into professional practice.

Graphic design faculty and program advisors have, for years, tried to assure students and their parents, that their job search won't be hampered by their degree title's omission of their area of special skill and preparation. In proposing this named option for the Bachelor of Fine Art degree, the Art Department will enable "Graphic Design" to appear in the title of the graphic design students' major. We know from repeated conversations with prospective students that they often decide against UW-Madison, preferring instead to attend a program with a graphic design degree title. They fear they will be perceived as less-prepared than someone with Graphic Design clearly stated in their degree title.

What is the market, workforce, and industry need for this program? Provide evidence.

Graphic design plays an important role at every level of contemporary culture. It is an inherently interdisciplinary practice. Both professionals and students in the field must operate in two, three, and four dimensions, often simultaneously. In current and future iterations of the field, graphic designers must function as the "fusion" between art, business, engineering, research, and science. Their abilities to think critically while working seamlessly across disciplines is what makes graphic design a relevant component in undergraduate study on this campus. Graphic design courses deliver skills and expertise that are in demand in the current marketplace for the practice of graphic design and related communications-oriented fields. Graduates of the program will have experienced a range of forms and media that provide professional preparation, as well as the development of unique intellectual and visual voice. Graduating students will also possess the flexibility to adapt to a changing, unpredictable world and its communication needs where the methods of communication can be expected to evolve and expand. Skills related to graphic design and typography impact every other discipline on this campus and beyond. Students who gain these skills see positive results other areas of their studies. After leaving the university, young professionals have skill sets that help them to perform more effectively when asked to explain and/or disseminate their work. Graphic design is one of the most highly sought-out careers among traditional college-age students. It is also popular with returning adult students.

How does the program represent emerging knowledge, or new directions in professions and disciplines?

In what ways will the program prepare students through diverse elements in the curriculum for an integrated and multicultural society (may include diversity issues in the curriculum or other approaches)?

What gap in the program array is it intended to fill?

This proposal fulfills a gap in the program array by providing a degree title that students (and their parents) have been requesting for at least two decades.

What is the rationale for this change?

What evidence do you have that these changes will have the desired impact?

What is the potential impact of the proposed change(s) on enrolled students?

What is the potential impact of the proposed change(s) on faculty and staff?

FACULTY AND STAFF RESOURCES

List the core program faculty and staff with title and departmental affiliation(s) who are primarily involved and will participate in the delivery and oversight.

Name (Last, First)	Department	Title
Miller, Dennis A	Art (ART)	Professor of Graphic Design and Typography
Ahn, Yeohyun	Art (ART)	Asst Professor of Graphic Design
Nardi De Azevedo, Henrique	Art (ART)	Faculty Associate, Graphic Design

What resources are available to support faculty, staff, labs, equipment, etc. ?

For several decades, the Art Department has been supporting graphic design courses, classrooms with digital labs, teaching staff and tenured faculty in the graphic design discipline. Also, two Humanities classrooms dedicated to graphic design are supported by the Anderson endowment, so an increased need for financial support isn't immediately anticipated. However, should the addition of this Named Option result in much greater student demand, the department will consider rearranging/reallocating 101 funds to support additional graphic design faculty members, and/or lecturers. Facilities will be adequate, especially with the addition of a new digital lab and the conversion of a required course to a lecture rather than lab format. The Art Department expects that many focus areas will eventually require access to digital labs, and will continuously seek to add digital facilities to our programs.

Program advisor(s) with title and departmental affiliation(s).

Name (Last, First)	Department	Title
Miller, Dennis A	Art (ART)	Faculty Director, Graphic Design
Ganser, Julie M	Art (ART)	Senior Admin Programs Specialist
Jones, Shannon Rose	Art (ART)	Assoc Student Services Coordinator
Martz, Branden E	Art (ART)	Advisor and Grad Coordinator

How will the resource load for the additional advising be met?

Describe how student services and advising will be supported.

The Art Department employs three academic staff members whose responsibilities include advising current and potential art students. Graphic design faculty and adjunct instructors will also provide advising to students interested in pursuing the named options. Also, each art major is assigned an advisor in Education Academic Services.

Describe the advising and mentoring practices that will be used in this program, including how annual assessment of student progress will be communicated.

Confirm that the program advisor(s) or coordinator(s) have been consulted and reviewed this proposal.

Yes

Select the Graduate Research Scholars Community for this program.

RESOURCES, BUDGET, AND FINANCE

Is this a revenue program?

No

What is the tuition structure for this program?

Standard resident/MN/nonresident undergraduate tuition

Select a tuition increment:

What is the rationale for selecting this tuition increment?

Will segregated fees be charged?

If segregated fees will not be charged, please explain.

Upload the proposal for market based tuition:

Provide a summary business plan.

Provide an overview of plans for funding the program including but not limited to program administration, instructional/curricular delivery, technology needs and program assessment.

What is the marketing plan?

Describe resource and fiscal considerations - A. Provide an overview of plans for funding the program including program administration, instructional/curricular delivery, academic and career advising, technology needs, marketing (if relevant), financial aid and scholarships (if relevant), capacity for student learning outcomes assessment and program review.

Describe resource and fiscal considerations - B. Are the faculty, instructional staff and key personnel existing or new faculty and staff? If they already serve existing programs, how are they able to add this workload? If new faculty and staff will be added, how will they be funded?

Describe resource and fiscal considerations - C. What impacts will the program have on staffing needs beyond the immediate program? How are those needs being met?

Describe resource and fiscal considerations - D. For graduate programs, describe plans for funding students including but not limited to funding sources and how funding decisions will be made.

UW System Administration and the Board of Regents require submission of budget information in a specific format. These forms will be completed in collaboration with APIR after school/college approval and before submission to UWSA for Board consideration. These forms are uploaded here by APIR.

Given considerations associated with the proposed change, describe the academic unit's fiscal capacity to support the instructional and curricular requirements, academic and career advising, student support services, technology needs, and relevant assessment of student learning and program review requirements. Is there sufficient capacity in the curricular and academic support services to meet the additional workload? For research graduate programs, include information on how the program will be administered and how student funding will be handled. For undergraduate programs, include information on academic advising, career advising, student support services.

Does the program or change require substantial new resources other than those just described? Describe the needs. Confirm that the dean is committed to providing the resources.

The department currently supports graphic design-related programming through its current degree program. Art's faculty and staff, as well as leadership in SOE, are all committed to supporting both new BS and BFA graphic design named option programs.

Are new Library resources needed to support this program?

No

Provide a summary of the requirements.

Memo from the Libraries confirming that the needs can be addressed.

Describe plans for funding students including but not limited to funding sources and how funding decisions are made.

Will you be seeking federal financial aid eligibility for this Capstone program?

Capstone program students are eligible for federal financial aid (usually loans) if they participate in Gainful Employment (GE) requirements, that is, they prepare students for employment in a recognized occupation. For information about gainful employment requirements see: <https://studentaid.ed.gov/sa/about/data-center/school/ge>

Identify the SOC codes most closely associated with the occupational preparation the Capstone provides.

What program-specific financial aid, if any, is available for this program?

What is the time period that this program is designed to be completed in by the typical student?

Gainful Employment requirements come with the need to track employment of graduates and provide additional reports – does the program have the capacity to complete these requirements?

CURRICULUM AND REQUIREMENTS

If you are proposing a change to the curriculum, what percentage of the curriculum is changing?

Provide an explanation of the reasons for such a substantial curricular change, the potential impact on students, availability of courses, and plan for transition.

Which students are eligible for the certificate?

List the specific schools and colleges.

Provide justification for the limits.

Is this certificate available to University Special (non-degree seeking students)?

Which University Special students are eligible for the certificate?

Describe certificate program procedures to advise students who do not complete the certificate to notify the program advisor if they re-enroll as a University Special student to complete the certificate.

Describe certificate program procedures to notify Adult Career and Special Student Services (ACSSS) of those University Special students who are formerly unaffiliated with the program who intend to complete a certificate.

Describe certificate program procedures to report to the Registrar's Office when a University Special student has completed the certificate and supply a list of courses that student used to fulfill certificate requirements. (Note that SIS eDeclaration and DARS are not available for University Special students.)

Parent Plan Admissions/How To Get In Requirements

PROGRAM ADMISSION OVERVIEW

Students interested in the Art–BFA degree program initially enroll in the Art–B.S. degree program while completing prerequisite coursework and establishing other criteria for eligibility. A portfolio review is part of the BFA program selection process. Students will typically apply to the BFA program in their sophomore or junior year and must have attained a minimum of sophomore standing. An application may be submitted during the semester that the required courses will be completed.

APPLICATION AND ADMISSION

New freshmen and off-campus transfers are admitted directly to the Art–B.S. degree program and receive an ART classification. Both art degree programs currently admit on-campus students to begin in the fall, spring, and summer. Requirements and selection criteria may be modified from one application/admission period to the next. Potential applicants should consult the School of Education's Apply to a Program (<http://www.education.wisc.edu/soe/academics/undergraduate-students/academic-program-admission>) page for updates to eligibility requirements prior to submitting an application.

APPLICATION PROCEDURES

PROSPECTIVE UW–MADISON APPLICANTS

Prospective applicants to UW–Madison are strongly encouraged to submit a portfolio to the Department of Art for review. Though a portfolio is not required, it does provide the art department an opportunity to make a recommendation on the applicant's behalf to UW–Madison's Office of Admissions and Recruitment. The Office of Admissions and Recruitment makes final determinations regarding the

admission status of all applicants. Additional information, including submission guidelines, is available on the How to Apply (<https://art.wisc.edu/undergraduate/undergraduate-application>) page of the art department's website.

CURRENT UW–MADISON STUDENTS

On-campus students should obtain a Professional Program Application (<http://www.education.wisc.edu/soe/academics/undergraduate-students/academic-program-admission>). Complete and submit the application, as well as transcripts from all other colleges or universities attended, to Education Academic Services, Room 139 Education Building, 1000 Bascom Mall, at any time during the academic year. Applications cannot be processed without a complete academic record. (A transfer credit evaluation cannot be accepted in place of a transcript.) The program application must be signed by the undergraduate advisor in the Department of Art; call 608-262-1660 to schedule an appointment.

TRANSFER STUDENTS

Applicants not already enrolled on the UW–Madison campus must be admissible to the university to enroll in a School of Education program. Admission to UW–Madison requires a separate application and admission process. See UW–Madison Office of Admissions and Recruitment (<http://admissions.wisc.edu>) for application information. Note that off-campus transfer students will be held to the UW–Madison admission GPA requirements. BFA candidates cannot transfer directly into the BFA program; instead, they will be admitted to campus as if pursuing a B.S.–Art degree (ART classification) and can apply for the BFA program once enrolled on campus. Transfer students are strongly encouraged to meet with the Department of Art advisor prior to coming to campus; call 608-262-1660 to schedule an appointment. Prospective transfer students are strongly advised to meet with an Education Academic Services advisor in advance of their application; to schedule, call 608-262-1651.

STUDENTS WITH A PREVIOUS DEGREE

Prospective applicants who already hold an undergraduate degree are strongly encouraged to meet with an Education Academic Services advisor in advance of their application. Consultations with advisors are available in person or via telephone; to schedule, call 608-262-1651.

Applicants who already hold an undergraduate degree are admitted to the School of Education as either an *Education Special student* or a *second degree student*, depending on their interests and academic background. Admission as an Education Special student indicates that the student has an interest in pursuing certification in a subject area studied during the initial degree; another degree is not awarded for this "certification only" coursework. Second degree students are seeking a second, unrelated degree from the School of Education, which may, or may not, include teacher certification. Candidates for limited enrollment programs must meet all admission eligibility requirements for the program and must compete with the eligible applicants for program admission. More information is available here (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>).

CRITERIA FOR ADMISSION

- Previous Art–B.S. degree program status.
- Cumulative grade point average of at least a 2.5 based on UW–Madison campus coursework, as modified by the Last 60 Credits Rule (detailed below).
- Successful completion or concurrent enrollment in the following courses:

Code	Title	Credits
ART 102	Two-Dimensional Design	3
ART 104	Three-Dimensional Design	3
ART 107	Introduction to Digital Forms	3
ART 108	Foundations of Contemporary Art	3
ART 208	Current Directions in Art	3
ART 212	Drawing Methods & Concepts	3

One course from each of the following. See Requirements section for course options:

2D Studio
3D Studio
4D Studio
Graphics

- Minimum 3.0 Art studio course GPA.
- Portfolio review.
 - The portfolio must be submitted only after all prerequisite coursework has been completed or during the semester the courses will be completed. The portfolio must contain images of work completed in college art courses. Specific portfolio requirements will be announced prior to scheduled reviews, held near the end of the fall and/or spring semesters. Students not accepted into the BFA program will be encouraged to continue in the B.S.–Art program and will be allowed to present their portfolio for review one additional time.

Last 60 Credits Rule

Two grade point averages will be calculated to determine candidates' eligibility to programs. GPAs will be calculated using

- all transferable college level coursework attempted, and
- the last 60 credits attempted.

The higher GPA of these two will be used for purposes of determining eligibility. If fewer than 60 credits have been attempted, all credits will be used to calculate the GPA. Graded graduate coursework will also be used in all GPA calculations. ("Attempted" coursework indicates coursework for which a grade has been earned.) For more information on this rule, see this link (<http://guide.wisc.edu/undergraduate/education/#policiesandregulationstext>).

Guide Admissions/How to Get In tab

Describe plans for recruiting students to this program.

The Art Department's Outreach Staff will incorporate new program offerings into ongoing recruiting efforts. This includes reaching out to all Admissions and academic advisors on campus, notifying the Madison chapter of AIGA (professional design organization, announcing the program through our weekly newsletter, attending targeted recruiting events, and editing marketing collateral to include the new program. Projected annual enrollment anticipates that current art majors will declare the new named option within the program.

What is the recruiting and admissions strategy for underrepresented students?

Will students be declared in an intended major while completing the admission requirements?

Describe how the students will be advised and the transition to other degree granting program if they are not admitted.

Projected Annual Enrollment:

Year	Projected Enrollment
Year 1	8
Year 2	12
Year 3	20
Year 4	35

Maximum enrollment that can be supported with existing instructional and student services resources:

40

Describe plans for supporting enrollments that are much higher or much lower than the anticipated enrollment.

Are international students permitted to enroll in this program?

Those who are not familiar with using the html editor fields may upload a document with information about the curriculum for use by those who will format and edit the content that will appear in the Guide.

4YearPlanBFA-ART_GrDesignOption_2019.pdf

BFA-Art_GraphicDesign_Named OptionAssessmentPlan2019.docx

Select the school or college degree requirements that will be used.

Will this program have Honors in the Major?

Parent Requirements

PROGRAM STRUCTURE

The bachelor of fine arts (BFA) degree program in art has four components:

- *Liberal studies* courses expose students to a broad range of academic disciplines. The university-wide *General Education* requirements also encourage this breadth of study.
- The *Foundations Program* requires six interrelated studio and aesthetics courses designed to prepare first-year students for further study in studio art and design.
- *Aesthetics* coursework gives students an opportunity to study both the history of art and contemporary developments in the visual arts.
- *Major* requirements permit in-depth studies of studio art. After taking courses in the Foundations area, students complete coursework in each of the four studio areas: 2D, 3D, 4D, and Graphics. BFA students are required to reach an advanced level in two studio disciplines.

ART FOUNDATIONS PROGRAM

The Art Foundations Program is a series of interrelated studio and lecture courses to be taken by art and art education majors in their first year as preparation for further study in studio art and design. The program addresses the fundamentals of art through investigation of formal, technical and conceptual issues. The drawing, 2D and 3D design, digital media, and art historical lecture classes are designed to expose, broaden, and challenge students' understanding of contemporary art production.

Art Foundations classes are meant to be taken concurrently and the information covered in them is interrelated. Students completing the Foundations Program should enroll in ART 102 Two-Dimensional Design, ART 212 Drawing Methods & Concepts, and ART 108 Foundations of Contemporary Art for the fall semester and complete ART 104 Three-Dimensional Design, ART 107 Introduction to Digital Forms, and ART 208 Current Directions in Art in the spring.

Most freshman art majors complete their foundations courses through participation in the very popular Contemporary Art and Artists First-Year Interest Group (FIG), (<https://figs.wisc.edu>) which also creates a network of corresponding experiences and a peer community that will continue throughout the program and often beyond graduation. Students in FIGs enjoy studying with instructors dedicated to serving first year students, the opportunity to integrate related ideas from all three classes, and the ready-made opportunities to form support networks and lasting friendships.

Additional information about the Foundations Program (<https://art.wisc.edu/media-disciplines/foundations>) is available on the departmental website.

AESTHETICS REQUIREMENTS

The BFA program requires a total of 18 aesthetics credits, including four required courses. The remaining credits will be met by selecting from a list of aesthetics electives. Liberal studies coursework in fine arts and literature can also count as aesthetics electives. Additional courses may be approved by the art department advisor.

REQUIRED AESTHETICS COURSES

Code	Title	Credits
ART 108	Foundations of Contemporary Art (component of the Foundations Program)	3
ART 208	Current Directions in Art (component of the Foundations Program)	3
Select two additional courses from the following:		8
ART HIST 201	History of Western Art I: From Pyramids to Cathedrals	
ART HIST 202	History of Western Art II: From Renaissance to Contemporary	
ART HIST 205	Global Arts	
ART 438	History of Graphic Design and Typography ¹	

¹ If taken prior to summer, 2018, ART 438 may count toward either the aesthetics or studio requirements, but not both. Effective summer, 2018, it may only count toward the aesthetics requirement. This course is designed for students pursuing graphic design.

AESTHETICS ELECTIVES

Select from the following to complete the required 18 credits. Liberal studies coursework in fine arts and literature can also double count as aesthetics electives.

Elective Courses

Code	Title	Credits
AFRICAN/FOLKLORE 210	The African Storyteller	3
AFRICAN 211	The African Autobiography	3
AFRICAN/AFROAMER/ANTHRO/GEOG/ HISTORY/POLI SCI/SOC 277	Africa: An Introductory Survey	4
AFRICAN/ASIAN/RELIG ST 370	Islam: Religion and Culture	4
AFROAMER 151	Introduction to Contemporary Afro-American Society	3
AFROAMER 155	They: Race in American Literature	3
AFROAMER/GEN&WS 222	Introduction to Black Women Writers	3
AFROAMER 231	Introduction to Afro-American History	3
AFROAMER/ART HIST 241	Introduction to African Art and Architecture	3
AFROAMER/ART HIST 242	Introduction to Afro-American Art	3
AFROAMER/ANTHRO/C&E SOC/ GEOG/HISTORY/LACIS/POLI SCI/SOC/ SPANISH 260	Latin America: An Introduction	3-4
AFROAMER/GEN&WS 267	Artistic/Cultural Images of Black Women	3
AFROAMER/AFRICAN/ANTHRO/GEOG/ HISTORY/POLI SCI/SOC 277	Africa: An Introductory Survey	4
AFROAMER/GEN&WS 323	Gender, Race and Class: Women in U.S. History	3
AFROAMER/HIST SCI/MED HIST 523	Race, American Medicine and Public Health	3
AFROAMER 605	Critical and Theoretical Issues in Afro-American Literature	3
AFROAMER 631	Colloquium in Afro-American History	3
AFROAMER/ENGL 672	Selected Topics in Afro-American Literature	3
AFROAMER 673	Selected Topics in Afro-American Society	3
ANTHRO 102	Archaeology and the Prehistoric World	3
ANTHRO 104	Cultural Anthropology and Human Diversity	3
ANTHRO/AFROAMER/C&E SOC/ GEOG/HISTORY/LACIS/POLI SCI/SOC/ SPANISH 260	Latin America: An Introduction	3-4
ANTHRO/AFRICAN/AFROAMER/GEOG/ HISTORY/POLI SCI/SOC 277	Africa: An Introductory Survey	4
ANTHRO 300	Cultural Anthropology: Theory and Ethnography	3
ANTHRO/AMER IND 314	Indians of North America	3
ANTHRO 321	The Emergence of Human Culture	3
ANTHRO 391	Bones for the Archaeologist	3
ANTHRO 424	Historical Anthropology	3

ANTHRO/LINGUIS 430	Language and Culture	3-4
ART 236	Bascom Course	3
All Art History courses		
ASIAN AM 101	Introduction to Asian American Studies	3
ASIAN AM/SOC 220	Ethnic Movements in the United States	3-4
ASIAN AM/ENGL 270	A Survey of Asian American Literature	3
CHICLA 210	Chicana/o and Latina/o Cultural Studies	3
CLASSICS 322	The Romans	3
COM ARTS 250	Survey of Contemporary Media	3
COM ARTS 260	Communication and Human Behavior	3
COM ARTS 350	Introduction to Film	3
COM ARTS 351	Television Industries	3
COM ARTS 352	Film History to 1960	3
COM ARTS 354	Film Genres	3
COM ARTS 355	Introduction to Media Production	4
COM ARTS 357	History of the Animated Film	3
COM ARTS 358	History of Documentary Film	3
COM ARTS 450	Cultural History of Broadcasting	3
COM ARTS 454	Critical Film Analysis	3
COM ARTS 456	Russian and Soviet Film	3
COMP LIT 201	Introduction to Pre-Modern Literatures/Impact on the Modern World	3
COMP LIT 202	Introduction to Modern and Contemporary Literature	3
COMP LIT 203	Introduction to Cross-Cultural Literary Forms	3
COMP LIT 371	Literary Criticism	3-4
COMP LIT 681	Senior Honors Thesis	3
COMP LIT 690	Proseminar	3
COMP LIT 691	Senior Thesis	2-3
COMP LIT 692	Senior Thesis	3
COMP LIT 771	Literary Criticism	3
COMP LIT 975	Seminar-Poetics and Literary Theory	3
COMP LIT 990	Research and Thesis	1-12
DANCE 255	Movement Composition for the Performing and Visual Arts	2
DANCE 265	Dance History I: Western Theatrical Dance from the Renaissance through the 1920s	3
ENGL 207	Introduction to Creative Writing: Fiction and Poetry Workshop	3
ENGL 219	Shakespearean Drama	3
ENGL 236	Bascom Course	3
ENGL/ASIAN AM 270	A Survey of Asian American Literature	3
ENGL/HISTORY/RELIG ST 360	The Anglo-Saxons	3
ENGL 417	History of the English Language	3
DS 221	Person and Environment Interactions	3
DS 355	History of Fashion, 1400-Present	3
DS 421	History of Architecture and Interiors I: Antiquity through 18th Century	3
DS 422	History of Architecture & Interiors II: 19th and 20th Centuries	3
FOLKLORE 100	Introduction to Folklore	3
FOLKLORE/MUSIC 103	Introduction to Music Cultures of the World	3
FOLKLORE/AFRICAN 210	The African Storyteller	3
FOLKLORE 220	The Folk Tale	3
FOLKLORE 230	Introduction to American Folklore	3
FOLKLORE 320	Folklore of Wisconsin	3
FOLKLORE/LITTRANS/MEDIEVAL/RELIG ST 342	In Translation: Mythology of Scandinavia	3-4

FOLKLORE/MUSIC 401	Musical Cultures of the World	3
FOLKLORE/SLAVIC 444	Slavic and East European Folklore	3
FOLKLORE 460	Folk Epics	3
FOLKLORE/DS 655	Comparative World Dress	3
GEN&WS 101	Gender, Women, and Cultural Representation	3
GEN&WS 102	Gender, Women, and Society in Global Perspective	3
GEN&WS/AFROAMER 222	Introduction to Black Women Writers	3
HISTORY 101	Amer Hist to the Civil War Era, the Origin & Growth of the U S	4
HISTORY 102	American History, Civil War Era to the Present	4
HISTORY/CLASSICS 110	The Ancient Mediterranean	4
HISTORY 115	Medieval Europe 410-1500	4
HISTORY 119	Europe and the World, 1400-1815	4
HISTORY 120	Europe and the Modern World 1815 to the Present	4
HISTORY 142	History of South Asia to the Present	3-4
HISTORY 200	Historical Studies	3
HISTORY 201	The Historian's Craft	3-4
HISTORY 242	Modern Latin America, 1898 to the Present	4
HISTORY/ASIAN/GEOG/POLI SCI/SOC 244	Introduction to Southeast Asia: Vietnam to the Philippines	4
HISTORY/GEOG/POLI SCI/SLAVIC 253	Russia: An Interdisciplinary Survey	4
HISTORY/AFROAMER/ANTHRO/C&E SOC/ GEOG/LACIS/POLI SCI/SOC/SPANISH 260	Latin America: An Introduction	3-4
HISTORY/AFRICAN/AFROAMER/ANTHRO/ GEOG/POLI SCI/SOC 277	Africa: An Introductory Survey	4
HISTORY 302	History of American Thought, 1859 to the Present	3-4
HISTORY 303	A History of Greek Civilization	3-4
HISTORY/MEDIEVAL/RELIG ST 309	The Crusades: Christianity and Islam	3-4
HISTORY/MEDIEVAL/RELIG ST 318	Medieval Social and Intellectual History, 1200-1450	3-4
HISTORY 336	Chinese Economic and Business History: From Silk to iPhones	3-4
HISTORY/ASIAN/E A STDS 341	History of Modern China, 1800-1949	3-4
HISTORY 344	The Age of the American Revolution, 1763-1789	3-4
HISTORY 351	Seventeenth-Century Europe	3-4
HISTORY/GEN&WS 353	Women and Gender in the U.S. to 1870	3-4
HISTORY 359	History of Europe Since 1945	3-4
HISTORY 361	The Emergence of Mod Britain: England 1485-1660	3-4
HISTORY 378	History of Africa Since 1870	3-4
HISTORY/ED POL 412	History of American Education	3
HISTORY 418	History of Russia	3-4
HISTORY 425	History of Poland and the Baltic Area	3-4
HISTORY 434	American Foreign Relations, 1901 to the Present	3-4
HISTORY/CHICLA 435	Colony, Nation, and Minority: The Puerto Ricans' World	3
HISTORY/ASIAN/RELIG ST 438	Buddhism and Society in Southeast Asian History	3-4
HISTORY/ECON 466	The American Economy Since 1865	3-4
HISTORY 500	Reading Seminar in History	3
HISTORY/HIST SCI/MED HIST 508	Health, Disease and Healing II	3-4
HISTORY/JOURN 560	History of Mass Communication	4
HISTORY/HIST SCI/MED HIST/MEDIEVAL/ S&A PHM 562	Byzantine Medicine and Pharmacy	3
HISTORY 600	Advanced Seminar in History	3
HISTORY 680	Honors Thesis Colloquium	2
HISTORY 681	Senior Honors Thesis	1-3
HISTORY 682	Senior Honors Thesis	1-3
HISTORY 690	Thesis Colloquium	2
HISTORY 691	Senior Thesis	1-3

HISTORY 692	Senior Thesis	1-3
ILS 201	Western Culture: Science, Technology, Philosophy I	3
ILS 202	Western Culture: Science, Technology, Philosophy II	3
ILS 204	Western Culture: Literature and the Arts II	3-4
ILS 205	Western Culture: Political, Economic, and Social Thought I	3
ILS 206	Western Culture: Political, Economic, and Social Thought II	3
ILS 251	Contemporary Physical Sciences	3
LINGUIS 101	Human Language	3
LITTRANS 202	Survey of 19th and 20th Century Russian Literature in Translation II	3
LITTRANS/ENGL 223	Vladimir Nabokov: Russian and American Writings	3
LITTRANS 234	Soviet Life and Culture Through Literature and Art (from 1917)	3-4
LITTRANS 236	Bascom Course-In Translation	3
LITTRANS 240	Soviet Literature in Translation	3-4
LITTRANS/MEDIEVAL/RELIG ST 253	Literature in Translation: Dante's Divine Comedy	3
LITTRANS 262	Survey of Chinese Literature in Translation	3
LITTRANS 264	Survey of Japanese Literature in Translation	3
LITTRANS 274	In Translation: Masterpieces of Scandinavian Literature-the 20th Century	3-4
LITTRANS 275	In Translation: The Tales of Hans Christian Andersen	3-4
LITTRANS/GERMAN 276	Special Topics in German and World Literature/s	3
LITTRANS/GERMAN/JEWISH 279	Yiddish Literature and Culture in America	3
LITTRANS/THEATRE 335	In Translation: The Drama of Henrik Ibsen	3-4
LITTRANS 410	In Translation: Special Topics in Italian Literature	3
LITTRANS 473	Polish Literature (in Translation) since 1863	3
JEWISH/GERMAN/LITTRANS 279	Yiddish Literature and Culture in America	3
JEWISH/HEBR-MOD 301	Introduction to Hebrew Literature	3
JOURN 201	Introduction to Mass Communication	4
JOURN/HISTORY 560	History of Mass Communication	4
JOURN 561	Mass Communication and Society	4
MEDIEVAL/HISTORY/RELIG ST 309	The Crusades: Christianity and Islam	3-4
MEDIEVAL/HISTORY/RELIG ST 318	Medieval Social and Intellectual History, 1200-1450	3-4
MEDIEVAL/HIST SCI 322	Ancient and Medieval Science	3
MEDIEVAL/SCAND ST 408	Old Norse	3
MEDIEVAL/HIST SCI/HISTORY/MED HIST/ S&A PHM 562	Byzantine Medicine and Pharmacy	3
MEDIEVAL/GERMAN 651	Introduction to Middle High German	3
MEDIEVAL/ITALIAN 660	Dante's Divina Commedia	3
MEDIEVAL/FRENCH 703	La Litterature Francaise du XIV Et du XV Siecle	3
MUSIC 101	The Musical Experience	3
MUSIC/FOLKLORE 103	Introduction to Music Cultures of the World	3
MUSIC 105	Opera	3
MUSIC 106	The Symphony	3
MUSIC 113	Music in Performance	1
MUSIC 211	Survey of the History of Western Music	3
PHILOS 101	Introduction to Philosophy	3-4
PHILOS 201	Introduction to Philosophy for Juniors and Seniors	3-4
PHILOS 253	Philosophy of the Arts	3-4
PHILOS 341	Contemporary Moral Issues	3-4
PHILOS 430	History of Ancient Philosophy	3-4
PHILOS 432	History of Modern Philosophy	3-4
PHILOS 553	Aesthetics	3
PHYSICS 109	Physics in the Arts	3
RELIG ST 361	Early Christian Literature: Pauline Christianity	3

RELIG ST/AFRICAN/ASIAN 370	Islam: Religion and Culture	4
RELIG ST/ASIAN 444	Introduction to Sufism (Islamic Mysticism)	3
SOC 125	American Society: How It Really Works	3-4
THEATRE 327	History of Costume for the Stage	3

MAJOR REQUIREMENTS

The requirements listed here are effective for students admitted to the Art or BFA program effective summer, 2016. Students admitted prior to this time can find their major requirements listed in previous editions of the *Undergraduate Catalog* and on their DARS reports.

Bachelor of Fine Arts (BFA) Program: Complete a minimum of 72 studio credits, including the specific coursework below. The BFA degree requires 126 total credits. Admission to the BFA program requires the completion of (or concurrent enrollment in) ART 102, ART 104, ART 107, ART 108, ART 208, ART 212, and one course in each of the 2D, 3D, 4D and graphics areas. Students must have a 3.0 GPA in their studio coursework to be considered for the BFA program and have attained a minimum of sophomore standing. Successful participation in a portfolio review is also part of the selection process. Application may be made during the semester that the required courses will be completed. See How to Get In (<http://guide.wisc.edu/undergraduate/education/art/art-bfa/#howtogetintext>) for details about the application process.

Major residency requirement. The BFA program requires that at least 36 credits of major studio coursework be completed in residence at UW–Madison.

Art and BFA degree students have priority access to studio courses. Note: Some courses are offered for 3 or 4 credits; it is preferred that the course be taken for 4 credits.

REQUIRED STUDIO FOUNDATIONS COURSES

Complete the following:

Code	Title	Credits
ART 102	Two-Dimensional Design	3
ART 104	Three-Dimensional Design	3
ART 107	Introduction to Digital Forms	3
ART 212	Drawing Methods & Concepts	3

REQUIRED STUDIO BREADTH COURSES

Select one course in each of the 2D, 3D, 4D, and Graphics areas. Students will also take ART 508 at least once and complete a 500-level or 600-level art studio course in at least two disciplines. BFA candidates are required to participate in an exhibit and concurrently enroll in a capstone course.

2D Studio

Select one of the following:

Code	Title	Credits
ART 222	Introduction to Painting	3-4
ART 232	Life Drawing I	4
ART 242	Watercolor I	3-4
ART 302	Color	4
ART 312	Intermediate Drawing I	3-4

3D Studio

Select one of the following:

Code	Title	Credits
ART 214	Sculpture I	4
ART 224	Ceramics I	4
ART 244	Art Metal I	3-4
ART 334	Wood Working	3-4
ART 343	Metal Fabrication and Welding in Sculpture	3-4
ART 354	Glassworking	4

4D Studio

Select one of the following:

Code	Title	Credits
ART 309	Digital Art and Code	4
ART 318	Introduction to Video, Performance & Installation Art	4
ART 338	Service Learning in Art	2
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 470	Special Topics in 4D Art	3-4
ART 521	Installations and Environments	4
ART 531	Screen Performance	3-4

Graphics

Select one of the following:

Code	Title	Credits
ART 306	Relief Printmaking	3-4
ART 316	Lithography	4
ART 326	Etching	4
ART 336	Serigraphy	3-4
ART 346	Basic Graphic Design	4
ART 348	Introduction to Digital Printmaking	4
ART 376	Photography	3-4
ART 446	Artists' Books	4

Art Colloquium

Complete the following:

Code	Title	Credits
ART 508	Colloquium in Art (Students are encouraged to enroll in this visiting artist lecture series multiple times)	1

Advanced Studio Requirement

Complete a 500-level or 600-level Art studio course in two disciplines. ART 508, ART 608, and ART 699 will **not** fulfill this requirement.

Exhibit Participation

BFA students must participate at least once in the department-sponsored exhibit, held in the spring semester. Requires concurrent enrollment in the professional practices/capstone course.

Professional Practices/Capstone Course

BFA students must enroll in this course during the required semester of participation in the department-sponsored exhibit. Currently, offered as ART 448 section 10; a unique course number will be forthcoming.

ELECTIVE STUDIO COURSES

Select elective studio courses (<http://guide.wisc.edu/courses/art>) to reach the minimum of 72 credits.

AREAS OF CONCENTRATION

Although a specific emphasis is not required, students may wish to develop an area of interest within the requirements of the BFA program. Concentrations in graphic design, multi-media, 2D studio, 3D studio, and printmaking are some of the available options (<https://art.wisc.edu/media-disciplines>) listed on the art department's website.

GPA AND OTHER GRADUATION REQUIREMENTS

GRADUATION REQUIREMENTS

These requirements are based on UW–Madison coursework.

- 2.5 minimum cumulative grade point average. This may be modified by the Last 60 Credits Rule.
- Cumulative major grade point average: 3.0 cumulative grade point average in all major studio coursework.
- Upper-level major coursework: 3.0 cumulative grade point average in all upper-level major coursework (Art courses numbered 214 and above, excluding ART 236 Bascom Course and ART 338 Service Learning in Art).

- Major Residency: Students must complete at least 36 major credits while enrolled in residence on the UW–Madison campus.
- Senior Residency: Degree candidates must complete their last 30 credits in residence on the UW–Madison campus, excluding retroactive credits and credits granted by examination.
- Total Credits: A minimum of 126 credits are required for graduation in the Art–BFA degree program.

DEGREE AUDIT (DARS)

At UW–Madison, a DARS report is used to document a student’s progress toward the completion of their degree. This degree audit identifies the requirements that have already been completed, and also those that remain unsatisfied. A DARS report can offer suggestions about appropriate courses that may be taken to meet specific requirements and can assist in the academic planning process.

Students can access DARS reports through their Student Center in *My UW–Madison*. Go to the Academics tab and find DARS on the dropdown menu.

DARS also has a "what-if" function. This feature makes it possible to request a DARS report as if pursuing another program or major on campus. It is an excellent tool if considering a new or additional area of study. School of Education students in a pre-professional classification such as Pre-Elementary (PRE) should request a "what if" DARS report of their professional program of interest.

DARS is not intended to replace student contact with academic advisers. It creates more time in an advising appointment to discuss course options, research opportunities, graduate school, or issues of personal interest or concern to students.

DARS is the document of record, i.e., certifying document of degree completion, for program areas in the School of Education.

Guide Requirements tab

BFA-ART - GRAPHIC DESIGN OPTION: REQUIRED AESTHETICS

The BFA Graphic Design option program requires a total of 18 aesthetics credits, including four required courses. The remaining credits will be met by selecting from a list of aesthetics electives. Liberal studies coursework in fine arts and literature can also count as aesthetics electives. Additional courses may be approved by the art department advisor.

**Denotes Special requirement for named option*

Art 108 Foundations of Contemporary Art	3 credits	Last taught Fall 2018
Art 208 Current Directions in Art	3 credits	Last taught Spring 2019
Art 438 History of Graphic Design*	3 credits	Last taught Fall 2018

Plus choice of one of the following:

Art History 201-History of Western Art I	4 credits	Last taught Fall 2018
Art History 202-History of Western Art II	4 credits	Last taught Spring 2019
Art History 205 Global Arts	3 credits	Last taught Spring 2019

BFA-ART - GRAPHIC DESIGN OPTION: REQUIRED FOUNDATION STUDIOS

Art 102 Two Dimensional Design	3 credits	Last taught Spring 2019, must receive a grade of B or higher to be eligible.
Art 104 Three Dimensional Design	3 credits	Last taught Spring 2019
Art 107 Introduction to Digital Forms	3 credits	Last taught Spring 2019, must receive a grade of B or higher to be eligible.
Art 212 Drawing Methods & Concepts	3 credits	Last taught Spring 2019

BFA-ART GRAPHIC DESIGN OPTION: REQUIRED STUDIO BREADTH

Graphics Studio = Art 346 Basic Graphic Design*	4 credits	Last taught Spring 2019
2D Studio = Choice of the following: Art 222, 232, 242, 302, 312	4 credits	Last taught Spring 2019
3D Studio = Choice of the following: Art 214, 224, 244, 334, 343, 354, 454*	4 credits	Last taught Spring 2019
4D Studio = Choice of the following: Art 309, 318, 338, 409, 428, 429, 470, 531	2-4 credits	Last taught Spring 2019

VISITING ARTIST LECTURE SERIES REQUIRED:

Art 508 Colloquium in the Arts 1 credit Last taught Spring 2019

BFA-ART GRAPHIC DESIGN OPTION: Additional studios to reach minimum total of 72 studio credits. At least 20* of these credits, including at least one 500 or 600 level course, must come from the following list of graphic design coursework:

BFA-Art Graphic Design Option students must plan for and complete an advanced-level (500-600) studio course in a secondary discipline of their choice. Common selections are in digital media, drawing/painting, video, glass, printmaking, and photography.

Art 458 Graphic Design for Branding & Identity	4 credits	Last taught Fall 2018
Art 463 Information Graphics	4 credits	Last taught Spring 2018
Art 465 Graphic Design for Packaging	4 credits	Last taught Fall 2018
Art 467 Graphic Design for Posters	4 credits	Last taught Spring 2018
Art 525 Advanced Typography	4 credits	Last taught Spring 2019
Art 546 Graphic Design for Publications	4 credits	Last taught Fall 2018
Art 556 Interactive Design	4 credits	Last taught in Spring 2019
Art 563 Graphic Design for Games	4 credits	Last taught in Fall 2019
Art 565 Typeface Design	4 credits	Last taught in Spring 2019
Art 568 Motion Typography	4 credits	Last taught in Fall 2018
Art 575 User Experience for Graphic Design	4 credits	Last taught in Spring 2019
Art 663 Graphic Design Practicum	2 credits	New course

BFA-ART GRAPHIC DESIGN OPTION - ADDITIONAL REQUIREMENTS

1. To declare named option, complete both Art 102 and 107, earning an A, AB, or B grade.*
2. Maintain a cumulative GPA of 2.50 or higher. Must maintain a cumulative studio GPA of 3.0 or higher.
3. In consultation with Graphic Design faculty, select and successfully complete a professional practices project.* May be through a regular course offering or directed study.
4. Participate in a Graphic Design Exhibition* at least once, and participate in the BFA Exhibit in final spring semester.
5. Major residency – at least 36 of the required 72 studio credits must be completed in the UW-Madison Art Department. All graphic design coursework must be completed in residence.*
6. Senior residency – students must complete their last 30 credits in residence at UW-Madison.

Total credits required:

126

Semesters to completion:

Parent Plan Graduate Policies

Bachelor of Fine Arts: Art - Sample Four-Year Plan

This four-year sample graduation plan is designed to guide your course selection throughout your academic career; it does not establish a contractual agreement. Use it along with your DARS report and the Course Guide to create a four-year plan reflecting your placement scores, incoming credits, and individual interests. Consult with your academic advisor(s) to develop a personalized plan of study and refer to the Guide for a complete list of requirements. You will likely revise your plan several times during your academic career here, based on your activities and changing academic interests.

A minimum of 126 credits are required. Six credits of liberal studies course work must be aesthetics-related and will count toward both liberal studies and aesthetics requirements.

Freshman

Fall	Credits Spring	Credits
Communication A (fall or spring)	3 Communication A (fall or spring)	3
ART 108	3 ART 208	3
ART 102	3 ART 104	3
ART 212	3 ART 107	3
ART 508	1 Additional Studio Elective (508 recommended)	1
Liberal Studies course work	2-5 Liberal Studies course work	2-5
	15	15

Sophomore

Fall	Credits Spring	Credits
Aesthetics Elective	4 Aesthetics Elective	4
Two Art Studio Breadth courses from 2D, 3D, 4D or GR categories	8 Two Art Studio Breadth courses from 2D, 3D, 4D or GR categories	8
Additional Studio Elective (508 recommended)	1 Communication B	3
Quantitative Reasoning A	3 Liberal Studies course work	3
	16	18

Junior

Fall	Credits Spring	Credits
BFA Application	Art Studio Elective course work	8
Art Studio Elective course work	12 Quantitative Reasoning B	3
Liberal Studies course work	4 Ethnic Studies	3
	Liberal Studies course work	3
	16	17

Senior

Fall	Credits Spring	Credits
Area 1 Advanced Studio Elective	4 Participate in BFA Group Exhibition	
Studio Elective course work	8 Capstone Professional Practice Course	2
Additional Studio Elective (508 recommended)	1 Area 2 Advanced Studio Elective	4
Liberal Studies course work	3 Additional Studio Electives	2
	Liberal Studies course work	5
	16	13

Total Credits 126

Guide Four Year Plan tab

See attached pdf of BFA-Art - Named Option in Graphic Design 4 year plan

Discuss expected progress to degree and time to degree. For undergraduate programs discuss considerations for supporting students to complete the degree in four academic years.

The department staffs academic advisors on a twelve-month basis, so planning support is always available. The proposed BFA-Art: Graphic Design Named Option requires the same credit hours in general education, liberal studies, aesthetics and studio coursework as the parent BFA-Art program. When students begin the BFA requirements as freshmen, this studio-intensive program can be easily completed within four years. Students who transfer into the BFA track after beginning a program outside Art will often need an extra semester or two, and are encouraged to consider summer coursework in order to "catch up." The Art Department plans a robust summer schedule, keeping in mind the needs of students pursuing BFA plans. In regular and summer terms, Graphic Design faculty carefully schedule classes with an eye on keeping students moving through the sequence, and coordinate schedules to allow concurrent enrollment in multiple design courses.

Provide detail on how breadth will be achieved.

Describe part-time format (<8 credits fall and spring semesters < 4 credits summer term) here.

Describe full-time, time-compressed, intensive format here.

Describe other format here.

PROGRAM LEARNING OUTCOMES AND ASSESSMENT

Parent Program Learning Outcomes

To expose, broaden, and challenge students' understanding of past and present art production and provide knowledge of historical, thematic, critical and theoretical issues.

To contextualize studio assignments and expand their verbal and visual vocabulary, supporting the development of critical thinking and writing skills.

To learn the fundamental elements of art through investigation of formal, technical and conceptual issues and to increase skills in researching and creative problem solving.

To introduce students in the Bachelor of Science in Art and Bachelor of Fine Arts Degree Programs to art-making in four areas of practice, including two-dimensional, three-dimensional, graphic art, and interactive art. To broaden student understanding of the concepts and practices distinct to each area of discipline.

To facilitate a peer community among a like-minded and diverse cohort of students.

To facilitate advanced level competencies in at least one discipline for BS-Art majors and at least two disciplines for BFA majors.

To develop a skill set through professional practice experience in the context of an undergraduate art curriculum.

List the program learning outcomes.

Summarize the assessment plan.

See attached document.

Approved Assessment Plan:

RELATED PROGRAMS

List majors and certificates that may not be earned in combination with this program.

List majors that are anticipated to frequently be completed in combination with the proposed program. For each, describe how the proposed program can be completed in combination with the major without increasing time to degree.

Provide information in related programs offered by other UW System institutions and explain the extent to which the proposed program is distinct and how it overlaps or duplicates those programs.

COMMITMENTS

All required courses are approved through the school/college level.

Yes

Courses are offered on a regular basis to allow timely completion.

Yes

Courses have enrollment capacity.

Yes

Courses in the curriculum are numbered 300 or higher.

Courses in the curriculum are numbered 699 or lower.

Courses in which a student elects the pass/fail option will not count toward completion of requirements.

Special topics courses are only used if all topics count for the certificate.

All requirements must be met; exceptions that amount to waiving requirements are not permitted.

Course substitutions to the curriculum should be kept to a minimum; if substitutions are being made on a regular basis, the curriculum should be re-examined. When course substitutions are made, the substituted course should be formally added to the curriculum through governance for inclusion in the curriculum the following academic year.

Substitutions are not permitted for any course unless the substitution would be provided for every student with the same substitution request.

When the proposed certificate is made available to University Special students it is only available to those who have earned a baccalaureate degree.

Certificate program faculty and staff understand that Adult Career and Special Student Services (ACSSS) in the Division of Continuing Studies will serve as the advising, admissions, and academic dean's office for all University Special students.

Certificate program faculty and staff will work with ACSSS to monitor and advise University Special students seeking a certificate.

Certificate courses have the enrollment capacity to accommodate University Special students. Certificate program faculty and staff understand that University Special students completing the certificate will not have enrollment priority over degree-seeking undergraduate students nor University Special students enrolled in capstone certificate programs.

If completing the certificate as a University Special student, at least 12 credits towards the certificate must be earned in residence at UW-Madison, either while enrolled as a University Special student or from coursework earned while enrolled as an undergraduate at UW-Madison. (Note this is a higher residency requirement than is used for degree-seeking students.)

All of the Capstone certificate credits must be earned "in residence" (which includes on campus and distance-delivered courses) at UW-Madison while enrolled in the Capstone certificate program. Because a Capstone certificate is comprised of just a few courses, it is not appropriate for students who already have completed the same or similar coursework at UW-Madison or another institution.

At least half of the credits must be earned in residence (UW-Madison on campus, study abroad, or distance courses); exceptions to the minimum residency requirement are not permitted.

Students must earn a minimum 2.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

Students must earn a minimum 3.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

Students must earn a minimum grade of C on all attempted Capstone certificate coursework.

The program faculty/staff will ensure the program is encoded into DARS and will work with the Registrar's Office DARS liaison to keep approved revisions to the curriculum current.

All students will be declared into the appropriate plan code in SIS via either an admission process or e-declaration. If the student does not have the plan code on their student record in SIS the student is not considered to be in the program.

Students may complete only 1 named option within a plan code.

Yes

The program faculty/staff will ensure the program website, Advance Your Career materials if applicable, and other presentations are consistent with the Guide information for this program.

Yes

Certificate requires no more than half of the credits required for a major in a related field.

Credential will not be awarded retroactively to students who completed all of the requirements before the credential was approved.

Yes

Degree#seeking students may not be concurrently enrolled in a Capstone certificate program.

Students enrolled in Capstone certificate programs are NOT eligible for teaching assistant (TA), research assistant (RA), project assistant (PA) nor graduate fellowship support. Programs must disclose this program policy to Capstone certificate students in the recommendation of admission letter, program website, program handbook, and program orientation.

To be eligible for admission to a Capstone program, a student must hold an earned bachelor's degree or equivalent credential from an accredited college or university.

SUPPORTING INFORMATION

List name and department of those who are in support of this proposal.

If those supporting the proposal provided a letter or email of support upload here. A letter is NOT required. Upload any other explanatory information about support from other UW-Madison units.

Memo of support for Art program proposals from Art History Chair.pdf

Art Department Graphic Design Support from DS.pdf

Additional Information:

APPROVALS

Department Approval - This proposal has been approved by the faculty at the department/academic unit level. The program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:

The department of art approved this named option at the 2/27/19 faculty meeting.

Entered by:

Elizabeth Jach

Date entered:

3/22/19

School/College Approval - This proposal has been approved at the school/college level and it is submitted with the Dean's support. The Dean and program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here:

This was approved by the SoE Programs Committee at the 05/03/19 meeting.

Entered by and date:

Elizabeth Jach

Date entered:

GFEC Approval - This proposal has been approved by the Graduate Faculty Executive Committee and the Dean of the Graduate School.

Enter any notes about the approval here:

Entered by:

Date entered:

UAPC Approval - This proposal has been approved by the University Academic Planning Council and the Provost.

Enter any notes about approval here:

Entered by:

Date entered:

FOR ADMINISTRATIVE USE

Admin Notes:

Guide URL:

Effective date:

Effective Guide Edition:

Career:

SIS Program Code:

SIS Program Code (BS):

SIS Short Description:

SIS code for additional major:

SIS code for intended major:

SIS code for honors in the major:

SIS code for honors in the major (BS):

SIS code for honors in the major (BMAJ):

SIS code for special student certificate:

Other plan codes associated with this program:

Diploma Text:

Diploma Text 2:

Degree:

Degree (BS):

Field of Study:

Program Length:

National Student Clearing House Classification:

Plan Group:

Educational Level:

Award Category:

Enrollment Category:

CIP Code:

STEMOPT:

UWSTEM:

HEALTH:

Educational Innovation Program:

Distance Education Program:

Non Traditional Program:

Special Plan Type:

CDR certificate category:

Added to UW System Crosswalk:

Reviewer Comments

Julie M Ganser (ganser) (Fri, 22 Mar 2019 15:01:24 GMT): Art has requested letters of support from the chairs of Art History and Design Studies. These will be forwarded as soon as we receive them.

Edward J Kaul (ejkaul) (Fri, 22 Mar 2019 18:56:45 GMT): The Art History Dept. approves of this proposal.

Key: 1051