DOCUMENTS OF THE GENERAL FACULTY

PROPOSED ADDITION OF A BACHELOR OF ARTS IN DESIGN DEGREE PROGRAM IN THE COLLEGE OF FINE ARTS CHAPTER IN THE UNDERGRADUATE CATALOG, 2016-2018

Dean Doug Dempster, in the College of Fine Arts has filed with the secretary of the Faculty Council the following changes to the Undergraduate Catalog, 2016-2018. The secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on January 21, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. It will be considered by the Faculty Council at its meeting on February 15, 2016. The authority to grant final approval on this legislation resides with the Texas Higher Education Coordinating Board.

Hillary Hart, Secretary
General Faculty and Faculty Council

Posted on the Faculty Council website (http://www.utexas.edu/faculty/council/) on February 1, 2016.
PROPOSED ADDITION OF A BACHELOR OF ARTS IN DESIGN DEGREE PROGRAM IN THE
COLLEGE OF FINE ARTS CHAPTER IN THE UNDERGRADUATE CATALOG, 2016-2018

Type of Change  ☑ Academic Change
                 ☑ Degree Program Change (THECB form required)

Proposed classification  ☐ Exclusive  ☐ General  ☑ Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST
CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO
DETERMINE IF SACS-COC APPROVAL IS REQUIRED.
   • Is this a new degree program?                    Yes ☒ No ☐
   • Does the program offer courses that will be taught off campus?    Yes ☐ No ☒
   • Will courses in this program be delivered electronically?    Yes ☐ No ☒

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR
EACH INDIVIDUAL CHANGE:

Background: the existing BFA degree in design and the need for a BA option
Although most units in the College of Fine Arts offer both pre-professional and liberal arts degrees, the
Department of Art and Art History currently offers only the Bachelor of Fine Arts (BFA) degree in Design.
The BFA is a credit- and studio-intensive pre-professional degree; it has no foreign language requirement,
and it affords students relatively few electives.

Although the BFA program is an excellent choice for well-prepared, career-focused students who plan to
become professional designers, there are a number of good reasons to offer both a liberal arts BA degree
and a pre-professional BFA degree in design:

a) A BA could help increase the diversity of the design program (and ultimately the profession)
Increasing the number of auto-admits and transfer students enrolled in the program would likely increase
the geographic, socioeconomic, and racial/ethnic diversity of the students enrolled in the program.

b) A BA would allow design students to develop a second area of academic expertise
The greater number of electives afforded by a BA degree would allow UT design students to take full
advantage of the opportunities available at a top-notch research university: they would have the flexibility
to pursue off-campus study, a double major, a minor, a certificate, or a combination thereof. This could
provide students with a significant edge in their work and on the job market.

c) A BA would allow students in other fields to reap the benefits of a double major in design
All UT students need to be able to design slides for a pitch or presentation; format a CV, chart, or form;
and/or create a personal or professional website. Making it easier to double major in BA Design would
allow students in other skills to refine their skills of visual discernment and execution, and thereby increase
the clarity and elegance of their rhetoric.

d) A BA would allow design students to develop foreign language proficiency and greater cultural
sensitivity.
Unlike the BFA degree, the BA requires intermediate proficiency in a foreign language. Foreign language
proficiency is not only desirable in its own right, but also because it fosters designers’ awareness of the
ways in which cultural differences shape decisions by designers and consumers alike.

e) A BA could help increase the four-year graduation rate for “auto-admits” and transfer students
The existing BFA program tends to select for relatively cosmopolitan students who attended schools with a
wide range of visual arts course offerings. However, some students do not know much about design—much
less know that they might wish to pursue it as a major or a career—until they are in college. A BA degree
with fewer upper-division design requirements would allow transfer students and freshman and sophomore
“auto-admits” who have not yet declared a major to more readily change major into BA Design and still
complete their degree in four years.

3. THIS PROPOSAL INVOLVES (Please check all that apply)
   ☐ Courses in other colleges  ☑ Courses in proposer’s college that are frequently taken by students in
   ☐ Flags
4. SCOPE OF PROPOSED CHANGE
   a. Does this proposal impact other colleges/schools?
      Yes ☐ No ☑
      If yes, then how?
   b. Do you anticipate a net change in the number of students in your college?
      Yes ☑ No ☐
      If yes, how many more (or fewer) students do you expect?
      Initially, we anticipate only about 5 students per year to transfer in as BA students. Independent of this proposal, our dean has suggested the possibility of tripling the size of the design program in coming years; however, even were that to come to fruition, the BA would admit at most 15-20 students per year as transfer students or major-changers, some of whom are likely to already be students in our college.
   c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college?
      Yes ☑ No ☐
      If yes, please indicate the number of students and/or class seats involved.
      Students would only be allowed to enter the BA program through transfer admission or major change, not via freshman admission. At least initially, the number of BA students admitted will be limited to the number of seats available in the major due to the predictable attrition of BFA students between the freshman and sophomore years. Many of the major-changers into the BA program are likely to be from Studio Art, but some may be major-changers from, or double majors in, other colleges. Initially, the number of students who would transfer or change major into BA Design would be only about 5 students per year; however, because our dean has independently expressed an interest in tripling the size of the undergraduate design program, five years from now, perhaps we will accept as many as 15-20 BA Design majors per year. In addition, we expect some movement between the BFA and BA programs in design: students admitted into one of the degree plans may later decide to petition to change to the other.
   d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges?
      Yes ☑ No ☐
      If yes, please indicate the number of students and/or class seats involved.
      Because a BA degree has more electives than a BFA, BA majors in design would take a greater proportion of their 120 credit hours outside of the college. However, because the number of students admitted to the BA program will be so small (about 5 per year, initially, and perhaps scaling up to at most 15-20 per year), the impact on other units will be negligible.

If 4 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.
   How many students do you expect to be impacted?
   Impacted schools must be contacted and their response(s) included:
      Person communicated with:
      Date of communication:
      Response:
   e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No
      If yes, undergraduate studies must be informed of the proposed changes and their response included:
      Person communicated with:
      Date of communication:
      Response:
   f. Will this proposal change the number of hours required for degree completion? If yes, explain: No
5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date: September 28, 2015  
Approved by whom: CAET Advisory Board
College approval date: October 19, 2015  
Approved by whom: College of Fine Arts
Dean approval date: October 20, 2015  
Approved by whom: Dean Doug Dempster

PROPOSED NEW CATALOG TEXT:

Design Major: Bachelor of Arts (BA)

Core Curriculum

All students must complete the University’s Core Curriculum. In the process of fulfilling the core curriculum and other degree requirements, all students are expected to complete the Skills and Experience flags:
1. Writing: two flagged courses beyond Rhetoric and Writing 306 or its equivalent
2. Quantitative Reasoning: one flagged course
3. Global Cultures: one flagged course
4. Cultural Diversity in the United States: one flagged course
5. Ethics and Leadership: one flagged course
6. Independent Inquiry: one flagged course

Courses that may be used to fulfill core curriculum and flag requirements are identified in the Course Schedule. They may be used simultaneously to fulfill other requirements, unless otherwise specified. Please note, students may not earn the cultural diversity and global cultures flags from the same course. Students are encouraged to discuss options with a departmental academic adviser.

Prescribed Work

Foreign language: Intermediate level proficiency in a foreign language.

Major Requirements

1. Design courses: Twenty-four semester hours, consisting of:
   a. Design 309 with a grade of at least C
   b. Design 374 with a grade of at least C
   c. Eighteen semester hours of design courses, of which at least nine hours must be upper-division. Design 336 may not be counted. In order to enroll in courses numbered DES 340 or higher, a design major must first pass a performance review conducted by the design faculty.

2. Supportive courses in studio art: Nine semester hours, consisting of
   a. Studio Art 301C, 302C and 303C

3. Art/design history/theory/criticism courses: nine semester hours, three semester hours of which may also be counted toward the visual and performing arts requirement of the core curriculum, chosen from
   a. Art History 303
   b. Art History 304 or Design 308
   c. Design 336

Electives

Eighteen semester hours chosen from courses either within or outside the Department of Art and Art History. Additional elective coursework may be needed to provide the total number of semester hours required for the degree.

Total Minimum Requirements

For the BA with a major in design: 120 semester hours as outlined above.