



EXECUTIVE VICE PRESIDENT AND PROVOST
THE UNIVERSITY OF TEXAS AT AUSTIN

110 Inner Campus Drive, Suite 201 • G1000 • Austin, Texas 78712-1701 • (512) 471-4363 • FAX (512) 475-7385

March 11, 2016

Dr. Steven Leslie
Executive Vice Chancellor for Academic Affairs
The University of Texas System
OHH 304 (P4300)

Dear Dr. Leslie:

Enclosed for your approval is the proposal to create a Bachelor of Arts in Design degree program in the College of Fine Arts chapter of the *Undergraduate Catalog 2016-2018* (D 14047-14050). The proposal was approved unanimously by the Faculty Council on February 15, 2016. The proposal has undergone a 30-day review period by public institutions within 50 miles of The University of Texas at Austin, with no objections. The authority to grant final approval on this proposal resides with Texas Higher Education Coordinating Board.

Sincerely,

A handwritten signature in black ink, appearing to read "Judith H. Langlois".

Judith H. Langlois
Executive Vice President and Provost, *ad interim*

JHL: lac

Enclosure

cc: Gregory L. Fenves, President of the University

ec: Hillary Hart, Secretary, Office of the General Faculty
Carol Longoria, Assistant Deputy to the President
Rachel Martin, Assistant Dean, College of Fine Arts
Catherine Whited, Senior Degree Auditor, College of Fine Arts
Brenda Schumann, Associate Registrar
Linda Dickens, Sr. Director, Institutional Accreditation and Effectiveness
Cynthia Cruz, Administrative Manager, Provost's Office
IRRIS Team
Suzanne Revisore, Assistant to the EVCAA, UT System
Debbie Roberts, Executive Assistant, Office of the General Faculty
Victoria Cervantes, Sr. Administrative Associate, Office of the General Faculty



OFFICE OF THE FACULTY COUNCIL

THE UNIVERSITY OF TEXAS AT AUSTIN

P. O. BOX 7816 • Austin, TX 78713-7816

(512) 471-5934 • Fax: (512) 471-5984 • <http://www.utexas.edu/faculty/council>

February 16, 2016

Judith H. Langlois
Interim Executive Vice President and Provost
The University of Texas at Austin
MAI 201
Campus Mail Code: G1000

Dear Dr. Langlois:

Enclosed for your consideration and action is proposed addition of the Bachelor of Arts in Design degree program in the College of Fine Arts chapter in the *Undergraduate Catalog, 2016-2018* (D 14047-14050). Yesterday, the Faculty Council unanimously approved the legislation. The proposal was classified as being of *general* application and of primary interest more than one college or school. The authority to grant final approval resides with the Texas Higher Education Coordinating Board.

Please let me know if you have questions or if I can provide other information concerning these items of legislation.

Sincerely,

Hillary Hart, Secretary
General Faculty and Faculty Council

HH:dlr

Enclosure

- xc: Gregory L. Fenves, president
Janet Dukerich, senior vice provost for faculty affairs
- ec: Carol Longoria, deputy to the president
Rachel Martin, assistant dean, College of Fine Arts
Catherine Whited, senior degree auditor, College of Fine Arts
Allen Walser, manager of reporting and analysis, IRRIS
Brenda Schumann, associate registrar
Lydia Cornell, program coordinator, provost's office
Michelle George, administrative manager for faculty affairs, provost's office
Linda Dickens, senior director of institutional accreditation and effectiveness
Cindy Cruz, administrative manager, provost's office

EXECUTIVE VICE PRESIDENT AND PROVOST UT AUSTIN	
REC'D	FEB 24 2016 ✓
REFER TO _____	
HANDLE _____	
COMMENT & RETURN _____	
FILE OR DISCARD _____	

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

**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 fields 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 Flags
are frequently taken by students in

- | | | |
|--|--|---|
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

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

College approval date: October 19, 2015

Dean approval date: October 20, 2015

Approved by whom: CAET Advisory Board

Approved by whom: College of Fine Arts

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.