

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. New Program Name Change Discontinuation Concurrent Degree for:
2. Undergraduate Major Graduate Major Undergraduate Minor Graduate Minor
 Undergraduate Certificate Graduate Certificate Other: _____
3. Name of Proposed Change: Master of Arts in Experiential Graphic Design
4. Name of Contact Person: Paul R Bruski e-mail address: bruski@iastate.edu
5. Primary College: Design Secondary College: _____
6. Involved Department(s): Graphic Design _____

Voting record for this curricular action:

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Dept. or Program Committee	10	0	0	22JAN18
College Curriculum Committee	6	0	0	2FEB18
College Approval Vote	33	3		2APR18
Graduate Council				
Faculty Senate Curriculum Committee				
Faculty Senate Academic Affairs Council				
Faculty Senate				

Request for Graduate Degree Name Change

Institution: **Iowa State University**

Departments Involved: **Graphic Design**

CIP Discipline Specialty Title: **Graphic Design**

CIP Discipline Specialty Number: **500409**

Level: **Graduate**

Title of New Program: **Master of Arts in Experiential Graphic Design**

Degree Abbreviation: **MAXGD**

Approximate Date to Establish Degree
August 2018

Contact Person

Paul Bruski 294-5635 *bruski@iastate.edu*

1. Provide a brief description of the current department/program.

The Graphic Design Department at Iowa State University offers the professional Bachelor of Fine Arts in Graphic Design degree. This four-year degree consists of one year in the College of Design's pre-professional Core Design Program, followed by three years in the professional Bachelor of Fine Arts (BFA) degree program. The Graphic Design Program with an enrollment of 226 annually admits 76 students into the professional program. The BFA degree in Graphic Design from Iowa State provides the foundation for a career in the visual communication profession. The undergraduate program prepares students for immediate entry into design practice as well as continued personal and creative growth.

At the Master's level the department offers Masters of Arts (MA) degrees with specializations in Graphic Design and Environmental Graphic Design, and a Master of Fine Arts (MFA) in Graphic Design for a total enrollment of 23. **The department proposes to change the name of the MA from a "Master of Arts in Art & Design with a specialization in Graphic Design" to a "Master of Arts in Experiential Graphic Design (MAXGD)".**

This 30-credit degree focuses on preparing students for visual communication. This degree provides a comprehensive exposure to all aspects of user experience, including but not exclusive to wayfinding, exhibition design, interaction, information design, and placemaking.

Like the existing Master of Arts (MA) in Art & Design with a specialization in Graphic Design, the MAXGD will be a first professional degree for those seeking a graphic design specialization with little or no previous experience in the area. Students may also use the degree as a complement to a bachelor's degree in graphic design or another design field to enhance their skills and qualifications for employment. It can also be used to complement those students with an undergraduate degree in a graphic design area that would like to add an additional graduate level study to their coursework prior to entering the field.

This degree includes seminar courses in graphic design with a graphic design studio concentration, and supplementary courses in theory. It differs from the MFA in that it focuses on creating a smaller body of professionally oriented work, and does not dig as deeply into research and creative scholarship.

2. Describe reasons (justification) for the proposed changes. Include information about the value of the changes to the department, program, discipline, college, and/or the university.

The reasons for the proposed name change are twofold:

- 1) to remove references to a now defunct department;
- 2) to align more clearly with best practices in the discipline.

1) The current MA was created when the Department of Graphic Design was a program within the Department of Art & Design. At that time, each program in the department shared the MA degree, and denoted their portion of that degree with the designation “specialization in (graphic design).” In 2012 the Department of Art & Design was divided into 4 new departments, one of which is the new Department of Graphic Design. There is no longer an Art & Design department. Therefore, the current name is an artifact of our previous college/department structure.

Simplifying the name of the Masters degree would better align with the name of our terminal degree in graphic design (MFA), as well as with other Masters programs across the country (others don't use the 'with specialization' terminology).

2) Within the field of graphic design, the term Environmental Graphic Design is now frequently replaced by the more expansive term Experiential Graphic Design. Whereas Environmental Graphic Design described the application of visual communication in the built environment, it was limited to physical artifacts such as signs and exhibit stands etc. With digital media now being integrated into both commercial and informational environments, the boundaries that once existed around Environmental Graphic Design are no longer relevant. Today, according to the Society for Experiential Graphic Design, “the scope of EGD work has expanded greatly over the past decade, now encompassing ever-more complex projects and integrating new digital technologies. Thanks to the advent of these technologies and the Internet, designers can add layers of content and enhanced information to spaces, connecting people with the specific location and its history and ambience as well as creating a sense of place and helping them find their way. In this new era, both are possible and more often than not, both are demanded by clients.”

This evolution of the discipline has caused the Society of Environmental Graphic Design to change its name in 2013 to the Society for Experiential Graphic Design. As the only professional design association devoted specifically to these endeavors, SEGSD has confirmed with its name change the significance of the broadening demands that are placed on

young designers today. Their board states the need to “change the description of what we do to express the much-expanded scope of work that EGD professionals” <http://segd.org:beginning-of-new-era-forsegd>

The Society for Experiential Graphic Design describes that practitioners of the discipline “...set the standards for wayfinding transportation centers, such as signage, for airports, railway and subway stations, hospitals, museums and on city streets and highways. Learning and immersive environments such as museum exhibitions, and public, civic and landscape place-making programs have benefited from the multi-disciplinary talents of designers to shape experiences that orient, inform, educate and delight users and visitors.”

Changing the terminology from Environmental Graphic Design to Experiential Graphic Design will indicate that we are at the forefront of the changes occurring in the profession, and will help to set us apart from all other Masters programs across the country since no one else uses this recently popularized title.

3. What will be the effect of the proposed change on current students?

There would be a positive benefit to current students, as their degree would be very clearly from a graphic design department. By removing the “specialization in graphic design” term, we overcome any perception by potential employers that it is a weak or watered down degree; this may also engender greater confidence among prospective students.

Today, nearly all Masters degrees within the field of graphic design are specialized on a sub-discipline. Currently, there are no other degrees anywhere using the term Experiential Graphic Design. For this reason, the proposed name change gives our Masters students a more unique and focused degree title, making it easier to recruit students and easier for alumni to define their unique point of difference. We do not anticipate much disruption for the students since their programs of study will not change in focus.

4. If this is a program/department name change, describe the proposed name is consistent with the mission of the college and university.

The name change would more clearly reflect the name of the department and the mission of both the department and the college. In addition, by

more accurately identifying our program as forward-thinking, the proposed name is more consistent with the mission.

Furthermore, the university's vision statement says that Iowa State University will 'lead the world in advancing the land-grant ideals of putting science, technology, and human creativity to work.' By referencing the most recent developments toward an integration of technology and graphic design, our proposed name change more clearly describes how we are aligned with this vision.

The proposed change is also consistent with the Strategic Plan, specifically subgoal 1.5, which is to 'grow the impact and scope of our graduate programs.' With a more accurate and up-to-date program name, we can more effectively find collaborators, clients, and new ways to impact the state and the world through graphic design.

5. Will the proposed change be consistent with other programs at the university or other universities in the state? If this is a program/department name change, identify other institutions with the same or similar name.

There are no similar programs in the state in terms of curricular objectives or naming. The University of Northern Iowa has an undergraduate program in graphic design, but does not have a graduate program in this subject area. The University of Iowa has similar undergraduate programs and graduate programs within the School of Art & Art History. The Media, Social Practice, and Design area offers a BFA, an MA and an MFA in Graphic Design, Intermedia, and Photography. The Graphic Design graduate curriculum focuses on design thinking, design research, and social practice. The University of Minnesota, Twin Cities, Graphic Design Department as well as having an MFA in Graphic Design, has a Master of Arts in Graphic Design, with two different tracks focused upon research.

6. Is the proposed change consistent with association/accreditation requirements? Have accreditation requirements been addressed?

The Graphic Design department programs are all currently accredited by NASAD (National Association of Schools of Art and Design). This includes the Bachelor of Fine Arts (BFA), Master of Arts (MA) degrees with specializations in Graphic Design and Environmental Graphic Design, and a Master of Fine Arts (MFA) in Graphic Design. **This change will not**

affect accreditation. The Graphic Design department's programs (along with 3 other departments in the college) will be reviewed again in 2018.

- 7. Describe program configuration changes that will result from the proposed program change, e.g., change in number of credit hours required, etc.**

The major change is that the name of the degree will reflect changes within the field of graphic design. Otherwise, the current MA reflects the theoretical and disciplinary outcomes reflected in the new name.

- 8. What costs will be incurred by the proposed program change? Identify new resources that will be needed in connection with the proposed program change, e.g., facilities, faculty, funds, etc. How will the proposed program change be administered? Provide a three-year analysis of costs resulting from the proposed program change.**

There are no costs associated with this name change. The degree will remain substantially the same and will utilize existing classes (see Appendix A)

No new faculty will be required. The department currently consists of 14 faculty: (1 Chair, 1 Full Professor, 6 Associate Professors, 3 Assistant Professors, 1 Senior Lecturer, and 2 Lecturers).

- 9. Is this intended to be a temporary or permanent change? If temporary, for how long?**

This would be a permanent name change.

- 10. What are the workforce needs in the state for the proposed program change? Be as specific as possible and include sources of data.**

According to the Bureau of Labor Statistics (BLS), graphic design employment from 2012-2022 is expected to grow by 7% based on upon typical entry-level education, a Bachelor's Degree. Students with Master's may expect greater pay or may enter employment at levels near "Art Director" and employment at this level from 2012-2022 is expected to grow by 3%. In both cases, the BLS cites the need for those educated and

skilled in new digital media (vs. traditional print media) with growth in this area expected to be 35% over the same time period.

11. Provide any other information that might be helpful to the Board of Regents in considering this request.

We have consulted the Department of Art at the University of Northern Iowa, and the School of Art & Art History's "Media, Social Practice, and Design Area" at the University of Iowa, both of which are in agreement with this name change (see attached letters in Appendix B).

APPENDIX A

Master of Arts in Experiential Graphic Design

This 30-credit degree focuses on preparing students for visual communication. This degree provides a comprehensive exposure to all aspects of user experience, including but not exclusive to wayfinding, exhibition design, interaction, information design, and placemaking.

Like the existing Master of Arts (MA) in Art & Design with a specialization in Graphic Design, the MAXGD is for those seeking a graphic design specialization with little or no previous experience in the area. Students may also use the degree as a complement to a bachelors degree in graphic design or another design field to enhance their skills and qualifications for employment. It can also be used to complement those students with an undergraduate degree in a graphic design area that would like to add an additional graduate level study to their coursework prior to entering the field.

Required Sequence of Courses

Fall

15 Credits

ArtGr 510 Seminar : Fall : Graphic Design Theory : 3cr
ArtGr 511 Studio : Fall : Graphic Design Graduate Studio I : 3cr
ArtGr 512 Studio : Fall : Audience & Perception : 3cr
 or ArtGr 574 Studio : Exhibition Design : 3cr
ArtGr 672A : Usability : 3cr
ArtID 551A Seminar : Design Human Sensory Perception : 3cr

Spring

15 Credits

ArtGr 520 Seminar : Spring : Design & Cultural Semiotics : 3cr
ArtGr 521 Studio : Spring : Graphic Design Graduate Studio II : 3cr
ArtGr 522 Studio : Spring : Critical Media : 3cr
 or ArtGr 579 Studio : Wayfinding Design : 3cr
ArtGr 672B : Design for Behavioral Change : 3cr
ArtGr 599 : Creative Component : 3cr

Total (not including any potential prerequisites)

30 Credits

APPENDIX B

Letters of Support



**COLLEGE OF
LIBERAL ARTS & SCIENCES**

School of Art and Art History

150 Art Building West
Iowa City, Iowa 52242-7000

March 30, 2018

Paul R. Bruski
Associate Professor
Director of Graduate Education
Graphic Design Department

Dear Paul,

I am providing this letter in support of the proposal from Iowa State University to change the name of one of their graduate programs from MA in Art & Design with a specialization in Graphic Design to MA in Experiential Graphic Design (MAXGD).

I, along with Professors Bradley Dicharry and Jeremy Swanston in the School of Art and Art History, have reviewed this proposal and are in agreement that it would not only have no conflict with our own offerings but would also be a valuable step forward in the evolving role of design in the academy.

If I am able to provide additional information please do not hesitate to contact me by phone (319-335-1376) or via email (s-mcguire@uiowa.edu.)

Sincerely,

Steve McGuire
Professor and Area Head, Dimensional Practice
Director, School of Art and Art History
(319) 335-3011
s-mcguire@uiowa.edu

Paul R. Bruski

Associate Professor & Director, Graduate Education

ISU Graphic Design

February 13, 2018

Dear Professor Bruski,

Thank you for informing us of your plans regarding the changing the name of **MA in Art & Design with a specialization in Graphic Design** to **MA in Experiential Graphic Design (MAXGD)**. After consulting with the Curriculum Committee in the Department of Art, we have no concerns and we are supportive of this change.

Sincerely,



Jeffery Byrd

Professor and Department Head