To: Deba Dutta, Provost and Executive Vice President for Academic Affairs

Re: Submission of proposal for conversion of four Bachelors of Arts degrees to Bachelors of Fine Arts Degrees

From: David L. Sigman, Chair. Department of Art and Design

Date: January 13, 2015

Thank you for providing a copy of President Daniel’s response to the earlier submission for the conversion of five Bachelors of Arts degrees to Bachelors of Fine Arts degrees.

I have reviewed the President’s reply and wish to stress that the department of Art and Design is striving hard to comply with the 120 credit hour limited placed upon undergraduate degrees while simultaneously fulfilling the requirements for professional accreditation. The Visual Arts faculty fully understand the 120 credit limit and have carefully reviewed the proposed degrees with this requirement in mind to get as close to the 120 number as possible. We will continue to work toward this goal.

Since four of the degrees have been provided a waiver previously in accordance with accreditation requirements, the faculty in the department wish to submit a proposal seeking the conversion of only these four degrees from a Bachelors of Arts degree to a Bachelors of Fine Arts degree: Interior Design; Industrial Design; Visual Communications Design; and Integrated Studio Arts (formerly called Fine Arts). No more degrees above the 120 credit hour limit will be submitted from this academic area.

The Art and Design faculty are committed to student success through four-year degree completion and long-term career success.

Thank you for consideration of this modified request.

David L Sigman
Chair
Department of Art and Design
Proposal to Establish a Bachelor of Fine Arts Degree Programs For: Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design

The objective of the Bachelor of Fine Arts Degree Programs in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design is to prepare graduates to assume immediate professional employment or to continue education in an advanced degree program in their related fields. The Department of Art and Design is confident that the intensive training of a Bachelor of Fine Arts professional programs will better prepare our students as they seek careers in the art and design fields in Indiana, and that the Bachelor of Fine Arts will have a positive impact on job placement rates.

Integrated Studio Arts is the Department’s former Fine Arts program. The name has been revised to better represent the structure of the program and degree. The Fine Arts program consisted of Painting, Drawing, Printmaking, Sculpture, Ceramics, Metals, and Textiles. Photography and Related Media, and Electronic Time-Based Media has been included providing more emphasis on technology. The Department believes Integrated Studio Arts is more descriptive of the current program.

Due to the increased demand by the professions that the undergraduate majors in the Department of Art and Design will enter upon graduation, it has become imperative for the Department’s major programs to establish professional programs awarding a professional degree, the Bachelor of Fine Arts (BFA). Over the next 10 years both the United States Bureau of Labor Statistics and the Indiana Department Workforce Development projects growth for jobs in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design. Students who earn a BFA degree will be more competitive for these positions. Additionally, undergraduates from Purdue’s BA degree programs accepted into top graduate programs such as the School of the Chicago Art Institute are required to complete an additional year of study at the Art Institute as a condition for entering their MFA program. Our students have been successful at completing the required extra year as well as successfully earning a MFA degree, but have had to acquire unnecessary and substantial costly increases to their graduate program. If our students graduate with a BFA, this additional year will not be required. Students graduating with a BFA degree have a much greater potential for acceptance in to top MFA programs.

Current Bachelor of Arts degree students in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design would have the option of switching to the BFA program. Any student wishing to continue the BA degree would be accommodated under the program’s BA Plan of Study until graduation. Following the implementation of the BFA Plans of Study and graduation of all students who wish to continue the BA plan of study, the BA degree would not be offered in the 4 programs and only the BFA degree would be available in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design.

While students will be able to complete the proposed BFA degrees in four years, each will require slightly more than 120 credit hours. The National Association of Schools of Art and Design (NASAD), the nationally recognized accrediting agency for programs in art and design, stipulates 78 credit hours in the major area. The College of Liberal Arts and University required core is 49 credit hours. The culmination of these requirements would result in a BFA degree totaling of 127 credit hours for Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design. A few of the core courses overlap with the required NASAD courses resulting in the following credit hour requirements—124 hours for Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design. Four-year plans of study for all four of these programs are provided in the appendix to the proposal.

Recommended Approval:  

Debasish Dutta, Provost  

Approved:  

Mitchell E. Daniels Jr., President
Proposal to Establish a Bachelor of Fine Arts Degree Programs for, Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design

in the
Department of Art and Design
Patti and Rusty Rueff School of Visual and Performing Arts
College of Liberal Arts
Purdue University, West Lafayette, IN

January 9, 2014

Submitted by
David L. Sigman
Chair
Department of Art and Design
and the
Faculty Members of the Department of Art and Design
1. Characteristics of the Program

a. Campus Offering Program
The new Bachelor of Fine Arts Degree Programs for Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design will be offered on Purdue University’s main campus in West Lafayette.

b. Scope of Delivery
The Bachelor of Fine Arts Degree Programs is designed to meet the needs of students attending Purdue University’s main campus in West Lafayette.

c. Mode of Delivery
The educational experience will occur in a combination of lecture and studio classes. The studio experiences will include traditional art and design areas as well as state of the art studios with digital technology.

d. Other Delivery Aspects (Co-ops, Internships, Clinical, Practica, etc.)
Internships are an important component of our undergraduate programs and will even grow stronger with professional BFA degree programs. All three of the design programs, Interior Design, Industrial Design, and Visual Communications Design, have a strong ongoing history of internships with top Indiana, National and International firms. Along with the internships students in the Integrated Studio Arts are awarded scholarships to attend summer professional programs in their areas of study. See Internships List in the Appendix, PP. 22 - 23

e. Academic Unit Offering Program
The Bachelor of Fine Arts Degree Programs will be offered in the Department of Art and Design in the Patti and Rusty Rueff School of Visual and Performing Arts in the College of Liberal Arts.

2. Rationale for Programs:

a. Institutional Rationale (e.g. alignment with Institutional Mission and Strengths)
The primary goal of this proposal to establish Bachelor of Fine Arts Degree Programs in the Department of Art and Design is to ensure that our majors are well prepared to meet employment opportunities at the State and National level in the arts and design fields.

Due to the increased demand by the professions that the undergraduate majors in the Department of Art and Design will enter upon graduation, it has become imperative for the Department’s major programs to establish professional programs awarding a professional degree, the Bachelor of Fine Arts (BFA). Currently the Department of Art and Design at Purdue offers a Bachelor of Arts (BA). The National Association of Schools of Art & Design (NASAD), the nationally recognized accrediting agency for programs in art and design, requires 78 credit hours in the major and a minimum of 120 credit hours to complete a Bachelor of Fine Arts degree program.

What is the Bachelor of Fine Arts degree?
The BFA (Bachelor of Fine Arts) is an undergraduate college degree offered in all areas of the fine and applied arts. Since World War II, the BFA has become the acknowledged standard degree for students seeking a professional education in art and design.

The accreditation body for all programs in art and design, the National Association of Schools of Art & Design (NASAD), delineates between two types of undergraduate art and design degree programs: "professional" programs, usually granting the BFA, and "liberal arts" programs,
usually granting the BA. These two types of programs differ noticeably in their goals and objectives. In the NASAD Handbook, the two types of undergraduate degrees in art and design are differentiated as follows.

The “professional degree focuses on intensive work in the visual arts supported by a program of general studies. Normally, the intent is to prepare for professional practice.”

The “liberal arts degree focuses on art and design in the context of a broad program of general studies.”

All undergraduate college degrees, the BFA included, must have a general studies (liberal arts) component. The difference between a BFA and a BA is in the ratio between art and design and general studies. In a BFA, approximately two-thirds of the course work is in the creation and study of the visual arts, with the remainder in general studies. In a BA, approximately two-thirds of the course work is in general studies, with the remainder in visual arts.

The Association of Independent Colleges of Art and Design describes the BFA as “the most appropriate degree for serious, motivated students seeking to become professional artists and designers. With its specialized focus, a BFA degree program will tend to attract highly talented students and faculty, and to generate great intensity and commitment among its students and faculty.”

The basic structure of a BFA degree (one-third general studies, two-thirds visual arts) does not change from one type of college to another. The ratio between these two curricular components in a BFA is the same anywhere, whether at a large university, at a comprehensive four-year college, or at a professional art college. A student does not get more general studies coursework if the BFA is taken at a university versus an art college. It is the type of degree, not the type of college that determines the number of credits dedicated to visual arts coursework and the number in general studies.

b. State Rationale
While other Indiana Schools may offer a BFA in one or two design disciplines, Purdue University will be the only institution of higher learning in Indiana offering a professional degree, the BFA, in the three major design programs: Interior Design, Industrial Design, Visual Communications Design.

Both Visual Communications Design and the areas comprising Integrated Studio Arts (Ceramics, Electronic Time-Based Art, Drawing, Jewelry & Metals, Painting, Photography, Printmaking, Textiles and Sculpture) have been designated as professional programs by the college of Liberal Arts. The faculty members in these two areas have prepared plans of study that will meet the NASAD-required 78-hour curriculum for the BFA.

The Department of Art and Design is confident that the intensive training of a BFA professional program will better prepare our students as they seek careers in the arts and arts-related fields in Indiana, and that the BFA will have a positive impact on job placement rates.

c. Evidence of Labor Market Need:

i. National, State, or Regional Need
The Indiana Arts Commission 2012 report states, “The arts play a significant role in Indiana’s economic development. From major cities like Indianapolis and Fort Wayne, to towns such as Lafayette and Rising Sun, the arts are a foundation of economic development, community
revitalization, historic preservation and cultural tourism.” Both the State of Indiana and the US Bureau of Labor Statistics predicts the following growth.

US 3% IN 11.3% for Integrated Studio Arts.

Due to the increasing industry needs created by new and developing digital communications formats, products, space design and development both the State of Indiana and the US Bureau of Labor Statistics predicts the following growth.

US 13% IN 19.5% for Interior Designers;  
US 4% IN 9.9% Industrial Designers;  
US 7% IN 11.4% for Visual Communications Designers.

ii. Preparation for Graduate Programs or Other Benefits
The Master of Fine Arts (MFA) is the terminal degree for the arts and most areas of design. A growing majority of art and design undergraduate students apply and are accepted to top graduate programs throughout the United States. Most students accepted into top (MFA) graduate degree programs have graduated from a BFA program. Undergraduates from Purdue’s BA degree programs accepted into top graduate programs such as the School of the Chicago Art Institute are required to complete an additional year of study at the Art Institute as a condition for entering their MFA program. Our students have been successful at completing the required extra year as well as successfully earning a MFA degree but have had to acquire unnecessary and substantial costly increases to their graduate program. If our students graduate with a BFA, this additional year will not be required. Students graduating with a BFA degree have a much greater potential for acceptance in to top MFA programs.

iii. Summary of Indiana DWD and/or U.S. Department of Labor Data

The following tables illustrate the growth in the United States and Indiana for each of the following programs:

**Integrated Studio Arts:** Employment projections data for craft and fine artists, 2012-22. Craft and fine artists use a variety of materials and techniques to create art for sale and exhibition. Craft artists create handmade objects, such as pottery, glassware, textiles or other objects that are designed to be functional. Fine artists, including painters, sculptors, and illustrators, create original works of art for their aesthetic value, rather than for a functional one. Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that visually tell a story or record an event.

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>National Mean Annual Wage</th>
<th>Indiana Mean Annual Wage</th>
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</thead>
<tbody>
<tr>
<td>Craft Artist</td>
<td>$29,600</td>
<td>$26,540</td>
</tr>
<tr>
<td>Fine Artists: including painters, sculptors, and illustrators</td>
<td>$44,850</td>
<td>$41,940</td>
</tr>
<tr>
<td>Photography</td>
<td>$36,330</td>
<td>$26,940</td>
</tr>
</tbody>
</table>

Period: May 2012
**Occupational Title** | **National Emp. 2012** | **National Projected Emp. 2022** | **National Growth Trends** | **Average Annual National Job Openings** | **Indiana Emp. 2012** | **Indiana Projected Emp. 2022** | **Indiana Growth Trends**
---|---|---|---|---|---|---|---
Craft and Fine Artists | 51,400 | 52,700 | 3% | 1,300 | 365 | 387 | 11.3%
Craft Artist | 11,200 | 11,600 | 3% | 400 | 192 | 216 | 12.5%
Fine Artists: including painters, sculptors, and illustrators | 28,800 | 29,900 | 4% | 1,100 | 173 | 171 | -1.2%
Photographers | 136,300 | 142,200 | 4% | 5,900 | 4,130 | 4,717 | 14.2%

**SOURCE:** Indiana Department of Workforce Development

**Interior Design:** Employment projections data for 2012-22. Interior designers make interior spaces functional, safe, and beautiful by determining space requirements and selecting decorative items, such as colors, lighting, and materials. They read blueprints and must be aware of building codes and inspection regulations.

**Period:** May 2012

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>National Mean Annual Wage</th>
<th>Indiana Mean Annual Wage</th>
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<tbody>
<tr>
<td>Interior Design</td>
<td>$52,970</td>
<td>$41,960</td>
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</thead>
<tbody>
<tr>
<td>Interior Design</td>
<td>54,900</td>
<td>61,900</td>
<td>13%</td>
<td>7,000</td>
<td>1,233</td>
<td>1,473</td>
<td>19.5%</td>
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</table>

**SOURCE:** Indiana Department of Workforce Development
**Industrial Design:** Employment projections data for 2012-22.
Industrial designers develop the concepts for manufactured products, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers focus on the user experience in creating style and function for a particular gadget or appliance.

Period: May 2012

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>National Mean Annual Wage</th>
<th>Indiana Mean Annual Wage</th>
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</thead>
<tbody>
<tr>
<td>Industrial Design</td>
<td>$59,610</td>
<td>$46,630</td>
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</thead>
<tbody>
<tr>
<td>Industrial Design</td>
<td>39,200</td>
<td>40,900</td>
<td>4%</td>
<td>1,700</td>
<td>1,307</td>
<td>1,437</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

SOURCE: Indiana Department of Workforce Development

**Visual Communications Design:** Employment projections data 2012-22.
Visual communications designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for websites, E-readers, mobile Apps, advertisements, brochures, magazines, and corporate reports. Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

Period: May 2012

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>National Mean Annual Wage</th>
<th>Indiana Mean Annual Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Communications Designers</td>
<td>$48,730</td>
<td>$37,030</td>
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<tr>
<td>(Graphic Designer)</td>
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</thead>
<tbody>
<tr>
<td>Visual Communications Designers</td>
<td>259,500</td>
<td>276,900</td>
<td>7%</td>
<td>17,400</td>
<td>4,518</td>
<td>5,034</td>
<td>11.4%</td>
</tr>
<tr>
<td>(Graphic Designer)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art Directors</td>
<td>74,800</td>
<td>77,000</td>
<td>3%</td>
<td>2,200</td>
<td>879</td>
<td>942</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

SOURCE: Indiana Department of Workforce Development

v. Surveys of Employers or Students and Analyses of Job Postings
The Department, School or College has not compiled reports of this nature.
vi. Letters of Support:

September 16, 2014

Dr. David L. Sigman
Chair, Department of Arts and Design
Purdue University
West Lafayette, Indiana 47907

Dear Dr. Sigman:

It is my pleasure to write this letter in support of Purdue University’s proposal to establish Bachelor of Fine Arts degree programs for integrated Studio Arts, Interior Design, Industrial Design, Visual Arts Teaching, and Visual Communications Design.

First of all, I applaud the university’s leadership for recognizing the importance of having such a professionally-oriented degree among its offerings. According to national data provided by Americans for the Arts, the arts employ some 2.22 million workers, which is about 1.4% of the American workforce. Those numbers have grown significantly since 1996, with an increase of 8% in the arts workforce. That workforce remained at a relatively stable level throughout the nation’s economic turndown, and recovered more quickly than most other sectors. Here in Indiana, the latest data shows nearly 11,000 arts-related businesses which employ nearly 50,000 citizens. The program being established by Purdue will be a significant supplier of skilled, professional artists to this important and resilient segment of the Indiana and U.S. economies.

I am also excited to see a program such as this developed by an institution with a significant international reputation in technology. Art and technology have a long history of going hand-in-hand, and as new technologies emerge, the world of visual art and design will be a key component in their applications and resulting economic impact. I can envision Purdue becoming a leader in bringing the creative and technological thought processes together, helping to develop graduates who are some of the best-equipped in the nation to be innovative and productive workers.

On behalf of the Indiana Arts Commission, I heartily endorse Purdue’s efforts, and can only envision their new degrees positively affecting both the creative and economic climate of Indiana.

All best regards,

Lewis Ricci
Executive Director
See all letters in Appendix, Pages 24 - 26:

Dr. Irwin Weiser (Please see appendix.)
Justin S. Morrill Dean
College of Liberal Arts
Purdue University

Dr. Harry Bulow (Please see appendix.)
Head
Patti and Rusty Rueff School
of Visual and Performing Arts
Purdue University

1. Cost of and support for the Program

a. Costs

i. Faculty and Staff
All of the proposed BFA degrees programs can make the transition from the current Bachelor of Arts (BA) program to the BFA degree without additional tenure-track faculty support. The College of Liberal Arts will provide the support to cover the addition of two half-time graduate assistants or staff to teach Photography and Related Media, and Electronic Time-Based Media, which are required NASA courses.

ii. Facilities
No additional facilities are required to offer the new BFA degree programs. The current facilities in which the BA degree programs have been offered will support the BFA degree programs.

iii. Other Capital Costs:
No additional capital costs are required to offer the new BFA degree programs. The current funding levels for the BA degree programs will support the BFA degree program.

b. Support

i. Nature of support (New, Existing, or Reallocated)
The majority of these programs will be supported with existing funds. A small reallocation for two half-time staff will be reallocated from the College of Liberal Arts.

ii. Special Fees above Baseline Tuition
The current BA studio courses have a student course fee of $100 per student per studio course. These funds are used to supply students with supplies and technology for these very specialized courses. The BFA studio courses will continue to apply the existing $100.00 course fee.

4. Similar and Related Programs

a. List of Programs at Other Institutions

Indiana Universities and Colleges offering the BFA Degree...
NASAD-accredited BFA degree programs in Indiana

**Ball State University**  
*BFA: Glass; Studio Art (Electronic Art and Animation)*

**Herron School of Art and Design**  
*BFA: Ceramics, Drawing, Graphic Design, Painting, Photography, Printmaking, Sculpture*

**Indiana State University**  
*BFA: Studio Arts (Ceramics, Fine Arts, Furniture Design, Painting, Printmaking, Sculpture), Visual Communication*

**Indiana University**  
*BFA: Studio Arts*

**Saint Mary's College**  
*BFA: Ceramics, Fibers, Painting, Printmaking, Photo-Media, Sculpture, New Media*

**University of Indianapolis**  
*BFA: Studio Arts (Ceramics, Painting, Photography), Visual Communication Design*

**University of Notre Dame**  
*BFA: Industrial Design*

BFA Programs in Indiana that are not NASAD-accredited

**Indiana University-Purdue University Purdue Fort Wayne**  
*BFA: Graphic Design, Imaging and Photography, Modeling and Animation*

**University of Evansville**  
*BFA: Studio Arts*

**Indiana University Southeast**  
*BFA: Ceramics, Drawing, Graphic Design, Painting, Printmaking*

**Indiana University Kokomo**  
*BFA: painting, drawing, printmaking, sculpture, metalsmithing, ceramics, graphic design, digital media, animation (120 credit hours, 84 of which are in art and design)*

**Indiana University South Bend**  
*BFA: electronic media, graphic design, painting/drawing, photography, printmaking, sculpture, visual interpretations and practice*

Big 10 Institutions offering BFA Degree Programs: Indiana University, Michigan State University, University of Michigan, The Ohio State University, University of Illinois, University of Iowa, University of Nebraska, University of Minnesota, Penn State University University of Wisconsin

II. Related Programs at the Proposing Institution
Purdue University main campus does not offer any programs related to the proposed BFA degree programs.

b. List of Similar Programs Outside Indiana
As listed above, 9 of the Big 10 Schools offer the BFA degree.  
Other top BFA programs are offered at: School of the Art Institute of Chicago, University of Florida, University of Cincinnati, Virginia Commonwealth University, Northern Illinois University, University of Texas, Yale University

c. Articulation of Associate/Baccalaureate Programs
Currently the Department Chair, David Sigman, is in discussions with Mr. Paul Daily regarding Articulation agreement with the Bloomington Ivy Tech Campus. Mr. Daily is the Dean of the
School of Fine Arts, at the Bloomington Ivy Tech Campus. The Indiana Ivy Tech Central Office referred the Department to Mr. Daily regarding an Articulation agreement for the BFA degree programs at the Purdue University Campus. Plans are to also explore possibilities with Ivy Tech art and design programs in Columbus and Indianapolis.

d. Collaborations with Similar or Related Programs on Other Campuses

None.

5. Quality and Other Aspects of the Program

a. Credit Hours Required/Time to completion

The BFA degree programs in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design have plans of study that provide a recommended schedule of courses that allow completion of the degree in 4 years. See Plans of Study in the Appendix, pages 24 – 32, which include a recommended course schedule for each BFA Degree program.

BFA Required Credit Allocations and the University, College of Liberal Arts and Core:

a. Standard Expectation of Credit Hours

The combinations of credit hours required for National Association of Schools of Art & Design (NASAD), accreditation and the College of Liberal Arts and University required core is 124 credit hours for Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design.

Phase Out the Bachelor of Arts (BA) Degree:

Current BA degree students in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design would have the option of switching to the BFA program. Any student wishing to continue the BA degree would be accommodated under the programs BA Plan of Study until graduation. Following the implementation of the BFA Plans of Study and graduation of all students who wish to continue the BA plan of study, the BA degree would not be offered in the 4 programs and only the BFA degree would be available in Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design.

a. Program Competencies or Learning Outcomes

In all four BFA degree programs course assignments develop creative and critical thinking. Working on group projects as well as student’s individual critiques of their own art and design solutions as well as other students builds leadership and teamwork skills. Developing written project proposals for presentation and defense creates written and oral communication attributes.

b. Assessment

In all four BFA degree programs students develop portfolios of the art and design solutions related to their program of study. Presentations and reviews of the content of the portfolios is the major assessment tool for Integrated Studio Arts, Interior Design, Industrial Design, and Visual Communications Design. The portfolios the students develop throughout their program of study are also used as demonstrations of their skills to gain employment.
Each of the five Plans of Study located in the Appendix, Pages 24 – 32, has a statement defining the programs required portfolio review. Following is an example from the Interior Design program’s Plan of Study

**Interior Design Plan of Study:**

**MANDATORY PORTFOLIO REVIEWS ARE REQUIRED DURING THE SPRING SEMESTER OF THE SOPHOMORE YEAR. STUDENTS MUST PASS THIS REVIEW IN ORDER TO ADVANCE TO THE NEXT LEVEL OF INTERIOR DESIGN COURSES.**

c. **Licensure and Certification**

Interior Design course AD39700 – Sustainability in the Built Environments prepares the Interior Design students with the understanding of Leadership in Energy & Environmental Design (LEED) guidelines so they can obtain their LEED Green Associate Credential. LEED, is a green building certification program that recognizes best-in-class building strategies and practices. To receive LEED certification, building projects satisfy prerequisites and earn points to achieve different levels of certification.

The interior design program prepares students for the National Council for Interior Design Qualification (NCIDQ) professional examination through coursework in AD46500 Professional Practice. Professional interior designers are not eligible to take the exam for at least two years post-graduation, but practice exams are taken, reviewed and discussed in class.

d. **Placement of Graduates**

The Department of Art and Design’s design programs has over 90% placement rate for graduates.

The following is a list of Design alums that are in or have been in leadership roles:
Judd Lord is Director of the Industrial Design Department at Delta Faucet in Indianapolis
Brian Chapman is Director of R&D at Hasbro in Pawtucket
Chuck Jones is Director of R&D at Newell Rubbermaid in Michigan
David Allendorph was Director of Industrial Design at Navistar/International Trucks (Now Retired)
Michael Sauer Director of Client Services Webb deVlam in Chicago
Robert Worrell is Director of Worrell Design in Minneapolis
Austin Angel is CEO of Modern Edge in Portland
Brian Baker Creative Director MCD2 in Atlanta
Graham Sadler is Director of Industrial Design at Bosch Appliance
Scott Jost is Product/Brand Innovation Strategist at Berlin Packaging in Chicago

**Accreditation**

Currently the BA degree programs in Fine Arts (Integrated Studio Arts), Industrial Design, Visual Arts Teaching, and Visual Communications Design, are fully accredited by The National Association of Schools of Art & Design (NASAD). In the Department’s last accreditation review in 2012, the reviewers reference the level of student work was at a BFA degree program level and that they recommended the Department should pursue establishing a professional BFA degree program. The Department fully expects the four new BFA degree programs to be accredited by NASAD.

The Council for Interior Design accredits the Interior Design BA program. The program received accreditation for 6 years in 2009. The BFA degree program would be presented for review in 2016 and again we fully expect it would receive accreditation.
6. Projected Headcount and FTE Enrollment and Degrees Conferred

**Table 2**
(Data for Question # 6)
Projected Headcount and FTE Enrollment and Degrees Conferred
BFA in Integrated Studio Arts

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<thead>
<tr>
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<th>Year #1 FY 2015</th>
<th>Year #2 FY 2016</th>
<th>Year #3 FY 2017</th>
<th>Year #4 FY 2018</th>
<th>Year #5 FY 2019</th>
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</thead>
<tbody>
<tr>
<td>Enrollment Projections (Headcount)</td>
<td>22</td>
<td>17</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Enrollment Projections (FTE)</td>
<td>21.5</td>
<td>16.5</td>
<td>19.0</td>
<td>20.0</td>
<td>21.0</td>
</tr>
<tr>
<td>Degree Completions Projection</td>
<td>8*</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
</tbody>
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**Table 2**
(Data for Question # 6)
Projected Headcount and FTE Enrollment and Degrees Conferred
BFA in Interior Design

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<tr>
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<th>Year #1 FY 2015</th>
<th>Year #2 FY 2016</th>
<th>Year #3 FY 2017</th>
<th>Year #4 FY 2018</th>
<th>Year #5 FY 2019</th>
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<tr>
<td>Enrollment Projections (Headcount)</td>
<td>68</td>
<td>54</td>
<td>57</td>
<td>59</td>
<td>64</td>
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<tr>
<td>Enrollment Projections (FTE)</td>
<td>66.5</td>
<td>52.0</td>
<td>54.0</td>
<td>55.5</td>
<td>59.0</td>
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<td>Degree Completions Projection</td>
<td>*</td>
<td>16</td>
<td>17</td>
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</table>

**Table 2**
(Data for Question # 6)
Projected Headcount and FTE Enrollment and Degrees Conferred
BFA in Industrial Design

<table>
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<tr>
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<th>Year #1 FY 2015</th>
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<th>Year #3 FY 2017</th>
<th>Year #4 FY 2018</th>
<th>Year #5 FY 2019</th>
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<td>115</td>
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<td>Enrollment Projections (FTE)</td>
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<td>Degree Completions Projection</td>
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<td>16</td>
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### Table 2

Data for Question # 6
Projected Headcount and FTE Enrollment and Degrees Conferred
BFA in Visual Communications Design

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<th></th>
<th>Year #1 FY 2015</th>
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<th>Year #3 FY 2017</th>
<th>Year #4 FY 2018</th>
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<tbody>
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<td>Enrollment Projections (Headcount)</td>
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<td>119</td>
<td>123</td>
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<td>Enrollment Projections (FTE)</td>
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<td>118.0</td>
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<td>125.0</td>
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<td>Degree Completions Projection</td>
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<td>32</td>
<td>32</td>
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</table>

Appendix
Appendix Content:

1. Table 1: Cost and Support for the Program: Pages 15 - 18
   a. Integrated Studio Arts
   b. Interior Design
   c. Industrial Design
   d. Visual Communications Design

2. Faculty and Staff Page 19

3. Letters of Recommendation Pages 20 – 2’

4. Internships List Page 22 - 23

5. Plans of Study for each of the BFA Programs Pages 24 - 32
### Table 1
**Question 3a: Cost of and Support for the Program**

**Detail on Direct Program Costs**

**Purdue West Lafayette Campus**

**BFA in Integrated Studio Arts**

<table>
<thead>
<tr>
<th></th>
<th>Total Year #1</th>
<th>FY 2015</th>
<th>Total Year #2</th>
<th>FY 2016</th>
<th>Total Year #3</th>
<th>FY 2017</th>
<th>Total Year #4</th>
<th>FY 2018</th>
<th>Total Year #5</th>
<th>FY 2019</th>
</tr>
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<tbody>
<tr>
<td><strong>1. Faculty and Staff</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Faculty**</td>
<td>2.50</td>
<td>$221,561.16</td>
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<td>$224,884.57</td>
<td>2.50</td>
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<td>2.50</td>
<td>$231,681.71</td>
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<td>b. Cont Lecturer</td>
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<td>$42,551.90</td>
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<td>$43,190.16</td>
<td>0.75</td>
<td>$43,838.04</td>
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<tr>
<td>c. Limited Term Lecturers</td>
<td>0.31</td>
<td>$8,597.50</td>
<td>0.31</td>
<td>$8,726.46</td>
<td>0.31</td>
<td>$8,857.36</td>
<td>0.31</td>
<td>$8,990.22</td>
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<tr>
<td>d. Graduate TA</td>
<td>0.22</td>
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<td>**Total ******</td>
<td>3.78</td>
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<td>3.78</td>
<td>$282,276.09</td>
<td>3.78</td>
<td>$286,510.23</td>
<td>3.78</td>
<td>$290,807.88</td>
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<td>$295,170.00</td>
</tr>
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</table>

| **2. Supplies and Expense** |          |         |               |         |               |         |               |         |               |         |
| a. General Supplies/Expenses** | $8,000.00 | $8,000.00 | $8,000.00 | $8,000.00 | $8,000.00 |
| b. Recruiting     | $0.00       | $0.00     | $0.00         | $0.00     | $0.00         |
| c. Travel         | $8,600.00   | $8,729.00 | $8,859.84    | $8,992.83 | $9,127.33    |
| d. Library        | $0.00       | $0.00     | $0.00         | $0.00     | $0.00         |
| e. Other          | $0.00       | $0.00     | $0.00         | $0.00     | $0.00         |
| **Total Supplies and Expense** | $16,600.00 | $16,729.00 | $16,859.84 | $16,992.83 | $17,127.33 |

| **3. Equipment** |          |         |               |         |               |         |               |         |               |         |
| a. Additional Lab Equipment*** | $0.00     | $0.00    | $0.00         | $0.00    | $0.00         |
| b. Routine Repair & Replacement | $0.00     | $0.00    | $0.00         | $0.00    | $0.00         |
| **Total Equipment** | $0.00     | $0.00    | $0.00         | $0.00    | $0.00         |

| **4. Student Assistance** |          |         |               |         |               |         |               |         |               |         |
| a. Graduate Fee Scholarships | $0.00     | $0.00    | $0.00         | $0.00    | $0.00         |
| b. Fellowships | $0.00       | $0.00     | $0.00         | $0.00    | $0.00         |
| c. Fee Remits     | $11,542.50  | $11,691.00 | $11,851.00 | $11,991.00 | $12,127.33 |
| **Total Student Assistance** | $11,542.50 | $11,691.00 | $11,851.00 | $11,991.00 | $12,127.33 |

| **Sum of All Direct Program Costs** | $306,247.02 | $310,696.09 | $315,061.16 | $319,491.71 | $323,988.73 |

*Faculty FTE encompasses the 50% teaching effort for BFA program
*Faculty are involved in MFA program as well
**All programs require no extra funding support with the exception of Visual Communications Design program
***Course Fees cover equipment costs
****Instructors teach service level courses of 100-200 which causes a requirement crossover for Art History & Design majors
Table 1

Question 3a: Cost of and Support for the Program

Detail on Direct Program Costs
Purdue West Lafayette Campus
BFA in Interior Design

<table>
<thead>
<tr>
<th>Total Year #1</th>
<th>FY 2015</th>
<th>Total Year #2</th>
<th>FY 2016</th>
<th>Total Year #3</th>
<th>FY 2017</th>
<th>Total Year #4</th>
<th>FY 2018</th>
<th>Total Year #5</th>
<th>FY 2019</th>
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<tr>
<td>FTE</td>
<td>Cost</td>
<td>FTE</td>
<td>Cost</td>
<td>FTE</td>
<td>Cost</td>
<td>FTE</td>
<td>Cost</td>
<td>FTE</td>
<td>Cost</td>
</tr>
</tbody>
</table>

1. Faculty and Staff

a. Faculty * 1.5 $118,847.53 1.5 $120,630.24 1.5 $122,439.70 1.5 $124,276.29 1.5 $126,140.44
b. Cont Lecturers 1.0 $58,968.36 1.0 $59,852.89 1.0 $60,750.68 1.0 $61,661.94 1.0 $62,586.87
c. Graduate TA 1.0 $30,365.50 1.0 $30,820.98 1.0 $31,283.30 1.0 $31,752.55 1.0 $32,228.83
Total 3.5 $208,161.39 3.5 $211,304.11 3.5 $214,473.68 3.5 $217,690.76 3.5 $220,956.14

2. Supplies and Expense

a. General Supplies/Expenses ** $500.00 $500.00 $500.00 $500.00 $500.00 $500.00 $500.00 $500.00
b. Recruiting $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
c. Travel $3,150.00 $3,150.00 $3,150.00 $3,150.00 $3,150.00 $3,150.00 $3,150.00 $3,150.00
d. Library $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
e. Other $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
Total Supplies and Expense $3,650.00 $3,650.00 $3,650.00 $3,650.00 $3,650.00 $3,650.00 $3,650.00 $3,650.00

3. Equipment

a. Additional Lab Equipment *** $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
b. Routine Repair & Replacement $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
Total Equipment $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00

4. Student Assistance

a. Graduate Fee Scholarships $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
b. Fellowships $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00 $0.00
c. Fee Remits $7,695.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00
Total Student Assistance $7,695.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00 $7,794.00

Sum of All Direct Program Costs $219,526.39 $222,748.11 $225,917.68 $229,134.78 $232,400.14

*Faculty FTE encompasses the 50% teaching effort for BFA program
**Faculty are involved in MFA program as well
***All programs require no extra funding support with the exception of Visual Communications Design program

*AAC 2/11/15
*BOT 2/12/15

16
Table 1
Question 3a: Cost of and Support for the Program
Detail on Direct Program Costs
Purdue West Lafayette Campus
BFA in Industrial Design

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<td>b. Limited Term Lecturers</td>
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<td>c. Graduate TA</td>
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2. Supplies and Expense

|                      |               |         |               |         |               |        |               |         |               |         |
| a. General Supplies/Expenses ** | $800.00  | $800.00 | $800.00  | $800.00 | $800.00  | $800.00 | $800.00  | $800.00 | $800.00  | $800.00 |
| b. Recruiting        | $0.00        | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| c. Travel            | $3,500.00    | $3,552.50 | $3,608.79 | $3,659.87 | $3,698.30 | $3,737.50 | $3,777.60 | $3,817.70 | $3,857.80 | $3,898.00 |
| d. Library           | $0.00        | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| e. Other             | $0.00        | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| Total Supplies and Expense | $4,300.00 | $4,352.50 | $4,405.79 | $4,459.87 | $4,496.30 | $4,537.50 | $4,577.60 | $4,617.70 | $4,657.80 | $4,698.00 |

3. Equipment

|                      |               |         |               |         |               |        |               |         |               |         |
| a. Additional Lab Equipment *** | $0.00  | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| b. Routine Repair & Replacement | $0.00 | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| Total Equipment      | $0.00        | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |

4. Student Assistance

|                      |               |         |               |         |               |        |               |         |               |         |
| a. Graduate Fee Scholarships | $0.00  | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| b. Fellowships        | $0.00        | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   | $0.00      | $0.00   |
| c. Fee Remits         | $7,695.00    | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 |
| Total Student Assistance | $7,695.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 | $7,794.00 |

Sum of All Direct Program Costs

|                      | $250,960.85  | $254,666.84 | $258,388.38 | $262,135.30 | $265,921.95 |

*Faculty FTE encompasses the 50% teaching effort for BFA program
*Faculty are involved in MFA program as well
**All programs require no extra funding support with the exception of Visual Communications Design program
***Course Fees cover equipment costs
Table 1
Question 3a: Cost of and Support for the Program
Detail on Direct Program Costs
Purdue West Lafayette Campus
BFA in Visual Communications Design

<table>
<thead>
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<th></th>
<th>Total Year #1</th>
<th>FY 2015</th>
<th>Total Year #2</th>
<th>FY 2016</th>
<th>Total Year #3</th>
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<th>Total Year #4</th>
<th>FY 2018</th>
<th>Total Year #5</th>
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<tbody>
<tr>
<td><strong>1. Faculty and Staff</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Faculty *</td>
<td>1.75</td>
<td>$211,033.59</td>
<td>1.75</td>
<td>$214,199.10</td>
<td>1.75</td>
<td>$217,412.08</td>
<td>1.75</td>
<td>$220,673.27</td>
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<td>$223,983.36</td>
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<tr>
<td>b. Continuing Lecturers</td>
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<td>$59,908.36</td>
<td>1.0</td>
<td>$60,806.98</td>
<td>1.0</td>
<td>$61,719.09</td>
</tr>
<tr>
<td>c. Graduate TA</td>
<td>0.5</td>
<td>$16,700.46</td>
<td>0.5</td>
<td>$16,950.97</td>
<td>0.5</td>
<td>$17,205.24</td>
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<td>$17,463.31</td>
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<td>$17,725.26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3.25</td>
<td>$285,884.81</td>
<td>3.25</td>
<td>$290,173.08</td>
<td>3.25</td>
<td>$294,525.68</td>
<td>3.25</td>
<td>$298,943.56</td>
<td>3.25</td>
<td>$303,427.72</td>
</tr>
</tbody>
</table>

| **2. Supplies and Expense**                      |               |         |               |         |               |         |               |         |               |         |
| a. General Supplies/Expenses **               | $500.00       |         | $500.00       |         | $500.00       |         | $500.00       |         | $500.00       |         |
| b. Recruiting      |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |
| c. Travel          | $3,100.00     |         | $3,100.00     |         | $3,100.00     |         | $3,100.00     |         | $3,100.00     |         |
| d. Library         |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |
| e. Other           |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |
| **Total Supplies and Expense**               | $3,600.00     |         | $3,600.00     |         | $3,600.00     |         | $3,600.00     |         | $3,600.00     |         |

| **3. Equipment**                      |               |         |               |         |               |         |               |         |               |         |
| a. Additional Lab Equipment ***          | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         |
| b. Routine Repair & Replacement      |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |               | $0.00   |
| **Total Equipment**                  | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         |

| **4. Student Assistance**                      |               |         |               |         |               |         |               |         |               |         |
| a. Graduate Fee Scholarships          | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         |
| b. Fellowships                        | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         | $0.00         |         |
| c. Fee Remits                         | $7,695.00     |         | $7,794.00     |         | $7,794.00     |         | $7,794.00     |         | $7,794.00     |         |
| **Total Student Assistance**          | $7,695.00     |         | $7,794.00     |         | $7,794.00     |         | $7,794.00     |         | $7,794.00     |         |

| **Sum of All Direct Program Costs**      | $297,179.81   | $301,567.08 | $305,919.68 | $310,337.56 | $314,821.72 |

*Faculty FTE encompasses the 50% teaching effort for BFA program
*Faculty are involved in MFA program as well
**All programs require no extra funding support with the exception of Visual Communications Design program
***Course Fees cover equipment costs
BFA Faculty Per Program:
While the faculty members are listed by program area many of the BFA program’s curriculum overlap.

Dr. Harry Bulow  
Professor and Head  
Patti and Rusty Rieff School of Visual and Performing Arts

Integrated Studio Arts:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor</td>
<td>Charles Gick</td>
</tr>
<tr>
<td>Professor</td>
<td>Robin Kraft</td>
</tr>
<tr>
<td>Professor</td>
<td>Rick Paul</td>
</tr>
<tr>
<td>Professor</td>
<td>Lisa Lee Peterson</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>Kathryn Reeves</td>
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<tr>
<td>Associate Professor</td>
<td>Robert Mahoney</td>
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<tr>
<td>Assistant Professor</td>
<td>Fabian Winkler</td>
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<tr>
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<td>Christine Wuenschel</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Sigrid Zahner</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Min Kim Park</td>
</tr>
<tr>
<td><em>(split appointment with American Studies)</em></td>
<td>Shannon McMullen*</td>
</tr>
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</table>

Continuing Lecturer
Continuing Lecturer
Continuing Lecturer

Interior Design:

<table>
<thead>
<tr>
<th>Rank</th>
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<tbody>
<tr>
<td>Assistant Professor Dr. Hyun Joo Kwon</td>
<td></td>
</tr>
<tr>
<td>Assistant Professor Lisa VanZee</td>
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</tr>
<tr>
<td>Assistant Professor Wendy Hynes</td>
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Continuing Lecturer
Continuing Lecturer

Industrial Design:

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<tr>
<td>Professor</td>
<td>Steve Visser</td>
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<tr>
<td>Associate Professor</td>
<td>Laura Drake</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>T. J. Kim</td>
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<tr>
<td>Assistant Professor</td>
<td>Dr. Victor Yingjie Chen</td>
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Visual Communications Design:

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<tr>
<td>Professor</td>
<td>1.i Zhang</td>
</tr>
<tr>
<td>Professor</td>
<td>Dennis Ichiyama</td>
</tr>
<tr>
<td>Professor</td>
<td>David L. Sigman</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Dr. Petronio Bendito</td>
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Visual Communications Design continued:

Continuing Lecturer
Continuing Lecturer

Art History:

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<tr>
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<td>David Parrish</td>
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<tr>
<td>Associate Professor</td>
<td>Catherine Dossin</td>
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 Foundations Drawing
 Foundations Drawing
 Photography

David L. Sigman  
Professor and Chair  
Department of Art and Design
September 8, 2014

To Whom it May Concern:

I am writing to offer my strong support for the established of the Bachelor of Fine Arts (BFA) degrees in Integrated Studio Arts, Interior Design, Industrial Design, Visual Arts Teaching, and Visual Communications Design in the Patti and Rusty Rueff School of Visual and Performing Arts at Purdue University.

Purdue's School of Visual and Performing Arts has a reputation for preparing artists and designers who are career-ready and productive and who are distinguished by a strong background in technological aspects of art and design. While they are successful professionals, their credentials will be enhanced if they receive a BFA, which is the recognized professional degree undergraduate degree. Holding a BFA will also make those students who wish to pursue a Masters of Fine Arts more attractive to the best programs.

Sincerely,

Justin S. Morrill Dean
To: Dr. Debasish Dutta, Provost  
VIA: Dr. Irwin “Bud” Weiser, Dean  
College of Liberal Arts  

Dear Dr. Debasish:  

I am writing to strongly endorse the proposal from Professor David Sigman and the Department of Art and Design within the Patti and Rusty Rueff School of Visual and Performing Arts regarding the new Bachelor of Fine Arts (BFA) program. This new degree program is critical to the success of our students and the school in general. In recent years most significant colleges and universities in Indiana and beyond have developed BFA programs in the visual arts. This professional degree will bring our school on par with other comparable institutions within Indiana and nationally. We believe that this program is essential to remain competitive and a leader in the area of art and design. The move to offering a BFA will improve our student’s technical skills, aesthetic awareness and add to the University’s national standing. If I can answer any questions you may have about the significance or practical necessity of developing the BFA, please do not hesitate to contact me. 

Sincerely yours,  

Harry Bulow, Head  
Patti and Rusty Rueff School of Visual and Performing Arts
Internships are an important component of our undergraduate programs and will even grow stronger with professional BFA degree programs. Below is a list of companies that our students have and will continue to participate in internship programs. Along with the internships students in the Integrated Studio Arts are awarded scholarships to attend summer professional programs in their areas of study, these scholarships art also listed:

**Integrated Studio Arts:**
Arrowmont Studios, KY, Penland, NC, Anderson Ranch, CO, Haystack Summer Workshops, Maine, Frogmans Press, NM, California Institute for the Arts, Los Angles, CA
Otis Parsons, CA

**Interior Design: Indiana firms in bold.**

**Industrial Design: Indiana firms in bold.**

Visual Communications Design
International: ENGLAND: Design Management, Dyson Design Limited; Bradbourne House Publishing Ltd.; University of Reading; GERMANY: Pacifico Graphic;

UNITED STATES: Indiana firms in bold.

Purdue University: Ag Communication, Exponent, Residences Marketing, Marketing and Media, John Purdue Club, Athletic Promotions and Advertising, Liberal Arts Career Development, Career Services Specialist, Center for Food and Agricultural Business

Purdue University Research Park: SensorHound Innovations, LLC, Seyet LLC,
Integrated Studio Arts
Interior Design
Visual Communications Design
BFA Degree
Plans of Study
COLLEGE OF LIBERAL ARTS

INTEGRATED STUDIO ARTS
PROFESSIONAL PROGRAM

Art Studies-BFA

78 hours

A. A&D Core
3_AD10500 Design I
3_AD10600 Design II
3_AD11300 Basic Drawing

B. ISA Core
Select two courses from each of these three areas

2D Extended Media
3_AD11400 Drawing II, or
AD21400 Life Drawing, or
AD31400 Illustrative Drawing
3_AD20000 Beginning Painting
3_AD26500 Relief Printmaking or
AD26600 Silkscreen Printmaking

Craft/Material Studies
3_AD24200 Functional Ceramics or
AD24201 Sculptural Ceramics
3_AD26200 Jewelry & Metals: Fabrication
3_AD27000 Constr Textiles or
AD27100 Surface Design in Textiles
3_AD27500 Beginning Sculpture

Art, Culture & Technology
3_AD30400 Video Art or AD32600
Physical Computing
3_AD22000 Computers in Art or
AD32200 Computer Modeling & Animation
3_AD11700 Photography I or
AD11900 Photography II

C. Art History and Cultural Context
Select one of the following two courses:
3_AD38300 Modern Art or AD38400 Contemporary Art

Select any three additional courses:
3_AD22600 History of Art to 1400
3_AD22700 History of Art Since 1400
3_AD25100 History of Photography I
3_AD25300 History of Photography II (new #)
3_AD33400 New Media Culture
3_AD38300 Modern Art
3_AD38400 Contemporary Art
3_AD34400 History of Latin American Art
3_AD39100 History of Chinese and Japanese Art
3_AD39500 History of Design
3_AD45400 History of Modern Architecture
3_AD49300 Women Artists in the 20th Century
3_AMST30100 Perspectives on America

D. ISA Sophomore Portfolio Review (required, no credit)
Students interested in the Interdisciplinary Studio Focus must present a proposed plan of study (POS) to the review committee. The proposal must be approved by a faculty mentor no later than the end of the sophomore year.

E. ISA Studio Focus
Select seven additional courses in one of four focus areas: I. 2D Extended Media, II. Craft & Material Studies, III. Art, Technology & Culture, or IV. Interdisciplinary Studio Focus (must have approved 7-course POS).
*Asterisked courses are repeatable for credit.

21 hours
I. 2D Extended Media

3_AD20000 Beginning Painting
3_AD36500 Intermediate Painting
3_AD40000* Advanced Painting
3_AD21400 Life Drawing I
3_AD30000* Life Drawing II
3_AD31400* Illustrative Dr

3_AD26500 Relief Printmaking
3_AD26600 Silkscreen Printmaking
3_AD33300 Photo Silkscreen
3_AD36800* Etching & Intaglio Printmaking
3_AD36900* Lithographic Printmaking
3_AD46800 Printmaking III

II. Craft/Material Studies

3_AD24200 (rev) Functional Ceramics
3_AD24201 (new) Sculptural Ceramics
3_AD34200* (rev) Glaze & Surface in Ceramics
3_AD34201* (40400) Moldmaking
3_AD44200* (rev) Adv Studies in Ceramics
3_AD27500* Beginning Sculpture

3_AD26200 Jewelry & Metals: Fabrication
3_AD36200* (rev) J&M:Casting & Color
3_AD36201* (new) J&M: Enameling & Forming
3_AD46201* (new) Adv Studies in Metallsmithing
3_AD27000 Constructed Textiles
3_AD27100 Surface Design in Textiles
3_AD37000 Woven Textiles
3_AD47000* Adv Studies in Textiles

III. Art, Culture, & Technology

3_AD23300 Electronic Media Studio
3_AD30400 Video Art
3_AD32600 Physical Computing
3_AD41700* Variable Topics in ETB
3_AD42600 Robotic Art

3_AD22000 Computers in Art
3_AD32200 Computer Modeling & Animation

3_AD11700 Photography I: E&W
3_AD11900 Photography II: Color
3_AD23600 Lighting Fundamentals for Photography
3_AD26700 Digital Media I: Photo & Digital Imaging
3_AD33100 Digital Video Production & Aesthetics
3_AD33700 Commercial & Prof Practice in Photo
3_AD38100 Photographic Printmaking & Artist’s Bk
3_AD42100 Adv Studies in Photography I
3_AD42200 Adv Studies in Photography II

IV. Interdisciplinary Studio Focus

Seven (7) courses from approved Plan of Study (POS)

F. ISA Selectives

Three additional courses selected from Areas C and E above and from courses listed below

3_AD11400 Drawing II
3_AD24200/22400 Textiles for Interiors
3_ENG59600 Toward the Posthuman

(need to add more – possibly some selectives could be from CLA core?)

3_AD31100 Greek Art
3_AD31200 Roman Art
3_AD34800 Islamic Art
3_AD35900 Medieval Art

G. BFA Exhibition

3_AD49900 Integrative Studio Arts Professional Practice/Senior Exhibition

Total Hours

BFA: SUGGESTED ARRANGEMENT OF COURSES

<table>
<thead>
<tr>
<th>F</th>
<th>*ENGL COMPOSITION</th>
<th>*COM 11400</th>
<th>REQ A AD23300</th>
<th>REQ A AD10500</th>
<th>REQ A *AD11300</th>
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<td>*OTHER CULTURES</td>
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<td>J</td>
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<td>REQ F Elective</td>
<td>REQ E ISA focus</td>
<td>REQ C: Art History</td>
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<td>*RACIAL &amp;</td>
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78 hours
### SCIENCE

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<th>SCIENCE</th>
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<td>REQ F</td>
<td>REQ E</td>
<td>REQ G</td>
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</table>

* Satisfies the CLA core aesthetic awareness requirement
+ Some students may need to begin language courses at a lower level

---

**Purdue University**

**College of Liberal Arts**

**Interior Design-Professional Program** Design Studies-BFA ITPP

### Requirements for the Interior Design Program:

**A. ART & DESIGN CORE**

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>3_AD 10500</td>
<td>Design I</td>
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<tr>
<td>3_AD 11300</td>
<td>Basic Drawing</td>
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<td>3_AD 10600</td>
<td>Design II</td>
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<tr>
<td>3_AD 22700</td>
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**B. INTERIOR DESIGN CORE**

<table>
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<td>3_AD 12500</td>
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<td>3_AD 13000</td>
<td>Design Process &amp; Communication</td>
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<td>3_AD 23000</td>
<td>Interior Design I</td>
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<td>3_AD 24000</td>
<td>Interior Drafting &amp; Drawing</td>
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<td>3_AD 25000</td>
<td>Interior Design II</td>
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<tr>
<td>3_AD 32000</td>
<td>Interior Lighting Design</td>
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<td>3_AD 33000</td>
<td>Interior Design III</td>
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<td>3_AD 38500</td>
<td>History of Interior Design</td>
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<td>3_AD 43000</td>
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<td>3_AD 44000</td>
<td>Interior Detail &amp; Construction</td>
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<td>3_AD 48500</td>
<td>History of Contemporary Interiors</td>
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**C. INTERIOR DESIGN SUPPORTIVE REQUIREMENTS**

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<td>Art &amp; Design Internship Preparation</td>
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<tr>
<td>3_AD 46500</td>
<td>Professional Practice</td>
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27
3 AD 26000 CAD for Interiors
3 AD 28500 Interior Components & Materials
3 AD 32400 Textiles for Interiors (Coreq- AD 22400)
3 AD 39700 Sustainability in the Built Environment

2 AD 47800 Internship or Co-op Program (0 credits)**
3 BCM 23000 Mechanical & Electrical Systems
3 CGT 26200 Introduction to Construction Graphics
3 CGT 36200 Applications of Construction Documents
3 CGT 46200 Applications of Construction Documents II

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<td>AD 32400 &amp;</td>
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** A&D 47800 Internship (min 2 credits) or AD 19100,19200,19300,19400 Co-op Required

Total hours required for the Professional Program...........................................................................78

**MANDATORY PORTFOLIO REVIEWS ARE REQUIRED DURING THE SPRING SEMESTER OF THE SOPHOMORE YEAR. STUDENTS MUST PASS THIS REVIEW IN ORDER TO ADVANCE TO THE NEXT LEVEL OF INTERIOR DESIGN COURSES.

A Grade of "C" or Better is required in AD 10500,10600,11300,12500, and 13000 in order to advance
# A Grade of "C" or Better is required in all other courses listed above in areas A, B, and C in order to advance

See Reverse for Additional Information
BFA: SUGGESTED ARRANGEMENT OF COURSES:

* Satisfies a school core requirement
+ Some students may need to begin language courses at a lower level.
A. ART & DESIGN CORE:  
3 ___ AD 10500 Design I  
3 ___ AD 10600 Design II  

B. INDUSTRIAL DESIGN CORE:  
3 ___ AD 14600 Design Drawing I (S)  
3 ___ AD 21500 Materials and Processes (F)  
3 ___ AD 23500 Materials and Processes II (S)  
3 ___ AD 24600 Design Drawing II (F)  
3 ___ AD 25600 Presentation Techniques (S)  
3 ___ AD 30500 Industrial Design I (F)  

C. INDUSTRIAL DESIGN SUPPORTIVE REQUIREMENTS:  
1 ___ AD 23400 Art & Design Internship Preparation  
3 ___ AD 34400 Furniture Design  
3 ___ AD 39500 History of Design II  
3 ___ AD 41600 Seminar on Industrial Design II  

D. INDUSTRIAL DESIGN SELECTIVES (CHOOSE THREE FROM):  
3 ___ AD 11400 Drawing II  
3 ___ AD 11700 Photography I: Blk & Wht Process & Aesth  
3 ___ AD 20000 Beginning Painting  
3 ___ AD 20500 Design III  
3 ___ AD 20600 Studio in Visual Communications Design  
3 ___ AD 21300 Life Drawing  
3 ___ AD 22000 Computers in Art  
3 ___ AD 22800 Visual Comm. Design Computing I  
3 ___ AD 22900 Visual Comm. Design Computing II  
3 ___ AD 23300 Electronic Media Studio  
3 ___ AD 23600 Lighting Fundamentals of Photography  
3 ___ AD 24200 Ceramics I  
3 ___ AD 26200 Jewelry and Metalwork  
3 ___ AD 26500 Relief Printmaking  
3 ___ AD 26600 Silkscreen  
3 ___ AD 27000 Digital Media I: Photo & Digital Imaging  
3 ___ AD 27000 Digital Constructed Textiles  

Total hours required for the Professional Program: 78

**Mandatory portfolio reviews are required during the spring semester of the sophomore year. Students must pass this review in order to advance to the next level of Industrial Design courses.**

BFA: SUGGESTED ARRANGEMENT OF COURSES

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30
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</table>

*Satisfies a school core requirement
+Some students may need to begin language courses at a lower level.
78 Hours

VISUAL COMMUNICATIONS DESIGN
PROFESSIONAL PROGRAM

A. Art & Design Core; .................................................................12

  3  AD 10500 Design I (F)
  3  AD 10600 Design II (S)
  3  AD 11300 Basic Drawing (F)
  3  AD 39500 Design History (F)

B. VISUAL COMMUNICATIONS DESIGN CORE...............................35

NOTICE: these courses must be taken in the semester indicated on the schedule below, as they constitute a sequence and are offered only in the semester indicated.

  3  AD 20500 Design III (F)
  3  AD 20600 Studio in VCD (S)
  3  AD 22800 VCD Computing I (F)
  3  AD 22900 VCD Computing II (S)
  3  AD 31800 Intro Interactive Multimedia Design (F)
  3  AD 31900 Web Design for Visual Communication (S)  * 3  AD 52000 Student Visual Design Service (F)
  3  AD 33200 VCD I (F)
  3  AD 36600 VCD II (S)
  3  AD 43100 VCD III (F)
  3  AD 43200 VCD IV (S)
  2  AD 43400 Prof. Practice (S)

C. VISUAL COMMUNICATIONS DESIGN SUPPORTIVE REQUIREMENT.............22

  3  AD 26700 Digital Media I
  3  AD 22700 History of Art Since 1400
  3  AD 22600 History of Art 1400
  3  AD 23300 Electronic Media Studio
  1  AD 23400 Art & Design Internship Preparation
  3  AD 38300 Modern Art
  3  AD 38400 Contemporary Art
  3  AD 30400 Video Art

D. VISUAL COMMUNICATIONS DESIGN SELECTIVES: (CHOOSE THREE FROM)...............9

  3  AD 11400 Drawing II
  3  AD 20000 Beginning Painting
  3  AD 21300 Life Drawing
  3  AD 26500 Relief Printmaking
  3  AD 26200 Jewelry and Metalwork
  3  AD 36800 Etching and Intaglio
  3  AD 46200 Metalsmithing
  3  AD 47000 Advanced Studies in Textiles
  3  AD 27000 Constructed Textiles
  3  AD 24200 Ceramics I
  3  AD 34200 Ceramics II
  3  AD 44200 Ceramics III
  3  AD 27500 Beginning Sculpture
  3  AD 26600 Silkscreen
  3  AD 36200 Jewelry and Metalwork II
  3  AD 46200 Jewelry and Metalwork II
  3  AD 37000 Woven Textiles
  3  AD 36500 Intermediate Painting
  3  AD 40000 Advance Painting
  3  ENG 41900 Multimedia Writing
  3  COM 25600 Introduction to Advertising
  3  AD 33400 New Media Culture
  3  AD 41700 Variable Topics in ETB

Total

E. OTHER PROGRAM REQUIREMENTS
See reverse for notes on Sophomore Portfolio Review and Senior Portfolio Presentation

Total ...........................................................................................................78

(F) Offered fall semester only (S) Offered spring semester only

* Credit change from 2 to 3 credits,
BFA: SUGGESTED ARRANGEMENT OF COURSES:

<table>
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<th>F</th>
<th>*ENGL COMPOSITION</th>
<th>*COM 11400</th>
<th>AD 22600 History of Art 1400</th>
<th>A&amp;D 10500</th>
<th>*A&amp;D 11300 (AES. AWARE.)</th>
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<td>R</td>
<td>+*OTHER LANGUAGE</td>
<td>*MATH/STAT</td>
<td>AD 26700 Digital Media I</td>
<td>A&amp;D 10600</td>
<td>AD 22700 History of Art Since 1400</td>
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<td>S</td>
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<td>AD 234 Art &amp; Design Internship Preparation</td>
<td>A&amp;D 39500</td>
<td>A&amp;D 20500</td>
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<td>O</td>
<td>+*OTHER LANGUAGE</td>
<td>*NATURAL SCIENCES</td>
<td>*GENDER ISSUES</td>
<td>REQ D, 3 credit hours</td>
<td>A&amp;D 20600</td>
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<td>J</td>
<td>+*OTHER LANGUAGE</td>
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<td>*RACIAL &amp; ETHNIC DIV.</td>
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<td>A&amp;D 33200</td>
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<td>*U.S. TRADITION</td>
<td>*INDIVIDUAL &amp; SOCIETY</td>
<td>REQ D, 3 credit hours</td>
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<td>S</td>
<td>*WESTERN HERITAGE</td>
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<td>A&amp;D 43100</td>
<td>A&amp;D 52000 Student Visual Design Service</td>
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<td>*SOCIAL ETHICS</td>
<td>*GLOBAL PERSPECTIVE</td>
<td>REQ D, 3 credit hours</td>
<td>AD 30400 Video Art</td>
<td>A&amp;D 43200</td>
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</table>

*Satisfies a school core requirement
+Some students may need to begin language courses at a lower level.

Sophomore Portfolio Review
All Visual Communications Design students must participate in a mandatory portfolio review during the second half of the spring semester in the sophomore year. Students individually present their work to the collective VCD faculty on specified days by appointment. Work to be included in the portfolio is identified prior to the review period, but usually consists of projects from A&D 105, 106, 113, 205, 206, 228 and 229. Students should prepare for this review by preserving work as it is completed in these courses. Students must pass the portfolio review in order to enroll in VCD 332 and all subsequent courses in the VCD concentration.

Any VCD student who has passed the sophomore review but has not been enrolled and/or completed a 300- or 400- level VCD course for more than two consecutive academic years must retake and pass the sophomore review to enroll in 300- or 400- level VCD courses.

Senior Portfolio Presentation
A senior portfolio presentation is staged at the end of the senior year. Participation in the presentation, which is open to faculty, students, and selected guests from the professional community, is a program requirement in the VCD concentration.