



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Substantive Program Modification Program**

<b>UNIVERSITY:</b>	SDSU
<b>CURRENT PROGRAM TITLE:</b>	Graphic Design (B.F.A.) [S.BFA.GRDE]
<b>CIP CODE:</b>	50.0409
<b>UNIVERSITY DEPARTMENT:</b>	School of Design (SDSGN)
<b>UNIVERSITY DIVISION:</b>	Arts & Sciences (SA&S)

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

\_\_\_\_\_ \_\_\_\_\_  
 Dennis D. Hedge 3/28/2018  
 Vice President of Academic Affairs or Date  
 President of the University

**1. This modification addresses a change in:**

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work |
| <input type="checkbox"/> Total credits of elective course work                   | <input type="checkbox"/> Total credits required for program                 |
| <input type="checkbox"/> Program name  | <input type="checkbox"/> Existing specialization                            |
| <input type="checkbox"/> CIP Code  | <input type="checkbox"/> Other (explain below)                              |

**2. Effective date of change: 2018-2019 Academic Year**

**3. Program Degree Level:**

Associate  Bachelor's  Master's  Doctoral

**4. Category:**

Certificate  Specialization  Minor  Major

**5. If a name change is proposed, the change will occur:**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:** \_\_\_\_\_

**6. Primary Aspects of the Modification:**

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Pref.	Num.	Title	Cr. Hrs	Pref.	Num.	Title	Cr. Hrs
		<b>Systems General Education Requirements</b>	<b>30</b>			<b>Systems General Education Requirements</b>	<b>30</b>
		SGR 1 – Written Communication	6			SGR 1 – Written Communication	6
		ENGL 101 Composition I				ENGL 101 Composition I	
		ENGL 201 Composition II				ENGL 201 Composition II	
		SGR 2 – Oral Communication	3			SGR 2 – Oral Communication	3
		SPCM 101 Fundamentals of Speech				SPCM 101 Fundamentals of Speech	

SGR 3 – Social Sciences/Diversity			6	SGR 3 – Social Sciences/Diversity			6
SGR 4 – Humanities and Arts/Diversity			6	SGR 4 – Humanities and Arts/Diversity			6
ART 111 Drawing I				ART 111 Drawing I			
Student Choice				Student Choice			
SGR 5 – Mathematics			3	SGR 5 – Mathematics			3
SGR 6 – Natural Sciences			6	SGR 6 – Natural Sciences			6
<b>A&amp;S College Requirements</b>			<b>3</b>	<b>AHSS College Requirements</b>			<b>3</b>
A&S	111	Introduction to Global Citizenship and Diversity	3	AHSS	111	Introduction to Global Citizenship and Diversity	3
Upper Division Credit			33	Upper Division Credit			33
<b>School of Design Requirements</b>			<b>12</b>	<b>School of Design Requirements</b>			<b>12</b>
<i>Additional required credits of coursework beyond SGRs, Major, and Support Courses</i>			<b>12</b>	<i>Additional required credits of coursework beyond SGRs, Major, and Support Courses</i>			<b>12</b>
ART	121	Design I 2D	3	ART	121	Design I 2D	3
DSGN	110	Creative Cognition	3	DSGN	110	Creative Thinking	3
DSGN	152	Design Fundamentals II	3	DSGN	152	Design Fundamentals II	3
Design Elective			3	Design Elective			3
Students are required to take an elective shop or studio in another School of Design discipline (other than their major discipline).				Students are required to take an elective shop or studio in another School of Design discipline (other than their major discipline).			
<b>Major Requirements</b>			<b>51</b>	<b>Major Requirements</b>			<b>54</b>
ART Elective - Art Studio Elective			3	ART Elective - Art Studio Elective			3
ART/GDES/MCOM Elective - Elective (Animation, Photography or Video Media)			3	ART/GDES/MCOM Elective - Elective (Animation, Photography or Video Media)			3
GDES	101	Computer Graphics	3	GDES	101	Computer Graphics	3
GDES	201	Graphic Design	3	GDES	201	Graphic Design	3
GDES	203	Animation Foundations I	3	GDES	203	Animation Foundations I	3
GDES	207	Interactive Design I	3	GDES	207	Interactive Design I	3
GDES	216	Typography I	3	GDES	216	Typography	3
GDES	217	Typography II	3	GDES	217	Typography II	3
GDES	304	Motion Graphics	3	GDES	304	Motion Graphics	3
GDES	305	Publication Design	3	GDES	415	Publication Design	3
GDES	307	Interactive Design II	3	GDES	307	Interactive Design II	3
GDES	309	Design Research	3	GDES	209	Design Research	3
GDES	310	Identity Systems	3	GDES	310	Branding Strategy & Identity Design	3
				GDES	312	Sustainable Package Design	3
GDES OR ART	401 OR 494	Professional Studio Practice (3) OR Internship (3)	3	GDES OR ART	401 OR 494	Professional Studio Practice (3) OR Internship (3)	3
GDES	402	Senior Portfolio	3	GDES	402	Portfolio Design	3
GDES	404	Capstone	3	GDES	404	Capstone	3
				GDES	410	Data Visualization Design	3
				GDES	417	UX & UI Design	3
				GDES	482	Travel Studies	3
GDES Graphic Design Elective			3	GDES Graphic Design Elective			3
<b>Supporting Coursework</b>			<b>23</b>	<b>Supporting Coursework</b>			<b>20</b>
ART	111	Drawing I (SGR 4)	--	ART	111	Drawing I (SGR 4)	--
ART	112	Drawing II	3	ART	112	Drawing II	3
ART	122	Design II Color	3	ART	122	Design II Color	3
ART	482	Travel Studies or Travel experience as approved by advisor	3	ART	482	Travel Studies or Travel experience as approved by advisor	3
ARTH	211	History of World Art I	3	ARTH	211	History of World Art I	3
ARTH	212	History of World Art II	3	ARTH	212	History of World Art II	3
ARTH	312	History of Graphic Design	3	ARTH	312	History of Graphic Design	3

ARTH	490	Seminar (History of Modern Design)	3	ARTH	490	Seminar (History of Modern Design)	3
DSGN	140	Successful Design Student Practices	2	DSGN	140	Successful Design Student Practices	2
<b>Electives</b> (Taken as needed to complete any additional degree requirements)			<b>1</b>	<b>Electives</b> (Taken as needed to complete any additional degree requirements)			<b>1</b>
Academic Requirements: Graphic Design students must maintain at least a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a “C” or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH, and ID courses.				Academic Requirements: Graphic Design students must maintain at least a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a “C” or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH, and ID courses.			
<b>Summary of Credits for Graphic Design (B.F.A.)</b>							
<b>System General Education Requirements</b>			<b>30</b>	<b>System General Education Requirements</b>			<b>30</b>
<b>A&amp;S College Requirements</b>			<b>3</b>	<b>AHSS College Requirements</b>			<b>3</b>
<b>School of Design Requirements</b>			<b>12</b>	<b>School of Design Requirements</b>			<b>12</b>
<i>Additional required credits of coursework beyond SGRs, Major, and Support Courses</i>			<b>12</b>	<i>Additional required credits of coursework beyond SGRs, Major, and Support Courses</i>			<b>12</b>
<b>Majors Requirements</b>			<b>51</b>	<b>Majors Requirements</b>			<b>54</b>
<b>Supporting Coursework</b>			<b>23</b>	<b>Supporting Coursework</b>			<b>20</b>
<b>Electives</b> (Taken as needed to complete any additional degree requirements)			<b>1</b>	<b>Electives</b> (Taken as needed to complete any additional degree requirements)			<b>1</b>
Total number of hours required for major			74	Total number of hours required for major			74
Total number of hours required for degree			120	Total number of hours required for degree			120

## 7. Explanation of the Change:

The curriculum changes update the Graphic Design curriculum to prepare students for contemporary design practices and better reflect the needs of employers in this digital era. It is important that student transcripts reflect GDES course experiences. Graphic Design curriculum changes include:

- Deleted GDES 201 Graphic Design (3 cr.) and GDES 217 Typography II (3 cr.). The course content is covered elsewhere in the graphic design curriculum, making these courses redundant and not necessary.
- Replaced ART 494 (3 cr.) with GDES 494 Internship (3 cr.) for cohesive curriculum structure. Graphic Design employers want to see a graphic design internship to see that the students have worked in a professional design setting, beyond the classroom.
- Replaced ART 482 Travel Studies (3 cr.) with GDES 482 Travel Studies (3 cr.) for cohesive curriculum structure. It is important for graphic design students to have graphic design travel experiences represented on their transcript, instead of ART experiences.
- Renamed GDES 310 Identity Systems (3cr.) to Branding Strategy & Identity Design. The revised title will better define the expectations of material covered in the course.
- Added GDES 312 Sustainable Package Design (3 cr.). Graphic Design has become an umbrella term for communication design. The current graphic design curriculum does not cover an up-to-date spectrum of the graphic design industry. Sustainable Package Design is one area that is missing in the current curriculum. Sustainability is a preferred skill of graphic design employers. This change will enhance the quality of the student’s portfolio and prepare students as desirable employees.
- Deleted GDES 404 Capstone (3 cr.). Material covered in GDES 404 Capstone will be absorbed into existing classes.
- Added GDES 410 Data Visualization Design (3 cr.). GDES 410 Data Visualization Design is missing in the current curriculum. It is an essential graphic design area that produces static, animated, and interactive infographics for corporations, desirable to employers. This change will enhance the quality of the student’s portfolio and prepare students as desirable employees.

- Added GDES 417 UX and UI Design (3 cr.). GDES 417 provides the design method of how to help users navigate through websites and apps quickly and efficiently. Currently, there is not a course that covers functional design for users, which is desirable for employers.

By adding junior and senior level practice classes, such as GDES 312 Sustainable Package Design, GDES 410 Data Visualization Design, and GDES 417 UI & UX Design, students will be prepared to address first-hand design experiences with more advanced level experience within Graphic Design. Students will be able to create competitive portfolio with practical projects.