UNDERGRADUATE/GRADUATE EMPHASIS (SUB-PLAN) REQUEST FORM
MAJORS WITH EXISTING EMPHASES (SUB-PLANS)

1) **Requested by (College & School/Department):**

College of Fine Art, School of Art

2) **Proposer's name, title, email, and phone number:**

Karen Zimmermann, Associate Director
kzim@arizona.edu
520-621-1265

3) **Degree and major emphasis will be added to:**

BA Design Arts and Practice

      Add sub plan: Visual Design (Disestablishment will be requested for Print and Screen)

4) **Total number of students that have completed the major in the past 3 years (include double majors and dual degree majors):**

      5 students (1 Print, 3 Screen, 1 Spatial Design)

    a. **Total number of students currently enrolled in major:**

      223 students (21 Print, 116 Screen, 67 Spatial Design, 19 Object Design)

5) **Complete the table below capturing information about your existing major's emphases. Add columns as needed.**

Name of existing emphasis plan(s)	Print (Fine Arts)	Screen (Fine Arts)	Spatial Design (CAPLA)	Object Design (CAPLA)
First term emphasis was offered	Fall 2022	Fall 2022	Fall 2022	Fall 2022
Minimum units required to complete major core and emphasis (total)	53	53	53	53
UG ONLY - Minimum upper division (300 level or above) units required to complete major core and emphasis (total)	33	33	33	33
Additional requirements to complete emphasis (supporting coursework*, GPA, non-credit workshop)	none	none	none	none
Number of students enrolled in emphasis	21	116	67	19
Total number of students that have completed emphasis in past 3 years	1	3	1	0

6) **Provide a rationale for the proposed new emphasis. You may also include market analysis data, please contact Office of Curricular Affairs to request the report for your proposal.**

> Initially, when this degree was created, we thought it would be advantageous to have two subplans in the College of Fine Arts: Print and Screen. The program has run now for a few years, and we have found it is unnecessary to have two subplans. Academic Advisors have found that the two Fine Arts subplans are confusing to students. It is much clearer and easier for students to understand one plan: Visual Design. The emphasis courses will be combined and students can select based on their interest. There are no changes other than the name.

7) **Common coursework to be taken across all emphases in the degree program.**

Requirement Title/Description	Courses (include prefix, number, title, units)	Minimum units needed to satisfy requirement
1. Foundations: History + Theory	ARC/ART 195B - Why Design Matters (1) ART 119 - Contemporary Art and Theory (3)	4

2. Foundations: Practice	6 units from the following courses: ARC 101A - Foundation Studio IA (3) ARC 101B - Foundation Studio IB (3) ART 100A – Mapping (2) ART 100B - Space (2) ART 100C - Gaze (2) ART 100D - Experience (2) ART 100E - Surface (2) ART 100G - Propaganda (2)	6
3. Upper Division: History + Theory	6 units from the following courses: ARC 325 - History of Modern Architecture (3) ARC 333 - History+Theory III: Modern and Contemporary Architecture (3) ARH 319 - Introduction to American Art (3) ARH 321 - Introduction to Contemporary Art (3) ARH 324 - Introduction to the History of Photography (3) ARC/ARH 325 - History of Modern Architecture (3) ARH/ART/CLAS 329 - Art History of the Cinema (3) ARH 370 - Introduction to Modern Design History (3)	6
4. Upper Division: Major Core	ART 498 – Senior Capstone (3)	3
5. Transdisciplinary Electives	18 units from the following courses: ARC 303 Design and Exhibition (3) ARC 304 Visual Literacy: Communication in Photography, Graphics, Art, and Architecture (3) ARC/ARCE 330 On Light and Lighting (3) ARC 435 Forms of Critical Inquiry and Expression (3) ARC 461I Materials Properties + Tests: Material Futures for Self-sustaining Micro-housing (3) ARC 461K Energy and the Environment (3) ARC 461L Energy Use in Buildings (3) ARC 461M Energy Efficient Design (3) ARC 461P Environmental Science Laboratory (3) ARC 471A Light in Modern & Contemporary Art & Architecture (3) ARC/LAR 471F Introduction to Heritage Conservation (3) ARC 471N Arid Region Urbanism: Arizona/Sonora (3) ARC 481A Techne IV (3) ARC 496D Technology Elective (3) ARC 497B Special Topics in Architecture (3)	18 (including 15 UD)

	ARC/LAR/PLG 497J Documentation and Interpretation of the Historic Built Environment (3)	
	ART 231 Beginning 3D Animation (3)	
	ART 237 3D Modeling (3)	
	ART 254 Screen print I (3)	
	ART 286 Extended Media: Experimental and Combining Media (3)	
	ART 287 Beginning Sculpture (3)	
	ART 306B Animation 1 (3)	
	ART/LAW 360 Visualizing Justice (3)	
	ART 361 Design for Web and Devices (3)	
	ART 363A Typography I (3)	
	ART 386 Extended Media: Combining Media and Installation Strategies (3)	
	ART/FA 436A Collaborative Digital Performance (3)	
	ART 438 Digital Fabrication (3)	
	ART 462D Motion (3)	
	ART 462E Letterpress and the Multiple (3)	
	ART 462F Infographics and Data Visualization (3)	
	ART 486 Extended Media: Experimental Media and Installation Strategies (3)	
	ART 496F Design, Art, and the Environment (3)	
	ESOC 211 Collaborating in Online Communities (3)	
	ESOC 300 Digital Storytelling and Culture (3)	
	ESOC 318 Disruptive Technologies (3)	
	ESOC 340 Information, Multimedia Design & the Moving Image (3)	
	ESOC 480 Digital Engagement (3)	
	GAME 251 Introduction to Game Design (3)	
	GAME 303 Digital Games and Society (3)	
	GAME 306 Esports Casting and Development (3)	
	GAME 308 Diversity and Bias in Games (3)	
	GAME 310 Gamification in Society (3)	
	GEOG 301 Introduction to Regional Planning (3)	
	GEOG 401A Planning Theory and Practice (3)	
	GEOG 456 The American City (3)	
	ISTA 130 Computational Thinking and Doing (4)	
	ISTA 131 Dealing with Data (3)	
	ISTA 301 Computing and the Arts (3)	
	ISTA 302 Technology of Sound (3)	
	ISTA 401 Installation Design (3)	
	ISTA 416 Introduction to Human Computer Interaction (3)	

	LAR 241 History and Theory of Landscape Architecture (3) LAR 254 Site Engineering (3) LAR 420 Plant Materials (3) LAR 423 Landscape Ecology (3) LAR 440 Contemporary Landscape Architecture (3) LAR 470 Intro to GIS for Planning and Landscape Architecture (3) LIS 475 User Interface and Website Design (3) PLG 211 Equitable Cities: Gender, Sexuality & Race (3) PLG 301 Introduction to Regional Planning (3) PLG 401A Planning Theory and Practice (3) PLG 456 The American City (3) SBE 201 Sustainable Design and Planning (3) SBE 480 Research Methods (3)	
	UG ONLY - Total major core upper division units required	24
	Total major core units required	37

8. Requirements specific to the proposed emphasis.

Requirement Title/Description	Courses (include prefix, number, title, units)	Minimum units needed to satisfy requirement
Emphasis Core	ART 265 Design Studio I (3) ART 266 Illustration Studio I (3)	6
Emphasis Electives	3 courses from: ART 306B Animation 1 (3) ART 361 Design for Web and Devices (3) ART 363A Typography I (3) ART 462F Infographics and Data Visualization (3) SBE 301 Intro to Design Thinking (4)	9
	UG ONLY - Total emphasis upper division units required	9
	Total major emphasis units required*	15

9. **Emphasis course/faculty information for NEW courses.**

   No new courses.

10. **Emphasis course/faculty information for existing courses.**

Course prefix and number	Title	Typically Offered (F, Sp, Su, W) and Frequency (every year, odd years, etc.)	Home Department	Faculty members available to teach the courses
Art 265	Design Studio 1	Fall/Spring/Summer	Art	Lisa Watanabe, Kelly Leslie
Art 266	Illustration Studio	Fall/Spring/Summer	Art	Nicole Antebi

11. **Using the table below, list each faculty member who will contribute to the teaching of courses in the emphasis and the teaching FTE will contribute. Add rows as needed.**

Course(s)	Name	Department	Rank	Degree	Faculty/% effort
Art 265	Kelly Leslie	Design	Professor	MFA	.33
Art 266	Nicole Antibi	Illustration	Associate Professor	MFA	.33
Art 265	Lisa Watanabe	Illustration	CT Assistant	MFA	.33

Detailed description of Student Learning Outcomes

Outcome 1	Design Research: Demonstrate design thinking and fundamentals and apply iterative design processes to real world problems.
Outcome 2	Process: Integrate a range of media or materials, technical processes, prototyping and creative strategies to problem solving and seeking.
Outcome 3	Context: Synthesize a breadth of knowledge concerning the history of design, contemporary practices and social issues.
Outcome 4	Manage Complex Problems: Develop the ability to coordinate and sequence multiple tasks and synthesize complex parameters and systems.
Outcome 5	Engagement: Employ collaborative skills and demonstrate cultural awareness and empathy to engage with society in meaningful ways to projects.
Outcome 6	Professional Practice: Formulate a design portfolio and demonstrate communication skills.

EMPHASIS LEARNING OUTCOMES –

Emphasis	Learning Outcome	Introduced	Practiced	Assessed
Visual Design	• Explain the major developments in the history of design and digital communications. • Evaluate images appropriateness and success in visual communication	ART 119 ART 100A ART 100B ART 100C ART 100D ART 100E ART 100G	ISTA 131 ART 265 SBE 301 ART 306B ART 361	ART 498

Curriculum Map:

	Outcome 1: Design Research Students will demonstrate design thinking and fundamentals and apply iterative design processes to real world problems.	Outcome 2: Process Students will integrate a range of media or materials, technical processes, prototyping and creative strategies to problem solving and seeking.	Outcome 3: Context Students will synthesize a breadth of knowledge concerning the history of design, contemporary practices and social issues.	Outcome 4: Manage Complex Problems Students will develop the ability to coordinate and sequence multiple tasks and synthesize complex parameters and systems.	Outcome 5: Engagement Students will employ collaborative skills and demonstrate cultural awareness and empathy to engage with society in meaningful ways to projects.	Outcome 6: Professional Practice Students will formulate their design portfolio and demonstrate communication skills.
Courses and Learning Activities						
Foundation: History + Theory (3units) ART 119			I		I	
Foundation: (6 units) ART 100A, ART 100B, ART 100C, ART 100D, ART 100E, ART 100G		I				I
Emphasis Core Areas (16 units) Screen and Print: 10 upper division units	IP	IP	PA	P	P	P
Transdisciplinary Electives: (14-17 units)		P			P	PA
Upper Division: History + Theory (6 units)			P		A	
Major Core: ART 498 Capstone (3 units)	A	A	A	A	A	A

LEGEND:	I	P	A	IP	PA
	INTRODUCED	PRACTICED	ASSESSED	INTRODUCED/PRACTICED	PRACTICED/ASSESSED

12. Name of the proposed emphasis: Visual Design

a. **Anticipated semester and year to launch the proposed emphasis:** Fall 2025

b. **Do you want the emphasis name to appear on the transcript?** ☒ Yes ☐ No

c. **Do you want the emphasis name to appear on the diploma?** ☒ **Yes** ☐ **No**

13. **Campus and location offering: Main, Online**

14. **Special conditions for admission to/declaration of this emphasis** –.

None

15. **Number of new faculty hires required to deliver the emphasis:**

None

16. **Budgetary impact** –

None

Accreditation/Board Approval – n/a

17. **Required Signatures**

Managing Unit Administrator (name and title)

Karen Zimmermann, Professor:

Karen Zimmermann

Date: October 16, 2024

Managing Administrator's Signature: _____*Karen Zimmermann*_____

Date: ___October 31, 2024_____

Dean/Assistant Dean (print name and title): Yuri Makino, Interim Associate Dean for Academic and Student Affairs

Dean's Signature:

Yuri Makino

Date:_____11.1.24_____