



# Program Revision Proposal: Creating New Program(s) from Existing Program(s) Form 3B

Version 2017-03-27

This form should be used to seek SUNY's approval to create one or more new programs from existing, registered programs. *A campus is not required to submit a Program Announcement (PA) or a Letter of Intent (LI) for these types of new programs.* The Chief Executive or Chief Academic Officer should submit a **signed cover letter and this completed form** to the SUNY Provost at [program.review@suny.edu](mailto:program.review@suny.edu).

Section 1. General Information	
<b>a) Institutional Information</b>	Institution's 6-digit <u>SED Code</u> : 235000
	Institution's Name: State University of New York at Oswego
	Address: State University of New York at Oswego, 7060 Route 104, Oswego, NY 13126-3599
<b>b) Program Locations</b>	List each campus where the entire program will be offered (with each institutional or branch campus 6-digit <u>SED Code</u> ): Not Applicable
	List the name and address of <u>off-campus locations</u> (i.e., <u>extension sites</u> or <u>extension centers</u> ) where courses will offered, or <b>check here</b> <input type="checkbox"/> <b>if not applicable</b> :
<b>c) Proposed Program Information</b>	Program Title: Graphic Design
	<u>Award(s)</u> (e.g., A.A., B.S./M.S.): Bachelor of Arts (B.A.)
	Number of Required Credits: Minimum [120] If tracks or options, largest minimum [ ]
	Proposed <u>HEGIS Code</u> : 1009
	Proposed 6-digit <u>CIP 2010 Code</u> : 50.0409
	If the program will be accredited, list the accrediting agency and expected date of accreditation:
	If applicable, list the SED <u>professional licensure title(s)</u> <sup>1</sup> to which the program leads:
<b>d) Campus Contact</b>	Name and title: Kelly Roe, Associate Professor, Art Department Chairperson Telephone: 315/312-2111 E-mail: <a href="mailto:kelly.roe@oswego.edu">kelly.roe@oswego.edu</a>
<b>e) Chief Executive or Chief Academic Officer Approval</b>	<b>Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution's commitment to support the proposed program.</b> <i>E-signatures are acceptable.</i>
	Name and title: Name and title Scott R Furlong, Provost, Vice President for Academic Affairs Signature and date:  4/2/21
	<b>If the program will be registered jointly<sup>2</sup> with one or more other institutions, provide the following information for <u>each</u> institution:</b>
	Partner institution's name and 6-digit <u>SED Code</u> : Not Applicable Name, title, and signature of partner institution's CEO (or <b>append</b> a signed letter indicating approval of this proposal): Not Applicable

<sup>1</sup> If the proposed program leads to a professional license, a specialized form for the specific profession may need to accompany this proposal.

<sup>2</sup> If the partner institution is non-degree-granting, see SED's CEO Memo 94-04.

### Section 3.1. Revision of Existing Program

Registered Program to be Changed	
Program Title:	B.A. Art, Track III, Graphic Design Emphasis
<a href="#">SED Program Code</a>	03849
<a href="#">Award(s)</a> (e.g., A.A., B.S.):	Bachelor of Arts (B.A.)
Number of Required Credits:	Minimum [120] If tracks or options, largest minimum [ ]
<a href="#">HEGIS Code</a> :	1002
<a href="#">CIP 2010 Code</a> :	50.0702
Effective Date of Change:	August 2021
Effective Date of Completion <sup>3</sup>	Not applicable, Existing degree will be revised and remain

- a) List all registered options/concentrations/tracks and indicate which, if any, will be removed.  
Track III, Graphic Design Emphasis will be removed from the B.A. Art degree

### Section 3.2. Proposed New Program

- a) Describe the new program and the rationale for converting the existing coursework to a separately registered program.

This program aims to offer students the opportunity to develop a primary area of study specific to graphic design. This includes graphic design related to all areas that allow user choice in interacting with visually driven communication forms.

The B.A. in Graphic Design would consist of 46 semester hours of study that includes foundation studies (19cr), study-specific to graphic design (15cr), study of art and design history (9cr), and experiential learning (3cr). Modeled as a traditional liberal arts degree, the program allows the opportunity for students to earn a minor or second major in another area of interest. The degree also allows students to study in an area that compliments graphic design, giving them the ability to create new hybrid forms of the discipline.

At present, the department has a B.A. degree in studio art that allows for study in a track specific to graphic design. The primary purpose of pulling this degree out as a stand-alone program specific to graphic design is to make clear to potential students the intention of the program and to add weight to their professional credentials as they complete their college studies and shift focus towards a career. This degree proposal is seeking to make more transparent what has already been happening while also increasing the opportunity for focused study

- b) Affirm that the admissions standards and evaluation methods are unchanged from the currently registered program.

Admission standards and evaluation methods will remain unchanged from the current program.

- c) Explain the expected impact of the new program on existing programs (enrollment, facilities, budget, faculty assignments, etc.)

The creation of this degree will impact the B.A. Studio Art by removing a track and moving it to a separate degree. This will allow the degree to be more transparent to students seeking this type of study. We expect enrollment to shift from one-degree category to another. We also expect transparency and changes to our current health crises will assist in restoring enrollment to pre-pandemic levels. This change is not expected to affect facilities or budgets negatively.

<sup>3</sup> If the current program(s) must remain in its current form until enrolled students have graduated, the anticipated effective date by which continuing students will have completed the current version of the program(s).

Faculty teaching in both Graphic Design and Interaction Design will continue to work together as a single unit within the department, sharing service responsibilities and working to keep both areas collegial and accommodating of student migration. Both degree programs will continue to share core foundation study and study of art/design history.

**d)** Describe adjustments the institution will make to its current resource allocations to support the new program.

The department currently offers this study as a track within an existing degree. We do not expect changes to impact the cost of supporting the program. As noted previously, the program will be part of the unit that houses the existing degree. The budget for that area will be divided between both programs. An increase in resource allocations is not needed at this time. Existing studio facilities are fully equipped for the type of media studies that are part of this degree.

Additionally, students in studio courses pay a materials fee of \$65 per course, per term. This fee helps to provide them with consumables, including paper, pigments, solvents, cameras, tablets, matting, mounting, lights, scanners, software, paper, backdrops, and so forth. Additionally, CTS routinely replaces computers in the digital studios on a rolling 3-4 year replacement cycle.

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The following table provides a comparison of the proposed degree with the current degree:

## CURRENT DEGREE

Title: B.A. ART, TRACK III: GRAPHIC (40CR)

### A. FOUNDATION REQUIREMENTS (16cr):

- ART 111 - Freshmen Colloquium or ART 311 - Transfer Student Colloquium
- ART 105 - Design Concepts I - 2D
- ART 106 - Concepts II - 3D
- ART 207 - Digital Media
- ART 210 - Drawing I
- ART 243 - Introduction to Digital Photography

### B. GRAPHIC DESIGN REQUIREMENTS (15cr):

- ART 209 - Typography
  - ART 307 - Type and Image
  - ART 414 - Graphic & Interactive Design Practicum
- Select two courses, not previously taken from Graphic Design, Digital Media, Illustration, Photography, Printmaking or Art Synthesis. (ART 323 - Digital Media for Transfer Students is required for all transfer students who do not take ART 207 at Oswego)

### C. ART HISTORY/MUSEUM STUDIES REQUIREMENTS (9cr)

- ART 250 - Survey of Art I
- ART 251 - Survey of Art II
- ART 365 - History of Graphic Design

## PROPOSED DEGREE

Title: B.A. GRAPHIC DESIGN (46CR)

### A. FOUNDATION REQUIREMENTS (19cr)

- ART 111 - Freshmen Colloquium or ART 311 Transfer Student Colloquium
- ART 105 - Design Concepts I
- ART 106 - Design Concepts II: 3D or ART 205 Design Concepts II
- ART 207 - Digital Media\*
- ART 209 - Typography
- ART 210 - Drawing I
- ART 243 - Introduction to Digital Photography or ART 225 Printmaking

### B. GRAPHIC DESIGN REQUIREMENTS (15cr)

- ART 307 - Type and Image
  - ART 414 - Graphic & Interactive Design Practicum
- Select three from the following
- ART 302 - Foundations of Motion and Interaction
  - ART 308 - Branding & Packaging Design
  - ART 313 - Digital Illustration I
  - ART 323 - Digital Media for Transfer Students
  - ART 326 - Screenprinting
  - ART 343 - Intermediate Digital Photography
  - ART 407 - Advance Problems in Graphic Design
  - ART 408 - Publication Design

### C. ART HISTORY/MUSEUM STUDIES REQUIREMENTS (9cr)

- ART 250 - Western Heritage I, Survey of Art I
- ART 251 - Western Heritage II, Survey of Art II
- ART 365 - History of Graphic Design

### D. EXPERIENTIAL LEARNING (3cr)

- Choice of one of the following:
- ART 355 Creative State of New York
  - CMA 495 SCMA Capstone Experience
  - CMA 497 Course Assistant (New)
  - GST 498 Internship
  - Study Abroad Course

\* Required for all transfer students who do not take ART 207 at SUNY Oswego