

Status: PENDING

**PROGRAM REQUEST**  
Industrial Interior & Visual Communications

Last Updated: Myers, Dena Elizabeth  
06/06/2011

<b>Fiscal Unit/Academic Org</b>	Industr,Intr&Vis Comm Desg - D0230
<b>Administering College/Academic Group</b>	The Arts
<b>Co-administering College/Academic Group</b>	
<b>Semester Conversion Designation</b>	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
<b>Current Program/Plan Name</b>	Industrial Interior & Visual Communications
<b>Proposed Program/Plan Name</b>	Industrial Interior & Visual Communications
<b>Program/Plan Code Abbreviation</b>	DESIGN-MA
<b>Current Degree Title</b>	Master of Arts

**Credit Hour Explanation**

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		60	40.0	42	2.0
Required credit hours offered by the unit	Minimum	60	40.0	16	24.0
	Maximum	60	40.0	42	2.0
Required credit hours offered outside of the unit	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	26	26.0
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

**Explain any change in credit hours if the difference is more than 4 semester credit hours between the values listed in columns B and C for any row in the above table**

**Program Learning Goals**

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

**Program Learning Goals**      •

**Assessment**

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

**Is this a degree program (undergraduate, graduate, or professional) or major proposal?** Yes

**Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs?** Yes

**Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.**

New assessment practices have been established for the graduate programs. They will be developed in 2012 for the graduate programs.

**Program Specializations/Sub-Plans**

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

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**Pre-Major**

Does this Program have a Pre-Major? No

**Attachments**

- MADesignMarch10revised.pdf: Program Proposal  
*(Program Proposal. Owner: Nini,Paul Joseph)*
- A and H.CL.Design.MA:MFA.doc: A and H CL  
*(Letter from the College to OAA. Owner: Williams,Valarie Lucille)*

**Comments**

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Nini,Paul Joseph	01/12/2011 04:52 PM	Submitted for Approval
Revision Requested	Gill,Carolina L	01/22/2011 10:59 AM	Unit Approval
Submitted	Nini,Paul Joseph	04/27/2011 11:30 AM	Submitted for Approval
Approved	Nini,Paul Joseph	04/27/2011 11:33 AM	Unit Approval
Revision Requested	Williams,Valarie Lucille	05/18/2011 10:11 AM	College Approval
Submitted	Nini,Paul Joseph	05/27/2011 11:57 AM	Submitted for Approval
Approved	Nini,Paul Joseph	05/27/2011 11:58 AM	Unit Approval
Approved	Williams,Valarie Lucille	06/04/2011 02:49 PM	College Approval
Approved	Myers,Dena Elizabeth	06/06/2011 08:59 AM	GradSchool Approval
Pending Approval	Cameron,Erin Marie Soave,Melissa A	06/06/2011 08:59 AM	CAA Approval



June 1, 2011

College of Arts and Sciences

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W. Randy Smith, Vice Provost, OAA  
Council on Academic Affairs, Subcommittee C

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Dear Randy,

The Disciplinary Advisory Panel for Curriculum from the Division of Arts and Humanities within the College of Arts and Sciences met and reviewed on February 25, 2011, the proposal for a semester version of the terminal graduate degree MFA in Design, with an ultimate unanimous vote on March 4, 2011. The committee focused on re-arrangement of the information and clarity of the proposal. The MFA in Design is changing with minimal conversion status.

**MFA in Design:** The MFA in Design was last revised previous to 2006 as there are no electronic ASC or CAA records indicating revision or approval after 2006. The terminal studio degree was 90 credits under the quarter-system and will become 60 credits under the semester-system. The proposed semester MFA requires the same four core areas: Core Seminar Courses, Studio Courses, Specialization Courses, and Thesis Application Courses. The department offers the same design core under semesters as under quarters: 785= 6100, 786=6200, 787=6300, and 780=6500. The remaining graduate courses are selected from the same course list as under quarters. The MFA in Design admits students every year, and students typically take 2 ½ years to 3 years to complete the program, with the final project in the Autumn of their third year.

**MA in Design:** The MA in Design was last revised previous to 2006 as there are no electronic ASC or CAA records indicating revision or approval after 2006. The terminal MA was 60 credits under the quarter-system and will become 42 credits under the semester-system. Like the MFA, the proposed semester MA requires the same four core areas: Core Seminar Courses, Studio Courses, Specialization Courses, and Thesis Application Courses. The department offers the same design core under semesters as under quarters: 785= 6100, 786=6200, and 787=6300. The remaining graduate courses are selected from the same course list as under quarters. The MA in Design admits students every year, and students typically take 2 years to complete the program.

**Transition Policy:** The Department of Design has created an individualized process to ensure that students will complete the program within the allotted two-three years, and that quarter courses will count on semesters. If necessary, petitions will be made to the Graduate School/Registrar's Office to count a particular quarter experience in fulfillment of a semester requirement and vice-versa.

We are sending the MFA in Design and the MA in Design forward for review and approval in the next stage of curricular approval process at the combined approval by the Graduate School and Council on Academic Affairs. The courses that are specific to all of the programs are listed under Design in PACER, and have been advanced already. If you have any questions or concerns, please do not hesitate to call or email me at 292-5727 or [williams.1415@osu.edu](mailto:williams.1415@osu.edu).

Thank you for your consideration of these proposals,

A handwritten signature in cursive script that reads 'Valarie Williams'.

Valarie Williams, MFA, PhD, Professor of Dance  
Associate Dean, College of Arts and Sciences, Arts and Humanities

CC: Paul Nini, Chair and Professor, Department of Design  
Carolina Gill, Associate Professor and Calendar Conversion Coordinator, Department of Design  
Mark Shanda, Professor of Theatre and Dean, College of Arts and Sciences, Arts and Humanities



Department of Design

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7 March 2011

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**RE: Department of Design Quarters to Semesters Conversion: Chair's Letter and Rationale for conversion with minimal changes**

On behalf of the faculty of the Department of Design, I am pleased to submit this proposal for conversion of our curriculum from quarters to semesters. We have undergone a comprehensive review process, and have arrived at revised and updated versions of our current programs.

I recommend, therefore, that the Office of Academic Affairs approve proposals for the following degree programs:

- 1) Our undergraduate-level Bachelor of Science in Design (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design;
- 2) Our undergraduate-level Minor program in Design, now constructed in two tracks; and
- 3) Our graduate-level Masters of Fine Arts (MFA) and Masters of Arts (MA) degree programs.

None of our programs is being withdrawn at this time. All current programs are moving forward for approval as part of this review process.

Our internal process for conversion of the current curriculum to semesters has been grounded in all cases by the requirements set forth by our accrediting body, the National Association of Schools of Art and Design (NASAD). Our basic program goals derive directly from NASAD criteria for accreditation, and are applied to the courses in our degree programs. This approach has kept the conversion process focused, and provided a unifying structure to our programs.

This process was led by a core group of faculty members representing our undergraduate disciplines and graduate program that worked closely with University Center for the Advancement of Teaching (UCAT) to fully define program goals, course goals, and assessment processes. The group conducted a comprehensive series of meetings over several months with their faculty colleagues. Using our mission statement as guiding principles, they led us through the process of "unpacking" our current curriculum, so it could be reassembled appropriately for semesters.

We arrived at conclusions that confirmed many of our long-held core beliefs. We have examined and reaffirmed our collective commitment to content areas such as Design as a problem-solving activity, as a socially-responsible activity, as an interdisciplinary activity, as a collaborative educational experience with a focus on user-centered Design research and emerging Design media. Each of these areas have been better integrated in the curriculum, and thereby strengthened in our various programs.

Attached you will find several documents detailing the new versions of our degree programs. Below I will provide specific information to supply rationale and context for each of those programs.

### **Bachelor of Science (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design**

Our undergraduate degree programs are configured as separate majors that share a common foundation sequence, along with a number of core-topic courses where the three disciplines come together for joint instruction. This approach allows each major program to fully prepare its students for the professional expectations of their particular Design discipline. It also allows for students to develop a more holistic view of Design in general, and to see the opportunities for connection and collaboration across the disciplines.

We have used the semester conversion process as an opportunity to continue the approach described above, and to strengthen it by careful coordination of each of the major programs around common, thematic content “threads” — such as course sequences devoted to studio/making, research, visualization, media, technology, collaboration, and professional practices. This approach provides a cohesive structure across the major programs, but still allows for course content to be customized to discipline-specific needs.

#### *Rationale for changes:*

While it might appear to someone outside of Design that the proposed semester structure is significantly different from our current structure, the opposite is the case. In fact, the new structure mirrors very closely what we are currently delivering under the quarter system. Many course titles and descriptions have existed for 40 years or more — and while those were written to allow for maximum flexibility, it was necessary to make some revisions to better reflect current conditions in the profession. Our faculty members strongly believe that these changes better represent our intentions, and make the course sequences clearer to our students.

Our undergraduate programs each currently require 195 credit hours in the quarter system. They are considered “tagged” professional degrees, and include a modified version of the GEC to meet NASAD requirements for hours in the major. We propose that the GE be modified in a similar fashion under semesters.

A strict conversion of 195 credits to two-thirds would equal 131 credits. Our faculty have decided to maintain this number of credit hours and to shift some of our current Design elective courses to become required in the major programs. The 22 elective credits from a select group of courses that were a part of the quarter-based program and 10 credit hours of free electives in all three undergraduate majors will now convert to 12 semester credit hours of electives that can be taken in any discipline across the university. Effectively, the quarter-system of 22 credit hours of major electives category is eliminated in the semester-system and these hours are distributed to the major program requirements and university free electives. This change will reflect what is currently happening in the major. Please note that due to additional accreditation standards, Interior Design requires 6 credits of electives and one course from Architecture for a 9 credit hour elective requirement.

We find that many of our current students complete minors in other areas related to Design, and we expect that many will graduate with more than the 131 credits required in their programs. We have also identified a number of minor programs throughout the university strongly-related to Design, and will continue to suggest those to our major students as part of our advising activities.

Please also keep in mind that the current Design major programs operate in a “lock-step” fashion, where any quarter’s course must be taken in that exact term as described in the four-year plan, and is the prerequisite for the next quarter’s course. We will continue with that system under semesters, and will continue to advise

students as we do now, to ensure that they correctly follow their major sequences.

The largest adjustment to our programs will take place in the first year, where our foundations sequence occurs. Those courses have been constructed as seven-week modules, and will be required for all Pre-Design students wishing to apply for entrance to the major programs. Evaluation of applications will occur in the early Spring semester, and 18 new students will be accepted to each of the majors, as we do currently.

We expect that the proposed series of seven-week, 1.5 credit courses will allow us to break existing content areas into more manageable units, as projects will be shorter-term, and address a variety of principles. This approach will also result in students being exposed to a larger number of instructors and viewpoints in the first year of studies.

Those students not accepted to a major program will be guided to an alternate course sequence for the second seven weeks of Spring semester. Their completion of that particular first year sequence of course will result in completion of one possible track in the Design Minor, as described below.

We have also provided a seven week module in Spring semester of the third year, so that major students may participate in study abroad experiences at one of many foreign institutions with which we have partnered via The Office of International Affairs (OIA).

Participating students will take one, three-credit course in the first seven weeks that will meet twice as often as usual, and will then take six to twelve hours of additional credits under the "Study at a Foreign Institution" course during the second seven weeks of the term. Those foreign study credits will then be used to replace required courses and electives normally completed in the Spring semester major programs.

Students not participating in study abroad experiences will also take the three-credit course in the first seven weeks mentioned above, along with the other, full-semester courses required that term.

Finally, we will continue with the practice of a required Senior Thesis Project for all major program students, and required exhibition of project outcomes in our annual Spring Exhibition.

### **Undergraduate-level Minor program in Design**

As mentioned in the previous section, a version of the Design Minor will be in place for any Pre-Design students completing the first year foundations sequence but not accepted to one of the three major programs.

We are aware that this Design Minor track does not include the typical percentage of courses at upper-levels, that is, above 2000. Given the fact that students who complete this version of the minor will do so by taking courses that are first year requirements for our major students, it is impossible to meet the upper-level policy set forth by Arts and Sciences Committee on Curriculum and Instruction.

The contents of these first-year courses that would fulfill this minor track are, however, at a more advanced-level than what is typically found in freshman courses in many disciplines within the university. The Design 2000-level foundational courses provide a significant grounding in Design process, visualization, history and basic practices that should serve these students well as they finish this version of the minor program and proceed with their eventual major programs in other areas of the university.

Therefore, we ask for an exception to the typical percentage of required courses above 2000-level in this track of the minor for Pre-Design students not accepted to

one of the three major programs.

A second Design Minor track will also be in place, but specifically for students in other majors in the University that have not completed our first-year sequence. This track will be very similar to the current Design Minor, where students will choose from course offerings in certain categories, and take those courses in a sequence of their choosing.

Both track of the proposed Design minor will convert to 18 semester credits. The current minor consists of 25 quarter credits.

### **Masters of Fine Arts (MFA) and Masters of Arts (MA) degree programs**

Our graduate degree programs are interdisciplinary in nature, and involve studies in content areas that crossover our three design disciplines, as well as those from aligned areas such as Architecture, Business, Computer Science, Engineering, the Fine Arts, and the Social Sciences.

To support this approach, we will continue to offer a series of Seminar and Studio courses that require reflection on contemporary design issues and responses to those issues via project outcomes. These core courses are augmented by special topic courses, independent study courses, and thesis development courses.

Graduate students currently work with committees of faculty advisors for development of thesis projects and documents, and that practice will continue under semesters. Students will also continue to work with advisors to identify elective course in aligned areas such as those listed above that are related to their thesis topics.

The current MFA degree program consists of 90 quarter credit hours, and will convert to 60 semester credits. The current MA degree program consists of 60 quarter credit hours, and will convert to 42 semester credits.

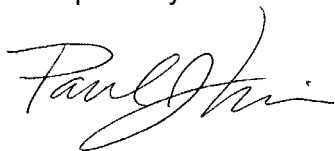
### **Thanks and acknowledgements**

The faculty of the Department of Design would like to thank the staff of University Center for the Advancement of Teaching (UCAT) for their assistance in the process of organizing and reviewing our curriculum for this conversion process. They brought much-needed clarity to what appeared at first to be an overwhelming task.

I would also like to recognize the vast amount of work put into this process by our Ad Hoc Faculty Semesters Committee, which included Carolina Gill, Associate Professor of Industrial Design (Committee Chairperson), Peter Kwok Chan, Associate Professor of Visual Communication Design, Susan Melsop, Assistant Professor of Interior Design, and Alan Price, Associate Professor, Design/ACCAD, and Graduate Studies Chairperson. They all went well-beyond the call of duty to work with and represent the rest of the Design faculty, and will continue to do so as we progress to the next phases of this process.

Finally, the faculty of the Department of Design thanks the Office of Academic Affairs for its consideration of this proposal, and relays to the members of the review committee our best wishes.

Respectfully submitted.



Paul J. Nini  
Professor + Interim Chairperson  
Department of Design

## Department of Design Program Proposals

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### 1. Bachelor of Science in Design (BSD) programs in Industrial Design, Interior Design, and Visual Communication Design

- a. Bachelor of Science in Design (BSD): Industrial Design
  - b. Bachelor of Science in Design (BSD): Interior Design
  - c. Bachelor of Science in Design (BSD): Visual Communication Design
- 

### 2. Undergraduate-level Minor program in Design

- a. Design Minor (Design-MN)
  - b. Design Minor for Pre-Design students not accepted to a Design Major
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### 3. Master of Fine Arts (MFA) and Master of Arts (MA) degree programs

- a. Master of Fine Arts (MFA) in Design
  - b. Master of Arts (MA) in Design
- 

All of the above programs have been converted to semesters with minimal changes to program goals and curricular requirements.

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## Department of Design

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## Comparison of quarter to semester requirements

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### Current Master of Arts (MA) degree program requirements (quarters)

- **Department core seminar courses:** 12 credit hours required  
Design 785 (4 credits), 786 (4 credits), 787 (4 credits)
- **Studio courses related to one's research:** 22 credit hours required  
A practice-based activity yielding a design deliverable  
Choose from: Design 993, 673, 674, Arts Col 762, Arch 673, etc.
- **Specialization or elective courses:** 16 credit hours required  
Choose interdisciplinary courses in or outside of one's specialization  
e.g., ISE 673, Phy 610, Mkt 650, Comm 763, etc.
- **Department thesis application courses:** 10 credit hours required  
Design 998 (5 credits), 950 (5 credits)

**Total degree credit hours required: 60**

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### Proposed Master of Arts (MA) degree program requirements (semesters)

- **Department core seminar courses:** 9 credit hours required  
Design 6100 (3 credits), 6200 (3 credits), 6300 (3 credits)
- **Studio courses related to one's research:** 15 credit hours required  
A practice-based activity yielding a design deliverable  
Choose from: Design 6400, 7193, 7194 or 7880 (all 3 credits), or Arts Col 762  
Arch 673, etc. (successor courses).
- **Specialization or elective courses:** 10 credit hours required  
Choose interdisciplinary courses in or outside of one's specialization  
e.g., ISE 673, Phy 610, Mkt 650, Comm 763, etc. (successor courses).
- **Department thesis application courses:** 6 credit hours required  
Design 7998 (3 credits), 7999 (3 credits)

**Total degree credit hours required: 40**

## Master of Arts (MA) program: semester courses and descriptions

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**6100 - Methods and Tools for Conducting Design Research** (formerly 786)  
3 credit hours

Hands-on learning experiences in using and analyzing design research methods, tools and techniques, user-centered design research (applied ethnography, contextual inquiry, evaluative research, usability) and generative design research.

**6200 - Foundation for Graduate Design Studies** (formerly 785) 3 credit hours

Seminar addressing graduate expectations, orientation, and available resources in the department and university. This course lays the historical and contextual groundwork of the discipline of design through the study of a broad range of contemporary and emerging research approaches and expertise of department graduate faculty.

**6300 - Exploration in Graduate Design Studies** (formerly 787) 3 credit hours

Seminar facilitating exploration and discovery in future-oriented domains of design practice and research. Students will practice the tools for exploration including reading, writing, making, planning, and reflection in order to establish their own research path.

**6400 - Graduate Design Studio** (formerly 760) 3 credit hours, repeatable

Hands-on learning experiences in the studio or field. Collaborative teams work to explore, identify and/or solve problems. Topics vary depending on the opportunity for sponsored projects, emerging trends in practice and expertise of the instructor.

**6500 - Graduate Design Seminar** (formerly 780) 3 credit hours, repeatable

Reading, thinking, discussing, reflecting, and writing are used to explore topics of relevance. Topics vary depending on emerging trends in design practice and in the world as well as the expertise and research interest of the instructor.

**7193 - Individual Studies** (formerly 993) 3 credit hours, repeatable

Individual Studies.

**7194 - Group Studies** (formerly 894) 3 credit hours, repeatable

Group studies for students in specialized programs.

**7880 - Interdepartmental Seminar** (formerly 797) 3 credit hours, repeatable

Interdisciplinary knowledge and problems examined and discussed in the context of shared concerns.

**7998 - Thesis Project Development** (formerly 950) 3 credit hours, repeatable

Development of project outcomes as part of Thesis research.

**7999 - Thesis Writing Development** (formerly 998) 3 credit hours, repeatable

Development of writing outcomes as part of Thesis research.

## Master of Arts (MA) degree program

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### Conversion table (2/3 of current totals)

Current Master of Fine Arts (MFA) degree program requirements (quarters)

**Total degree credit hours required: 60**

Proposed Master of Fine Arts (MFA) degree program requirements (semesters)

**Total degree credit hours required: 40**

A strict conversion of  $60 @ 2/3 = 40$  credit hours.

Department core seminar courses:  $12 @ 2/3 = 8$ , rounded to 9 credits.

Studio courses:  $22 @ 2/3 = 14$ , rounded to 15 credits.

Specialization/elective courses:  $16 @ 2/3 = 11$ , rounded to 10 credits.

Thesis application courses:  $10 @ 2/3 = 7$ , rounded to 6 credits.

## Master of Arts (MA) degree program

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### Transition policy

No student will be delayed from completing their graduate degree program due to the conversion to semesters. Those students affected by the transition will receive specific degree requirement sheets showing those courses to be completed under the quarter system, and those to be completed under semesters.

As well, graduate students who start their first year in the program under the quarter system will be guided to special versions of courses in the second year that have adjusted contents for the transition to semesters.

MA program students typically complete their degree program in slightly under two years, with some requiring a full second year. There are also some MA program students that are enrolled part-time, and who work full-time outside of the university. Those students typically may take longer than two years to complete the degree program, depending on their progress.

We do not expect the transition to the semester system to result in any changes to the above, typical time-to-degree figures just stated.

*Please note:*

Advising sheets showing courses to be taken each term, such as those used in our undergraduate programs, are typically not provided to our graduate students.

Instead, we supply a list of categories for the degree that includes required and elective courses that can be taken as the student chooses. That information is also featured in our Graduate Studies Handbook, which is provided to all graduate students as they enter the program.

The Graduate Studies Chairperson and all graduate faculty work closely with students to advise them on course choices, so that each can develop a personal course-plan to follow for completion of the program.

The following page of this document lists both the existing (quarter-based) and proposed (semester-based) degree requirements. These contents have been combined on the following page to illustrate what information will be provided to graduate students transitioning to semesters after their first year in the program.

**Master of Arts (MA) degree program:  
Information provided to students transitioning from quarters to semesters**

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**Courses for Year One (quarters)**

- **Department core seminar courses:**  
Design 785 (4 credits), 786 (4 credits), 787 (4 credits)
- **Studio courses related to one's research:**  
A practice-based activity yielding a design deliverable  
Choose from: Design 993, 673, 674, Arts Col 762, Arch 673, etc.
- **Specialization or elective courses:**  
Choose interdisciplinary courses in or outside of one's specialization  
e.g., ISE 673, Phy 610, Mkt 650, Comm 763

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**Courses for Year Two (semesters)**

- **Studio courses related to one's research:**  
A practice-based activity yielding a design deliverable  
Choose from: Design 6400, 7193, 7194 or 7880 (all 3 credits), Arts Col 762  
Arch 673, etc. (successor courses).
- **Specialization or elective courses:**  
Choose interdisciplinary courses in or outside of one's specialization  
e.g., ISE 673, Phy 610, Mkt 650, Comm 763, etc. (successor courses).
- **Department thesis application courses:**  
Design 7998 (3 credits), 7999 (3 credits)

*Please note:*

All credits completed in Year One will be converted to 2/3 value for semesters, and rounded in the case of fractional results. For example, if a student ends the first year with 22 quarter credits, the 2/3 conversion would equal 14.6 semester credits, which would then round-up to 15 credits. For student who ends the first year with 20 quarter credits, the 2/3 conversion would equal 13.2 semester credits, which would then round-down to 13 credits.

Department core seminar courses are typically taken in Year One, and therefore are not listed under Year Two, above.

Department thesis application courses are typically taken in Year Two, and therefore are not listed under Year One, above.