



To: Ann Darling, Chair  
Undergraduate Council

From: John Scheib, Dean  
College of Fine Arts

Date: November 22, 2018

SUBJECT: Proposal for the new BFA in Graphic Design in the Department of Art & Art History

I write with my full support for the Department of Art & Art History's proposal for a new BFA in Graphic Design. The decision to evolve the existing emphasis into a BFA is reflective of the program's history of excellence, of increasing student demand, and significant labor market demand both within the state and across the nation. Additionally, the Department of Art & Art History is seeking accreditation by the National Association of Schools of Art and Design (NASAD), and this proposed degree program is in alignment with NASAD standards.

The Department of Art & Art History faculty is well prepared to deliver the curriculum and have created new courses for the degree, which are currently under review by our college curriculum committee. Along with our current faculty, we are in the process of searching for a new faculty member with expertise in Graphic Design to assist in the anticipated growth of the area.

As the proposal states, the existing facilities, the current and soon-to-be-hired faculty, and the Department's present administrative structure all make it possible to deliver this degree successfully and efficiently. At the college level, as the proposal indicates, our centralized advising structure makes it possible for us to absorb the advising for this degree without additional expense.

Because the Graphic Design emphasis already exists within the Department, additional expenses are currently being funded through course fees. Since additional expenses are anticipated with the growth of the program, the department is proposing program fees for the BFA in Graphic Design, which would replace all course fees. The program fee proposal has been submitted to the College Curriculum Committee and is currently under review.

If you should have any questions, please feel free to contact me.





July 12, 2018

To whom it may concern,

I agree with the new proposed structure of the design program at the University of Utah. While a solid artistic foundation is invaluable, allowing these classes to be taken concurrently with first year design classes lets the students immediately begin development of technical skills. Immersing students immediately in design projects and principals will give them a greater grasp on future projects in both a technical and abstract sense. Developing these skills - especially the technical ones - takes time. Beginning students as early as possible in training these skills will leave them better prepared to create serious and original work for their professional portfolio in upper division classes. A solid portfolio filled with unique and competitive work is the single most valuable asset a recent graduate can have. This is more achievable with more design experience and training under their belts.

I also wholeheartedly agree with the proposed changes to the U of U design program and I feel it will correct many of the issues it now faces. I hope you will take my recommendation into consideration when deciding whether or not to approve the proposed changes.

Best regards,

A handwritten signature in black ink, appearing to read 'Danell Murdock', with a long, sweeping horizontal line extending to the right.



July 27, 2018

To whom it may concern,

I graduated from the University of Utah in 2013 receiving a BFA in Art with an emphasis in Graphic Design. I was fortunate to be in one of the first classes that participated in a curriculum change that provided the opportunity to tailor my education through elective courses in the third and fourth years of study. Those two years proved to be, in my opinion, the most valuable part of my education. The electives I chose, which included branding, packaging, and editorial courses, provided me with a competitive edge in both my internship and the start of my career. The exposure to a variety of disciplines balanced my portfolio and opened doors to opportunities for advancement within the agencies I would work for.

As I have continued my career, I have seen the reputation of the University's graphic design program grow. I feel that the University's Graphic Design Emphasis is recognized for producing designers who are well rounded in their design knowledge, have a strategic design process, and are capable of creative, conceptual design. While working with interns from various schools, I have seen that the students from the University of Utah have a broader base skill level and adapt to the working environment quickly.

In my opinion, the changes proposed to the Graphic Design Emphasis will not only continue to improve the reputation of the University of Utah's Design Program but will also, more importantly, better prepare students. By providing faster access to core design classes, I feel that the first two years of study would have an increased value and feel more directly related to the design program. Earlier access to design classes would also provide students with a better understanding of which elective classes they would like to take, helping them better tailor their education to suit the specific fields they are interested in working in. As a result, I believe the four-year program would become very appealing to prospective students.

Sincerely,

Matthew Nieuwland

Senior Designer, 3form

To Whom It May Concern:

I am writing this letter to express my support for the creation of a dedicated Baccalaureate degree in Graphic Design at the University of Utah. I graduated from the University of Utah in the spring of 2017 with a BFA in Art, Graphic Design Emphasis. I care deeply about this program that has given me so much, and I want nothing but the best for future students who follow the same path that I took.

As a first-year pre-Art student in foundation courses, I was itching for ways to learn and apply design principles. I ultimately found myself enrolled in the newly formed Multi-Disciplinary Design minor in the College of Architecture and Planning. It was an excellent vehicle through which to explore rigorous avenues of critical thinking and it provided me with so many opportunities to exercise my design skills. I was able to enroll in typography and visual studio courses that exposed me to new ideas and gave me a chance to hone my design sense through practical experience.

Even after I was accepted into the Graphic Design program, I continued to divide my studies between the College of Fine Arts and the MDD program in an attempt to gain as comprehensive of an education as possible. One thing that attracted me so strongly to the MDD program was the prospect of the capstone

project: an intense, semester-long research assignment involving rounds of focused ideation, iteration, and implementation of design concepts. At the end of the semester, each student's research culminated in the production of a unique physical product. That's something I simply couldn't have experienced if I had stayed within the current bounds of the Graphic Design program. I ultimately graduated with a minor in Multi-Disciplinary Design in addition to my BFA.

I'm so grateful for the unique perspectives I gained from my time spent in the MDD program, but I only wish that I could have focused that energy on projects that directly correlated to my career as a graphic designer. The new Baccalaureate program will allow students to devote significant time to areas of study that have been lacking in the past, and for that I am so appreciative. The introduction of a capstone project will undoubtedly be the highlight of future Graphic Design students' scholarly journeys. My sincere hope for this new BFA in Graphic Design is that every student walks away having explored as many facets of the design world as possible, all while working towards a degree that will prepare each of them for a fulfilling career.

Ryan Johnsen  
July 27, 2018

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#### CONTACT

Ryan Johnsen	ryan@ryjohnsen.com
821 E 4255 S	(801) 792-8513
Salt Lake City, UT	@ryjohnsen
84107	www.ryjohnsen.com

July 28, 2018

To Whom It May Concern:

Growing up I had a lot of different interests but my favorite subjects were art, science, and technology. However, I had been groomed since birth by my parents to become the doctor child. In the summer of 2009, I was forced to make a major life decision at the age of 18. I had been accepted to the University of Utah and had huge doubts about going into biology. Thankfully, I had access to the internet and researched all the different programs the University of Utah had to offer and found that the art program had a graphic design emphasis. I felt like I had stumbled upon a subject that could combine all my favorite hobbies and could lead me to a profession that could fully support me. At freshman orientation, I decided to go into the art program knowing I would apply for the graphic design emphasis my sophomore year, all without my parent's permission. When they found out they did not speak to me for a while, feeling I was wasting my money and life. I proceeded to work as hard as I could, knowing I did not have the support of my parents any longer. I got into the graphic design emphasis the next year and soon realized how incredibly different it was from my traditional art background. I was a gifted artist but I felt like I was starting from scratch with graphic design, yet I loved the challenge.

A couple years into the major, one of the more talented classmates (and friend) had transferred to a school that was ranked better for graphic design. It started making me question my degree choice. I was highly appreciative of the knowledge my professors had, but felt we had less resources than other schools. Our classes were scattered around the campus and we didn't have much technical training because the emphasis was so traditionally based. As a result, a lot of fellow classmates would come to me to teach them how to use the adobe suite and other computer programs. When we graduated, I had to completely change my portfolio to have more projects that agencies and companies would want to see. Thankfully it worked, and I've worked for numerous design agencies over the years and am now a full-time freelance designer in Los Angeles. My parents now fully understand the importance of design through seeing my passion for it. Unfortunately, I noticed over time that some other students didn't know how to adjust and ended up not using their degree. I think the graphic design emphasis could greatly benefit from becoming its' own stand-alone program and provide future students with a more relevant skill set that will lead to better job opportunities. I wholeheartedly support this program proposal.

Sincerely,

Raisa Kuddus

BFA 2013, Graphic Design Emphasis


RE: BFA Graphic Design  
7/13/2018

To whom it may concern,

I am writing to give my full endorsement of the university's creation of a BFA in Graphic Design, both from my experience as an alumnus and as a practicing professional. During the time of my attendance I questioned the structure of my degree's curriculum as I was required to take studio art classes rather than focusing on my desired vocation. While the degree's program gave me a great education, it wasn't until my senior year I was able to discover and pursue digital graphic design. I'd hope for future graduates to have a more direct and focused path to success.

Further, as I have had the experience participating in AIGA senior portfolio reviews and hiring design interns, I can say that while the quality of University of Utah students is good they still don't match, fully, their peers from BYU who have had an education centered on graphic design. There are clear, noticeable differences between the two upcoming graduates—from industry knowledge to specialization—which impacts hiring decisions and future opportunities.

Thanks for your time and attention. Sincerely,

A handwritten signature in black ink that reads "Russell Tabet". The signature is fluid and cursive, with the first name "Russell" being more prominent than the last name "Tabet".

**Russell Tabet**

Associate Creative Director of UI at CHG Healthcare  
russell.tabet@chghealthcare.com  
801.930.4031



July 17, 2018

To Whom it May Concern,

I am writing in support of the BFA in Graphic Design. This type of specific, intensive program for University students is needed and well overdue. It will strengthen and build upon the current Graphic Design emphasis and enhance students' experience on campus.

We often rely upon students from Graphic Design to fill crucial student positions within our department. Our hope is that with a full BFA in Graphic Design, the students coming to us will have increased skill and knowledge earlier in their academic career. Ultimately, this will improve their ability to meaningfully contribute earlier and for a longer period of time on campus.

I believe it will also significantly enhance their ability to obtain employment post-graduation and to obtain vital and valuable intern and work experience while in school.

Best,

A handwritten signature in black ink that reads "Jake K. Sorensen".

Jake Sorensen  
Director, Student Media

University of Utah Student Media  
200 S. Central Campus Dr. #321  
Salt Lake City, UT 84112  
**T** (801) 581-7540  
**F** (801) 581-3299  
[jake.sorensen@utah.edu](mailto:jake.sorensen@utah.edu)

To whom it may concern,

Having graduated only last year (2017) and now working as an art director and production designer at an advertising agency in downtown Salt Lake City, the imprint of university is still fresh on my mind. It's a strange balancing act, singing the praises of a program's current state while also recommending it needs to make a change. Working within constraints to maximize creative potential was something that Carol and Dan always espoused to us as students, and in that framework, I think, is where the graphic design emphasis currently lives. Housed in the constraints that it currently is, the program has maximized its efficacy to the extent which it can. But as the program continues to grow and flourish, eventually, constraints become just that: constraining. Though I've only been in the professional world for a little over a year, I have noticed shortcomings in my training, not from negligence or a lack of care, but simply because the requirements of a designer are rapidly expanding and growing in the professional landscape. With this in mind, the curriculum proposed addresses the hurdles future students will face; allowing for both specialization and elasticity in skillset.

At the core of my own experience in the program, an environment of collaboration and belonging was fostered. I never felt separate from the remainder of the College of Fine Arts. That said, I feel the graphic design emphasis being a part of the Fine Arts major was merely semantic. Those may seem conflicting statements, but in truth, the cohesion was due to proximity with other Fine Arts students in addition to the approved curriculum, not because of some unconscious awareness that my degree was tied to a few others. I am happy to say the proposed curriculum maintains that sense of belonging by still encouraging graphic design students to study the fine arts, e.g., drawing and art history courses still being a requirement, proximity then being a byproduct. From where I stand, students only stand to benefit from the enhanced focus of a distinct degree, tailored curriculum, and the resources provided by a fully developed major.

A handwritten signature in black ink, appearing to read 'Tommy Costello IV', with a stylized, cursive script.

Thank you,  
Tommy Costello IV  
BFA class of 2017



Dear Utah System of Higher Education,

I am writing to express my support for the BFA in Graphic Design degree proposal. The proposal was developed in consultation with the faculty of the Department of Art and Art History and is fully supported to move forward. The proposal represents a restructuring of the Graphic Design emphasis in the department to a degree program to reflect changes in the field of Graphic Design in order to best prepare students for their careers in the field.

In preparation for this proposal, the department looked at numerous other Graphic Design programs and accrediting bodies and interviewed current and alumni students to determine the best curricular structure for the proposed Graphic Design degree. The department believes that the proposed degree will serve students well in training for their careers, as well recruit new students in the field. Graphic Design is a growing field in the arts, and demand is high for well-prepared graduates, the proposed degree will greatly help students in a competitive job market.

As this proposal is an internal restructuring of an existing program, it will require few, if any, changes in budget or staffing. If there are needs for additional resources, the College of Fine Art and the Department of Art and Art History is prepared to absorb them.

The department is fully committed to supporting this proposal, and as Chair of the department, I am fully in support of this proposal.

Thank you for your time, please let me know if you have any questions



Paul Stout  
Associate Professor, Sculpture/Intermedia  
Chair, Department of Art and Art History



May 22, 2018

Carol Sogard, Phd  
Associate Professor  
Department of Art & Art History  
The University of Utah  
375 S 1530 E  
Salt Lake City, UT 84112

Dear Dr. Sogard,

The J. Willard Marriott Library appreciates your request to comment on our ability to support students earning a Bachelor of Fine Arts in Graphic Design.

The Marriott Library has extensive holdings to support learning and research in this program, and has supported undergraduate studies in the area of fine arts for decades, including topics such as typographic design, media, and visual arts.

The Library regularly acquires scholarly books supporting graphic design communications, principles, and practice as well as unique fine arts related disciplines. We are also able to purchase specific books and films upon request, and we encourage faculty and students to work with librarians to build Marriott Library collections in any needed areas.

The Library currently maintains subscriptions to a number of noteworthy journals that would support this BFA in Graphic Design, including: *Eye : the international review of graphic design*, *Print*, *Grafica : documents de disseny gràfic*, *Book arts newsletter*, *International journal of performance arts and digital media*, and numerous other titles. In addition, students in this program will also have access to important databases such as: *AP Images*, *Art Full Text*, *Oxford Art Online*, *American West*, and *Communication & Mass Media Complete*.

The Marriott also has significant resources to support the multimedia communication projects that students in the new program may be undertaking. Students may take advantage of the software packages available in the Knowledge Commons as well as the expertise and equipment available in the Library.

Professional library staff offer training workshops, online tutorials, and one-on-one consultations to University of Utah students and faculty. Similarly, we offer class presentations and one-to-one consultations with library specialists who will suggest appropriate search strategies and help students locate relevant resources for their course-related and independent research projects. In

addition, the Book Arts Studio and advanced printing stations offered by the library will be of invaluable use to the BFA Graphic Design students.

The Marriott Library is looking forward to engagement with the faculty and students in this new program.

Sincerely,

*Mark England*

Mark England  
Head, Collection Management  
J. Willard Marriott Library

To Whom it May Concern;

I am the Chair of Art and Design at Southern Utah University and have taught twenty-six courses on different design topics. I have been a faculty member at SUU for eleven years. I am writing in support of the University of Utah's Department of Art and Art History's program proposal to begin a BFA in Graphic Design in the Fall of 2019. I am aware of their current studio art degree with a graphic design emphasis; I agree with the assessment by the faculty that a more appropriate degree is the BFA in Graphic Design and that this move will better serve the current and future students. Over the years the field of graphic design has matured and changed rapidly, and additional credit hours dedicated to design coursework can only help students be more prepared and competitive when working in the industry.

I have also reviewed the Degree Map and feel that it's an essential move to get freshmen students into design-focused courses. From my assessment, the proposal is well thought out and addresses many current issues with positive solutions.

Southern Utah University is currently the only art and design program in the state to offer the BFA in Graphic Design and not merely a BFA in Studio Arts with an emphasis in graphic design. I have spoken with Carol Ann Sogard about possible competition for students between our programs, and I feel that because of the high demand for the degree and geographic distance this is not a significant issue. SUU mainly draws students from rural areas in the southern part of the state. We do have some students from cities along the Wasatch Front, and we also attract students from Las Vegas and Southern California. We have over a decade of a strong graphic design enrollment in our program, and I don't anticipate it being significantly affected by this change. The benefits to the University of Utah's future graduates far outweighs any minor shuffling of headcount at our universities that this would cause.

Additionally, we have worked and will continue to work through articulation issues to help students who choose to transfer. It has been my experience that a handful of students have transferred between our two programs over the years. I appreciate being made aware of the programmatic changes and feel that we can certainly ensure that transfer students continue to be supported in minimizing repetition of course content as they progress towards graduation.

I am in full support of the University of Utah's Department of Art and Art History making this programmatic change and am available at my office phone number if there are other questions I can address or issues that may need to be clarified.

Yours sincerely,

  
Jeffrey W. Hanson





July 20, 2018

To Whom It May Concern,

I am writing this letter in support of the Department of Art & Art History's academic proposal for the Bachelor of Fine Arts in Graphic Design degree. This program will afford students in the Department of Art & Art History more time training and developing skills specific to the profession, which will provide them with the competitive edge necessary in their chosen career.

With digital media technology constantly evolving, so too must the department change to meet those demands. The change from an emphasis to a degree will allow students to enter the workforce with an impressive skillset that is comprehensive and well-suited for the future of graphic arts. By focusing on the wants and needs of students, as well as the constantly evolving digital world, the Department of Art & Art History will be one step closer to NASAD accreditation, which will only bolster the prestige of the program and its graduates. Furthermore, the department has shaped their new program to allow recruitment of a more diverse array of students, who will now have an easier pathway to earn the degree they want.

I look forward to the partnership this new emphasis will foster between the Department of Art & Art History and the Department of Communication. Technological change is similarly evident in the field of Communication as forms of digital and visual journalism are becoming increasingly valued in the world of news production. Enrolling in these Graphic Design courses would provide our students with the resources to create work that matches and exceeds the standards of today, while equipping them with the necessary tools to lead in the future.

I offer my support in the establishment of the Bachelor of Fine Arts in Graphic Design degree in the Department of Art & Art History.

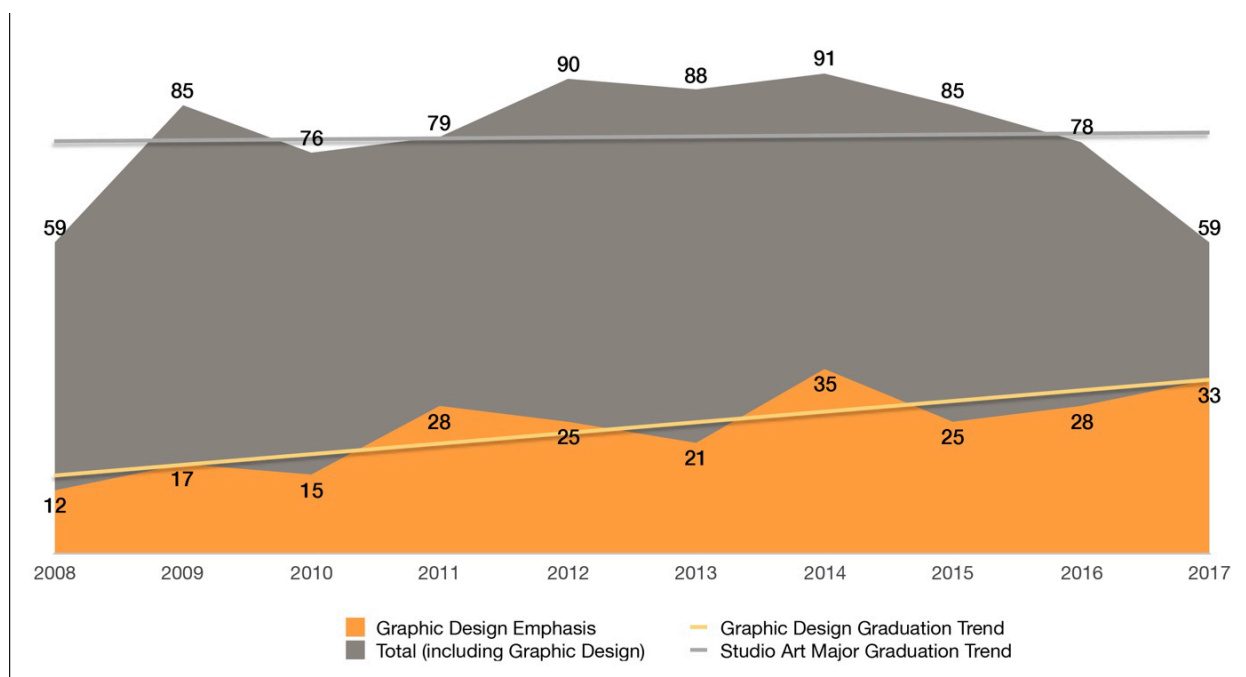
Sincerely,

A handwritten signature in black ink that reads "Danielle Endres".

Danielle Endres  
Professor and Chair, Communication  
University of Utah  
801-585-7308  
[danielle.endres@utah.edu](mailto:danielle.endres@utah.edu)

## Student Demand Appendix

Appendix D only reflects the projected total growth number of proposed BFA in Graphic Design majors. It does not attempt to predict growth trends for the entire Department of Art & Art History. A more accurate depiction of growth is to look at graduation trends. While Department graduation rates have slightly declined in recent years, BFA in Studio Art, Graphic Design Emphasis graduates have been steadily increasing. This history more accurately predicts graduation trends for the proposed major.



**Date:** Thursday, August 30, 2018  
**To:** Ann Darling, Chair, Undergraduate Council  
**Re:** Graphic Design Program Proposal

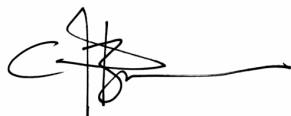
Professor Darling,

I am writing to offer our full support for the proposed Bachelor of Fine Arts in Graphic Design degree within the College of Fine Arts. I have discussed and understand the program's scope with Professor Carol Sogard. We have vetted the overlaps and potential growth areas Graphic Design will experience alongside the Multi-disciplinary Design program. In the way it is framed, I believe the Graphic Design emphasis as a program will benefit both the university and all creative initiatives within. Increasing the footprint of opportunities for incoming students to discover Graphic Design as a fine arts program will benefit all programs with a creative and design-based focus through cross linked exposure and course sharing.

We do encourage the Undergraduate Council to look closely at the course identifiers between the Multi-Disciplinary Design Program "DES" along-side the proposed identifier for Graphic Design as "DESGR". We are concerned this will create some confusion in how students see the programs differently. As proposed, it could be read as if the Graphic Design program would sit within the Multi-disciplinary Design program. The new identifier adds a suffix to ours, "DES + GR". A look at other universities might offer up better alternatives.

I would like to conclude with the reiteration of our full and positive support for the creation of the Graphic Design Program and degree designation. This is long overdue for the emphasis and a great sign of forward movement in the University.

Onward,

A handwritten signature in black ink, appearing to be 'Cord Bowen', with a stylized, flowing script.

Cord Bowen  
Director, Multi-disciplinary Design  
Associate Professor (Clinical)

cord@design.utah.edu