

Graduate Council Program Review Summary

Prepared by: Agamemnon Crassidis, Chair, Graduate Council

Program Title	-Computer Graphics Design -Graduate Graphic Design programs merged to =>Visual Communication Design	
Originating College	CIAS	
Program Contact	Patti Lachance	
Degree Type	Master of Fine Arts, M.F.A.	
SCH New Program	60	
QCH Old Program	90 (for each previous program)	
NYSED IRP Code:	83133 (CDG) and 09184 (GGD)	
HEGIS Code:	1009.00	
Conversion Type	Type 1 Conversion: <input type="checkbox"/>	Type 2 Conversion: <input checked="" type="checkbox"/>
Recommendation	Graduate Council recommends approval of this program	
Responsible Sub-Group	Graduate Council Group B	
Meeting Date/Time	Wednesday, February 16 th , 2011/10 am – 11 am	
Meeting Attendance	Agamemnon Crassidis (KGCOE); Don Wilson (SCB); Hossein Shahmohamad (COS); Julius Chiavaroli (NTID); Steve Polly (Student Rep, KGCOE); Christine Licata (Provost Haefner's Delegate); Angela Kelly (CIAS); Rudy Pugliese (CoLA); Hans-Peter Bischof (GCCIS); Chris Jackson (CIAS); Patti Lachance (CIAS)	
Meeting Location	CST Rm 82-1150	
Checklist Complete?	Yes	
Concerns?	No major concerns sited. The new program is a merger of two existing programs: MFA in Computer Graphics Design and MFA in Graduate Graphic Design and is the reason why it is a Type 2 conversion. The program contacts will work with Christine Licata's office to develop a transition plan for current students and new prospective students.	
Discussion	<p>The program is a Type 2 conversion. The new proposed program is a merger of two existing quarter-based programs. The existing MFA in Computer Graphics Design and MFA in Graduate Graphic Design programs were merged into one degree, <u>MFA in Visual Communication Design</u>, housed into one department. The rationale behind the merger is due to changing industry standards and expectations, what was once considered two very distinct subjects, is now one discipline encompassing all forms of visual communication, and all methods of creation and delivery. Computer Graphics <i>was</i> any form of design utilizing the computer for creation, production and delivery, including static and interactive visual communications. Graphic Design <i>was</i> any form of <u>printed</u> visual communications. The program contact also stated that all design is now created on the computer, and Graphic Design considers interactive media under its umbrella as well so this is ONE discipline that takes many forms. The MFA in Visual Communication Design better reflects this more holistic approach to design and design education. The proposed merged program is a two year (normally) 60 SCH program with 15 SCH per year. There is a</p>	

common core requirement in the first semester with three options: *Communication Design*, *Interaction Design*, and *Motion and 3D Digital Design*. Other common option courses are: **VCDE 718 Project Design & Implementation**, **VCDE 711 Design Theory & Methodology**, **VCDE 746 Professional Practices**, **VCDE 790 Thesis Research & Planning**, and **VCDE 890 Thesis Implementation & Evaluation**. Three new courses were added and 10 courses were deleted. The *Communication Design* option is the user-centered professional design focus of communicating ideas and information to specific audiences through advanced verbal and visual problem-solving across a range of media. The *Interaction Design* option blends interdisciplinary components, including graphic design, human-computer interaction, and information architecture, with technology to deliver a range of professional and experimental user experiences to the screen. The *Motion and 3D Digital Design* delves deeply into three-dimensional computer graphics to produce professional digital imagery for broadcast, computer and video games, medical and scientific simulations, data visualization, motion graphics, and interactive applications. The program contacts ensured the Graduate Council membership that no additional resources would be required for the combined new program.

-Hossein Shahmohamad: asked if this is a Type 2 conversion?

-Ans from Patti Lachance: yes, there is ongoing enrollment in the MFA in Graduate Graphic Design. The retention rate was poor losing ~25% to 50% a year and most of those students go into the MFA in Computer Graphics Design program. The proposed new program is unique in the nation and no integrity is lost.

-Agamemnon Crassidis: asked if additional resources would be required for the new merged program?

-Ans from Patti Lachance: assure the Graduate Council membership no additional resources would be required for the new program.

-Julius Chiavaroli: wondered if most of the students are fulltime students or part-time students?

-Ans from Chris Jackson: mostly fulltime students with a couple of part-time in each program.

-Agamemnon Crassidis: asked if the proposed graduate courses were standalone graduate courses and if they are some cross-listed courses?

-Ans from Chris Jackson: they are all standalone graduate courses.

-Angela Kelly: asked what is in the proposed thesis component?

-Ans from Chris Jackson: there is an equal distribution of a dissemination and project content. Students currently desire a greater emphasize on the product. The proposed Professional Practice course would be the place where the students would build their portfolio. Thesis is intended to be more on the research side.

-Christine Licata: wondered how the students enrolled into the existing current program will be transitioned?

-Ans from Chris Jackson: a plan is currently being developed. Really only effects 1st year students since most students in the 2nd year are working on their thesis and are taking open-electives.

<p>-<u>Hans-Peter Bischof</u>: wondered who the part-time students would be transitioned?</p> <p>-<u>Ans from Patti Lachance</u>: one possibility is to limit the number of part-time students until the transition is completed.</p> <p>-<u>Hossein Shahmohamad</u>: wondered if there is a approved list for the open-electives?</p> <p>-<u>Ans from Patti Lachance</u>: there are “open-electives” that can be taken anywhere within the institute. These courses do not have to be in CIAS.</p>			
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Vote Tally	Approve: 11	Not Approve: 0	Abstain: 0
Signature	Agamemnon Crassidis	<i>Agamemnon Crassidis</i>	