Proposal for Illustration Minor

1. Name of the proposed minor. Illustration

2. Name of the department(s) involved. Department of Art and Visual Culture

3. Name of contact person(s). Chuck Richards, Professor, Department of Art and Visual Culture, chuckric@iastate.edu; Ingrid Lilligren, Professor and Chair, Department of Art and Visual Culture, ililligr@iastate.edu

4. General description of the minor.

   Students seeking an Illustration Minor will take 15 credits for the Program of Study. These credits consist of 1) two required classes in Illustration and Sequential Narrative Drawing for 6 credits and 2) a selection from a list of elective courses for 9 credits.

5. Need for the proposed minor.

   We have students in the College of Design who are interested in illustration for books, graphic novels, magazine articles, advertising as well as concept art for game design and film. This minor provides aspiring illustrators with the ability to tailor a curriculum that serves these varied career interests, whether working within industry or freelancing as independent studio practitioners. This minor will also allow students majoring in Integrated Studio Arts, BPMI and Graphic Design to develop stronger, more comprehensive portfolios, giving them a unique advantage through greater flexibility within a competitive job market.

6. Objectives of the proposed minor including the student learning outcomes and how the learning outcomes will be assessed.

   Learning Outcomes:
   - Students will develop conceptual skills directed toward communicating narrative content in sequential visual form.
   - Students will demonstrate the ability for critical thinking through visual, verbal and written communications.
   - Students will develop technical skills, working with a range of both traditional and digital media used in the field of illustration.
   - Students will strengthen their individual portfolios to position themselves for success in their chosen fields post-graduation.
   - Students will develop an awareness of historical and contemporary illustration.

   Student Assessment:

- Individual and Group Critiques: one-on-one interaction between faculty and student as well as small group and class critiques.
- Input during critiques from guest reviewers.
- Review and assessment of assigned work relative to project learning objectives.
- Periodic exhibitions of studio work.
- Assessment and grading of final course portfolios, including sketchbooks, visual research, process work and written assignments as required by the courses.

7. Relationship of the minor to other programs at Iowa State University.

   The College of Liberal Arts and Sciences and the Department of Art and Visual Culture in the College of Design offer an interdepartmental undergraduate major in Biological and Premedical Illustration (BPMI). This major is focused on illustration for scientific visualization and informational applications. The Illustration Minor prepares students for a variety of art professions that are oriented toward creating illustrations to accompany non-scientific, narrative text with applications as previously described. BPMI majors could supplement their portfolios through this minor with work that would prepare them for broader opportunities as professional illustrators.

8. Relationship of the minor to the strategic plans of the university, of the college, and of department or program.

   The 2017-2022 Strategic Plan for Iowa State University includes the following goals:

   > "Provide learning opportunities to prepare students for lives and careers in a dynamic, global community." and "Continue efforts to provide an exceptionally high value educational experience."

   The proposed minor provides a means for students to create a curriculum that is tailored to prepare them for a variety of careers in illustrative arts, and will accomplish this at a competitive cost.

   According to the College of Design,

   > "Iowa State University's College of Design is one of only three comprehensive design colleges in the U.S. The breadth and depth of curricula provides opportunities for students to engage in all scales of design inquiry and making."

   Students pursuing the Illustration minor will access college courses and faculty, and will also learn from working with their peers, thus creating a personalized program of study that results in a stronger educational experience.

   The Strategic Plan for the Department of Art and Visual Culture states the following:

   > "The four-year education we provide is less expensive than private art schools and we are equally effective at preparing students for success as professional artist and for placement into graduate programs. Our

mission is to provide an engaging, comprehensive, and dynamic learning environment . . ."

The proposed minor provides greater breadth for developing a curricular program of study that suits individual interest in illustration. It will help to prepare students for professional work as illustrators within the publishing, advertising and entertainment industries and also as freelance artists. It will accomplish this at a far lower cost than comparable programs offered by private art schools.

9. Comparison of the proposed minor with similar programs at other universities, including the Regent's universities.

   Neither the University of Iowa nor the University of Northern Iowa offer a major or minor in illustration. There are schools with Illustration programs in the Midwest. These schools include the Minneapolis College of Art and Design, the Kansas City Art Institute and the Milwaukee Institute of Art and Design. Northern Illinois University also offers a concentration in Illustration, however their faculty practice and teach scientific illustration. A review of these various programs and course offerings are similar to one another and comparable to the ISU courses included in this proposal, however their tuition costs are significantly higher than at iowa State University (including ISU out-of-state rates).

10. Program requirements and procedures, including:

    a. prerequisites for prospective students;

    Prerequisites:

    DSNS 131 Design Representation (4 credits)
    ART IS 230 Drawing II (3 credits)
    Additional course prerequisites are listed below

    b. application and selection process;

    There is no formal application or selection process to pursue this minor.

    c. language requirements;

    None

    d. courses and seminars presently available for credit toward the program;

    Program of Study (15 credits)
    Required Courses: 6 credits

    ART IS 330 Life Drawing (3 credits)
    ART IS 432 Sequential Narrative Drawing (3 credits)

    Elective Courses: Students choose from the following for 9 credits

    ART GR 464 Digital Imaging (3 credits)
    ART H 489 History of Comics (3 credits)
    ART IS 233 Watercolor Painting (3 credits)
    ART IS 308 Computer Modeling and Virtual Photography (3 credits)

ART IS 338 Painting II (3 credits)
ART IS 356 Relief Printmaking: Digital/Traditional (3 credits)
ART IS 357 Intaglio and Monotype Printmaking: Digital/Traditional (3 credits)
ART IS 358 Lithography: Digital / Traditional (3 credits)
ART IS 408 Principles of 3D Animation (3 credits)
ART IS 430 Advanced Drawing (3 credits)
ART IS 431 Character and Scene Design (3 credits)
ART IS 438 Painting III (3 credits)
ART IS 490F Independent Study Illustration (3 credits)
BPMI 323 / ART IS 323 Scientific Illustration Principles and Techniques (3 credits)
BPMI 326 / ART IS 326 Illustration & Illustration Software (3 credits)
BPMI 327 / ART IS 327 Illustration as Communication (3 credits)
BPMI 337 / ART IS 337 Applied Scientific Illustration Techniques (3 credits)

e. proposed new courses or modifications of existing courses;

None

f. advising of students;

ISA/AVC students interested in the Illustration minor will continue to receive advising services through their assigned faculty advisor. A listing of the required and recommended courses for the minor will be made available to all advisors. Exceptions to prerequisites may be made only with instructor permission after a portfolio review. Questions regarding specific course information will be referred to the faculty persons assigned to teach those courses.

g. implications for related areas within the university.

See response to Item 7 above.

11. General description of the resources currently available and future resource needs, in terms of:

a. faculty members; No additional faculty will be needed. No additional teaching loads will be assigned.

b. computers, laboratories, and other facilities; No new or additional equipment or facilities are needed.

c. library facilities (journals, documents, etc.) in the proposed area; Students will continue to use materials currently available at Parks Library and the Design Reading Room. Books on various aspects of illustration and sequential narrative drawing have been added to the library collection as requested over the past few years.

d. supplies, field work, student recruitment, etc.; The new minor makes use of existing structures in both colleges and programs in terms of supplies, internships and recruitment.

12. Describe the needs for new resources and/or reallocated resources. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources.

    No new or reallocated resources will be required.

13. Attach to the program proposal, letters of support, recommendations, and statements when appropriate, from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program.

    See attached letters from the Art and Visual Culture and Graphic Design department chairs as well as the BPMI Program Coordinator.

14. If the new program is interdisciplinary, a governance document should be created and submitted to the Associate Provost for Academic Programs. Indicate here that it has been completed.

IOWA STATE UNIVERSITY

Department of Art and Visual Culture
College of Design
715 Bissell Road
Ames, Iowa 50011-3091
515 294-6743
FAX 515 294-2725
http://www.design.iastate.edu

October 13, 2017

MEMORANDUM

To College and University Academic Affairs Committees
From Ingrid Lilligren, Professor and Chair
Subject Proposed Illustration Minor

The proposed Illustration Minor being submitted by Chuck Richards, professor in Art and Visual Culture, is the result of careful consideration of trends and needs expressed by students.

Professor Richards has recently developed two new courses one that forms part of the core for the new minor. With a growing interest in sequential narrative and illustration, this minor will allow students to add significantly to their professional portfolios. The minor utilizes and builds on strengths in the department and will not require additional resources (faculty, studios, curriculum). The National Association of Schools of Art and Design accredit all undergraduate and graduate programs in the department. This proposed minor meets their standards and guidelines. This minor gives students across a range of disciplines access to a Program of Study with clear outcomes and is adaptable to individual needs.

Please know this proposed minor in Illustration has my full support.

IOWA STATE UNIVERSITY

Department of Graphic Design
College of Design
Ames, Iowa 50011-3091
515 294-6743
FAX 515 294-2725
http://www.design.iastate.edu

7TH November, 2017

Charles "Chuck" Richards
Professor
Arts and Visual Culture
College of Design
715 Bissell Road

Reference: Graphic Department Support for Proposed Illustration Minor

Dear Professor Richards:

It is with the greatest of pleasure that I write this letter to wholeheartedly offer the graphic design departments support of having an Illustration Minor in the College of Design, at Iowa State University.

It is my firmest belief that by having an Illustration minor in the College of Design that it will not only enrich the educational experience of our students, but it will also give us a competitive advantage amongst our peer institutions.

My hope would be that having an illustration minor is but the first step, and my desire would be that we place this minor on the fast track to becoming a major. I have been the Design Department's Chair at three nationally and Internationally ranked colleges' graphic design, illustration and businesses of design programs (all within the top five nationally ranked), and the illustration programs, in all these colleges, are the largest. For example, the Minneapolis College of Art and Design (MCAD) has an internationally respected program, and it costs students 60K a year to study there. There is very little difference between the educational experiences that students receive at MCAD compared to the College of Design. I have began to share the discussion about the possible minor with my education and design colleagues and have

If you require any more information regarding the graphic design department's support for the Illustration Minor please feel free to contact me.

Regards,

Bernard J Canniffe
Chair, Graphic Design

IOWA STATE UNIVERSITY

Kimberly Moss
Assistant Professor, BPMI Coordinator
Biological/Pre-medical Illustration Program
378, College of Design
moss@iastate.edu

Department of Art and Visual Culture
College of Design
715 Bissell Road
Ames, Iowa 50011-3091
515 294-6743
FAX 515 294-2725
http://www.design.iastate.edu

Date: October 16, 2017

Re: Letter of Support for Illustration Minor at ISU

Dear Review Committee,

I am writing to express my full support for the illustration minor proposed by Professor Charles Richards. This proposal is timely and important as it offers a minor that meets a growing interest among prospective and current students to learn the principles and techniques of general illustration and to develop a broader, more varied illustration portfolio, with emphasis on non-scientific content.

I have reviewed the illustration minor proposal and am very familiar with the content for the courses listed. The program of study is thorough and comprehensive, supported by a strong backbone of drawing. As a biomedical illustrator and Coordinator of BPMI, I see this minor serving to fill a need that is not currently covered in the College of Design.

Especially noteworthy in the program of study are two courses, Sequential Narrative Drawing and Character and Scene Design. The coursework here is unique and applicable to burgeoning interests of students in graphic novels, storyboarding, and animation. These students will be very pleased to have the illustration minor option available to them. BPMI students taking these courses apply the course content to both scientific and non-scientific storylines. For example, many are interested in medical and scientific comics, which have been receiving extensive recognition in the field and to general audiences. These courses complement and bolster the current BPMI curriculum.

Again, I am very pleased to support a new illustration minor at Iowa State University and look forward to seeing it offered in future semesters.

Sincerely,

Kimberly Moss

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. **X** New Program □ Name Change □ Discontinuation □ Concurrent Degree for:
2. □ Undergraduate Major □ Graduate Major **X** Undergraduate Minor □ Graduate Minor
   □ Undergraduate Certificate □ Graduate Certificate □ Other: _____
3. Name of Proposed Change: Illustration Minor
4. Name of Contact Person: Chuck Richards e-mail address: chuckric@iastate.edu
5. Primary College: Design Secondary College: _____
6. Involved Department(s): Art and Visual Culture

Voting record for this curricular action:

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Dept. or Program Committee				
Art and Visual Culture	13	0	0	10.6.2017
College Curriculum Committee	5	0	0	11.9.2017
College Approval Vote	32	3	0	12.9.2017
Graduate Council				
Faculty Senate Curriculum Committee	7	0	0	2.2.2018
Faculty Senate Academic Affairs Council	9	0		2/6/2018
Faculty Senate				