

FORM G
BOARD OF REGENTS, STATE OF IOWA
PROPOSAL FOR PROGRAM/DEPARTMENT CHANGE

Institution: Iowa State University

Program/Department Proposing Change: Interdisciplinary Design Program

Change Being Proposed (e.g. name change, degree type, administrative structure):
change of degree type – Bachelor of Arts to a Secondary Major program of study

Name of College: Design

Approximate date to implement changes: August 2022

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Please do not use acronyms without defining them.

1. Describe reasons for the proposed changes.

The Bachelor of Arts in Interdisciplinary Design (B.A.) has been offered by Iowa State University (ISU) since Fall 2011. From Fall 2011 until Spring 2016, the program awarded a 4-year Bachelor of Design (B.Des.) degree. In Fall 2015, the College of Design (CoD) filed a Form G with the Board of Regents to change the degree title and name from Bachelor of Design to the B.A. in Interdisciplinary Design. This was approved for Fall 2016. At the time, this degree title change was a requirement placed on the university by the National Association of Schools of Art and Design (NASAD). Students who were enrolled already were given the option to receive a B.Des. or a B.A. degree. In total, 187 students have graduated from ISU with one of these degrees.

Historic enrollment data (total=534):

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-------|------|------|------|------|------|------|------|------|------|------|------|
| DES | 11 | 49 | 69 | 82 | 86 | 83 | 21 | 5 | 1 | 0 | 0 |
| IDES | | | | | | | 32 | 32 | 33 | 23 | 7 |
| total | 11 | 49 | 69 | 82 | 86 | 83 | 53 | 37 | 34 | 23 | 7 |

Degrees awarded (total=187):

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|-------|------|------|------|------|------|------|------|------|------|------|------|
| DES | | | 4 | 22 | 24 | 26 | 19 | 2 | 5 | 1 | |
| IDES | | | | | | | 19 | 22 | 19 | 7 | 17 |
| total | | | 4 | 22 | 24 | 26 | 38 | 24 | 24 | 8 | 17 |

The Interdisciplinary Design degree was established by the College of Design to create a non-professional, studio-based, four-year degree option. The course code is DES. Students who chose this path included transfer students, students wanting to attend part-time, non-traditional students who needed a

flexible schedule, students who left a professional degree in the college and needed an alternate path to a bachelor's degree, and students who wanted to take a studio-based design curriculum along with another primary major (double degree). Some of the graduates chose to enroll in a professional master's program in the college after graduation.

For about five years, the population of students who benefited from the DES courses and the program was growing and steady. Not all students who took DES courses and were registered for the major remained in the program to earn a degree. As shown in the enrollment tables, about 65% of students were in the major did not receive their degree in the program. In some cases, students took one year in this program and then reapplied to one of the professional degree programs in the college and graduated with the other degree. In other cases, they left for a program in a different Iowa State college. Other students could not finish due to personal or financial challenges. The program was considered as a 'big tent' and offered significant advising services to the students with the goal of helping them to find the right path forward.

Since 2018, the enrollment numbers for the degree have declined significantly. More programs in the CoD have created transfer-friendly options for students and additional seats have opened in the other professional degree programs, which combined to decrease overall demand. As of Fall 2020, the college stopped admitting new students to the degree program, although the degree remains in the catalog and some continuing students are completing requirements by taking alternate courses to complete their remaining credits.

During the academic year 2021/22, with the formalization of the CoD interdisciplinary portfolio of Innovation and Entrepreneurship (I+E), it was decided to formally initiate the B.Des. renewal task. As part of the CoD I+E central initiatives, one of the assignments of the newly appointed Director (Ana Luz, faculty in Industrial/ Interdisciplinary Design) is to restore this program of study under a new interdisciplinary teaching arrangement, and thus align it with the ISU recent strategic plan (4 thematic pillars: innovative solutions, education experience, knowledge and discovery, and Community engagement). After a thorough needs' assessment and discovery phase with multiple stakeholders in the college, ISU campus partners and student cohorts, the work of an ad-hoc Interdisciplinary Design Program committee led by the I+E Director brought forward the proposal to transition this B.Des. to a secondary major. This change in the program has been voted on by the College of Design Curriculum Committee (7-0 in favor) and the faculty in the College of Design (48-14 in favor). The consultations and deliberation process have pointed to a series of queries that are answered herewith.

a. *why this programmatic change?* There are many benefits in this transition. A **Secondary Major** pathway, as currently delivered at ISU in other Colleges, provides students with a paired academic bucket for specialization or complementary knowledge needed/desired to strengthen the Primary Major. In this proposal, we advocate that offering Interdisciplinary Design as a secondary program of study will potentially reinforce the work developed on the primary major, providing students an in-depth curricular study on subjects of interdisciplinary teaming and collaboration, creativity and iterative design process, and integrated project management.

This plan could increase enrollment in existing DES courses, by making this secondary major an enhanced academic option for students in all majors at Iowa State. Recent students' interest in design, creativity and innovation themes is high due to new programming at the Student Innovation Center, and the increased emphasis on Entrepreneurship studies across university units within the past decade. The CoD wants to open its courses to this student population in a way that has not been possible before.

b. *is there a demand?* With Interdisciplinary Design as a potential Secondary Major, all students interested in further developing their inventiveness, visual communication and imagination skills and ideation mindsets will hence have a robust academic plan of study while they pursue their primary degrees. A case in point is the theme of Creativity&Design in general, typically delivered by CoD, which continues to draw many students from all majors every year. In fact, despite the fact the B.Des major's enrollment dropped, some key core courses have continued to be taught due to student demand. For example, *Design 230: Design Thinking*, an approved social science general education course by LAS, attracts students from all majors around campus. In order to sustain curricula continuity over the years, this particular course-theme of *Design Thinking* has continuously been taught by faculty in design as per yearly catalog offer but also through integrations in: 1. Honors Program, 2. Student innovation center innovation programming and 3. complementary sections at the School of Education, ISU summer incubator CyStarters and others.

The aim is to replicate this successful course example, and open other DES courses to all interested students with a focus on creative innovation, strategic design and interdisciplinary teamwork. As proposed, the secondary major will require students to take a set of anchor courses (16 credits) which continue to deliver the foundations of the program of study, with an additional 9-10 credits that can be chosen from approved options taught in the CoD departments.

c. *how will this affect the primary major?* The main expectation is that most of the students who choose this secondary major will be following a robust program of study as primary major. The proposal is to actually reinforce the primary major with a complementary academic plan of study on interdisciplinarity and creativity – as per tenet of the 21st C Higher Education four main competences (collaboration, creativity, critical thinking and communication) and ISU innovation and entrepreneurship charge. The ad-hoc committee expects to attract 25-50 students per year from across campus. As an example, the largest secondary major on campus is Environmental Studies (ENV S) (<https://www.envs.iastate.edu/secondary-major>), which university data show has enrolled about 50 students per year for the last ten years. Collectively, our Design Thinking and Design Creativity courses attract 50-100 students per semester, both at under- and grad-level.

The key conceptual shift from a degree B.A. in Interdisciplinary Design to this potential concentrated micro program of study is that all students in this secondary major are certainly already enrolled in at least a four-year degree program, in which they meet all other university requirements. Students from all majors can use these required extra credits to meet requirements within their primary major as well; and all courses in this secondary major would be taught in the College of Design.

d. *how can DES curriculum fit in?* There are already numerous CoD courses as approved for electives and general education credits that count towards a major. The concept is to allow students to choose specific courses with a design-related focus from the list of approved electives and general education classes, and apply these to the secondary major. To keep the curricular integrity of the Interdisciplinary Design

program, the proposal sustains those 16 credits in the anchor DES courses may count toward primary degree requirements, but always for the secondary major.

The ad-hoc committee has found that each college at Iowa State has some flexibility for their students to apply the courses to degree requirements like general education credits (art/humanities and social science) and program-specific technical electives/options. With advising support, a review of various curricula indicated that students can complete the primary major and the secondary major requirements in four years, and thus major in their main in-depth field with an added value of a design specialization.

2. *How will the proposed change affect current students?*

The very few current students in the 4-year degree are already completing their program of study with alternate course options, as most DES courses are not currently being taught. If this program is approved, they may be able to join in some of the courses that will be back on the schedule.

All students that have already taken DES courses as electives can potentially be advised to add a full secondary major and complete the extra set of credits in the next coming years. These extra credits would not be set up as a longer program of study, but actually be utilized as general education, technical electives and other requirements needed for the primary major.

3. *If relevant, have accreditation requirements been addressed?*

The National Association of Schools of Art and Design (NASAD) has accredited Iowa State University as an institution by reviewing its degrees in art and design fields. Interdisciplinary Design in its current form has been part of the reviews for NASAD in 2013 and 2019. If approved, the college will communicate with NASAD about the transition from a B.A. to a secondary major and ask them to take the B.A. in Interdisciplinary Design off of the list of primary majors that are offered at ISU.

The information about the accreditation is found here: <https://nasad.arts-accredit.org/directory-lists/accredited-institutions/search/?id=I0114>. The next accreditation review will be in 2028-2029.

4. *If relevant, describe program configuration changes that will accompany the proposed program or change, e.g., change in number of credit hours required, faculty appointments, etc.*

Changing the 4-year degree of 123-credits to a secondary major of 25-26 credits gives this program of study a more efficient credit management strategy, and also a better recruitment management process. The potential high enrolment would effectuate the continuation of the program. The only factual change to course offerings is to immediately create an x-course for Fall 2022 (DES 150X) that would serve as an introduction to topics such as creativity, ideation, design experience, design strategy, and innovation by design, crucial concepts for students who are not in studio-intensive majors (majors from the College of Design could start with Design Studies 102, which is a requirement already for all design degrees other than Community & Regional Planning). The ad-hoc committee is preparing this x-course form for college approval this semester.

The secondary major will be overseen by a program committee led by Ana Luz and with representatives from all CoD departments. All faculty teaching DES courses will have a CoD home department. The ad-hoc committee will transition to a program committee if this proposal is approved. This faculty group will develop an advising structure and function as a curriculum committee.

If enrollment is strong, additional faculty hires may be needed in a future year. These hires would be made in consultation with departments in the College. For now, the college has faculty with teaching expertise in these areas who have already taught DES courses from 2012-2022 in multiple departments, including Art & Visual Culture, Architecture, Interior Design, Community and Regional Planning and Industrial Design.

5. *If relevant, identify resources that will be needed in connection with the proposed program or department change, e.g., facilities, faculty, funds, etc.*

The courses still being taught in Interdisciplinary Design (DES) have been using classrooms at the Student Innovation Center over the past 2 years. The intention is to continue teaching in this building using classrooms that are shared with other colleges and design departments. The positioning at the Innovation Center benefited from the strong links to many industry partners and other academic units present in the building (Entrepreneurship and Innovation Programming teams, Industry stakeholders as guests/ reviewers, etc.). As previously mentioned, Design 230 has continued to be taught non-stop at the center, Design 250 Design Intersections also, and Design 495 a project-based launchpad was successfully last taught in Spring 2021.

Existing CoD faculty will teach courses in DES that would need to be added to the schedule to revive the program in the following semesters. These courses are already in the catalog:

| | |
|---|-------|
| DES 150X: Introduction to Innovation | 1-3cr |
| DES 230: Design Thinking | 3cr |
| DES 241: Interdisciplinary Foundation <i>Studio I</i> * | 3cr |
| DES 340: Interdisciplinary Foundation <i>Studio III</i> * | 3cr |
| DES 495: Launchpad | 6cr |

(*these courses will be renamed in 2023-2024 catalog, in terms of sequence number and project series)

These four courses and the new experimental course (1-3cr) constitute the key required main courses.

6. Is this intended to be a temporary or permanent change? If temporary, for how long?

This is intended as a permanent change: Interdisciplinary Design as Secondary Major and not a 4-year degree program.

The only component of the proposal that merits a further curriculum development and academic advising support refers to the offerings regarding the 9-10 elective credits, which students can choose from an ample catalog at the CoD, or connect/initiate with other programs of study such as minors and certificates in other colleges. For example: elective courses on Design Entrepreneurship that can lead to the Entrepreneurship Minor at College of Business; electives on Creative Leadership that can lead to Leadership Studies at LAS; courses on Design for Social Justice pointing to Political Science plans of study, etc.

Please find below a tentative table containing some potential options for the elective bucket:

| Course number | Course title | Department |
|---------------|---|-----------------------------|
| ARTIS201 | Creative Visual Thinking | Art and Visual Culture |
| ARTIS | Several Integrated Studio Options | Art and Visual Culture |
| ARTIS465 | Artists, Designers and Sustainable Development | Art and Visual Culture |
| ARTH292 | Introduction to Visual Culture Studies | Art and Visual Culture |
| ARCH231 | Advanced Design Representation | Architecture |
| ARCH351 | Whole Building Energy Performance Modeling | Architecture |
| ARCH371 | Human Behavior and Environmental Theory | Architecture |
| ARCH433 | Digital Fabrication | Architecture |
| ARCH436 | Advanced Design Media | Architecture |
| ARTGR281 | Visual Communication and Branding | Graphic Design |
| DSNS183 | Design in Context | Design Studies |
| DSNS232 | Digital Design Communications | Design Studies |
| DSNS304 | Global Challenges: Intro UN Sustainable Development Goals | Design Studies |
| DSNS332 | Multi-Dimensional Digital Design Communication | Design Studies |
| DSNS333 | Time-based Digital Media | Design Studies |
| DSNS340 | Design Entrepreneurship | Design Studies |
| DES250 | Design Intersections | Interdisciplinary Design |
| INDD220 | Concept Sketching | Industrial Design |
| INDD320 | Creative Thinking in Design | Industrial Design |
| INDD330 | Design Research Methods | Industrial Design |
| INDD345 | Sketch-noting | Industrial Design |
| INDD435 | Strategic Design and Project Management | Industrial Design |
| INDD460 | Product Realization | Industrial Design |
| ArtID255 | Forces that Shape Interior Space | Interior Design |
| ArtID468 | Interior Design in Urban Setting | Interior Design |
| CRP211 | Digital Design Methods for Landscape Architecture | Community Regional Planning |
| CRP291 | World Cities and Globalization | Community Regional Planning |
| CRP455 | Smart Cities | Community Regional Planning |
| CRP457 | Geogames for Civic Engagement | Community Regional Planning |
| LA171 | City Play! | Landscape Architecture |
| LA274 | The Social and Behavioral Landscape | Landscape Architecture |
| LA341 | Contemporary Landscape Architecture | Landscape Architecture |

