1. Provide a brief description of the current department/program.

   The current program and name, the Bachelor of Design (B.Des.), was approved as a new undergraduate degree in the College of Design in 2011. The program and curriculum goals have not changed since the initial application. The program started with 11 students in Fall 2011 and, as of Fall 2015, there are 86 students in the major. Enrollment has been steady for several semesters.

   This is the current catalogue language to describe the program:

   *The Bachelor of Design is a 122.5 credit non-professional undergraduate degree program focused on the interdisciplinary nature of design and the power of the design studio as a place and method for generating ideas and solving problems. The core of the degree program is a series of forums and studios intended to connect history, theory and practice, and give students hands-on experience grappling with design challenges that vary in complexity and scale. Thematic course modules are taught by faculty from multiple design disciplines.*

   *The Bachelor of Design offers opportunities for students to engage design thinking in a collaborative and interdisciplinary environment. The curriculum developed out of a shared philosophy that designers have the capacity to generate ideas and think creatively about society’s increasing economic, social and environmental challenges. Innovation and entrepreneurship are*
Describe reasons (justification) for the proposed changes. Include information about the value of the changes to the department, program, discipline, college, and/or the university.

The name change is being proposed in response to a 2012 peer review and subsequent additional study of our program by the accrediting organization, the National Association of Schools of Art and Design (NASAD, http://nasad.arts-accredit.org/). After the initial review generated concerns about the degree title, the College of Design worked for several years to earn acceptance of the B.Des. title from NASAD. NASAD remains firm that the non-professional, generalist design curriculum we offer is best suited to a Bachelor of Arts degree. A May 2015 letter from NASAD, included with this proposal, indicates that the campus accreditation for all art and design programs is in jeopardy until we secure Regents' approval for the name change. Because NASAD accreditation is important to the College of Design, the faculty who teach in the program and the college leadership have decided to accept this requirement and initiate the renaming process.

As a first step, the curriculum committee of the Bachelor of Design Program, in consultation with the Associate Dean for Academic Programs, proposed the new degree title of Bachelor of Arts (BA) in Interdisciplinary Design to NASAD in the spring of 2015. As indicated in the May 2015 letter, they have accepted this proposal and would like the name change process to be completed at ISU and with the Regents as soon as possible.

Retaining NASAD accreditation is critical to the continued success of our art and design programs, particularly as the College of Design has experienced flat student enrollment in the years that other colleges on campus have seen enrollment growth. NASAD accreditation gives our art and design programs greater visibility in their fields and assists us in recruiting students regionally, nationally and internationally. To earn accreditation, schools must participate in a rigorous written and on-campus peer-review process that evaluates all programs on a campus with an art and/or design focus. NASAD accredits campuses, not individual degree programs, and programs cannot opt out of this process.

In the ISU College of Design, the programs that are subject to NASAD review include the Bachelor of Fine Arts (BFA), Bachelor of Arts (BA), Bachelor of Industrial Design (BID), Master of Fine Arts (MFA), Master of Arts (MA), and Master of Industrial Design (MID) curricula in the Departments of Art and Visual Culture (Integrated Studio Arts at the time of the 2012 review), Graphic Design, Interior Design, and Industrial Design. The Bachelor of Arts in Biological & Pre-Medical Illustration, co-administered by the College of Design and the College of Liberal Arts and Sciences, and the Bachelor of Science in Apparel, Merchandising, and Design in the College of Human Sciences are also included. All of these programs have met the requirements for accreditation.

As a new program at the time, the Bachelor of Design (B.Des.) was included in the 2012 review (which was the first time that ISU had applied for NASAD accreditation), but B.Des. was eligible only for "plan approval" since no students had graduated yet with the degree. In the subsequent three years, students have graduated from B.Des. and now the whole campus's NASAD accreditation rests on finding a solution to the disagreement about the B.Des. degree title. The
choice of the title, B.A. in Interdisciplinary Design, reflects the program's position in the college. It is not situated within a single department. Instead, it is administered through the Design Studies Program under the leadership of the Associate Dean for Academic Programs. Faculty teach one or two 2-3 credit courses a year in B.Des., while also teaching in one of the home seven departments in the College of Design. A program director, Associate Professor Kimberly Zarecor from the Department of Architecture, has a part-time appointment in B.Des.

3. What will be the effect of the proposed change on current students?

The BA, BFA, and professional undergraduate degrees like Bachelor of Landscape Architecture (BLA), Bachelor of Architecture (B.Arch.), and Bachelor of Industrial Design (BID) are much more common degree titles in schools of art and design. For this reason, a change to a BA degree gives our students a more recognizable degree title and may help potential employers or graduate schools identify the type of courses and course distribution that our program requires.

From our conversations with students, the degree name has also not been a big factor in students' decisions to choose the major so far. Typically it is a choice best suited to their educational needs and goals, including transfer students from community colleges or other four-year schools looking for an option that helps them to graduate from ISU in two years (2+2 model) or a student who is not ready for a professional design curriculum at the undergraduate level and wants a more broad and flexible option.

We do not anticipate much disruption for the students since their programs of study will not change. Both the B.Des. and BA degree titles are recognizable as undergraduate design degrees for graduate school applications and on the job market. If the Regents give final approval for the name change, students will be given the option of which degree title they prefer until the new degree title is in the catalog when they arrive, at which point all students will receive a BA.

4. If this is a program/department name change, describe the proposed name is consistent with the mission of the college and university.

The change from Bachelor of Design to BA in Interdisciplinary Design is necessary because of our accrediting body. For the college and the university, this is a worthwhile change since it is the only way to protect the NASAD accreditation for the entire ISU campus as explained above.

With either degree title, B.Des. or BA in Interdisciplinary Design, the degree is consistent with the university mission to "create, share, and apply knowledge to make Iowa and the world a better place." Among the degree offerings in the College of Design, the program is unusual in expanding access to design careers for populations that have historically been very underrepresented among our majors including first-generation, non-traditional, and transfer students. It has helped to stabilize our college-wide enrollment by providing a studio-based option for students who are not well-suited to our undergraduate professional degree options. Previously they may have switched to a major outside our college at ISU or left the university. We also have open enrollment in the major. This is unlike most of the professional degrees in the college that limit the number of students in their majors through an enrollment management process that requires an application at the end of spring semester. The degree is also transfer-friendly and fits with a "2+2" model for students with an Associate of Arts or Associate of Science degree from a community college (or the equivalent in academic transfer credit from another institution). The open enrollment and transfer-friendly policies speed up time to graduation for many students who choose B.Des. as compared to how their transfer or non-major credit would apply to the requirements in one of our professional degree options. These benefits will not change with the name change to BA in Interdisciplinary Design.
5. Will the proposed change be consistent with other programs at the university or other universities in the state? If this is a program/department name change, identify other institutions with the same or similar name.

When the program was created in 2011, there was extensive research by the program committee about the degree title. B.Des. exists at several universities, most often embedded in a department. For example, the Bachelor of Design in Architecture (BDA) at the University of Minnesota, a non-professional, four-year architectural studies curriculum offered by the Department of Architecture. When considering our degree title, the college could not anticipate NASAD's objection to the degree title, because we had not yet started the accreditation process. We continue to have a difference of opinion with NASAD about the value of the degree title. As discussed above, the priority with the name change is to meet the NASAD's requirements for the sake of our campus-wide accreditation.

There are no similar programs in the state in terms of curricular objectives. Our curriculum emphasizes design thinking skills, teamwork, and the application of design ideas and skills to real-world problems through studio design work, as well as research, writing, and debate. Its unique profile is one reason that the Bachelor of Design degree title was chosen in 2011.

The ISU College of Design has a program currently with the degree title, BA in Art & Design. A name change proposal is already under consideration to change this degree title to BA in Art and Visual Culture, which reflects the department's new name. The college intends to have two BA degrees once the name changes are approved:

- BA in Interdisciplinary Design (administered through Design Studies under the Associate Dean for Academic Programs, studio-based)
- BA in Art and Visual Culture (offered by the Department of Art and Visual Culture, non-studio degree)

The Department of Art at the University of Northern Iowa has BA in Art degree. Students choose an emphasis in studio, art history, art education, or graphic design. This degree does not have the emphasis on design, design thinking or the interdisciplinary content.

The School of Art and Art History at the University of Iowa offers a BA in Studio Art and a BA in Art History. The BA in Studio Art degree does not have the emphasis on design, design thinking or the interdisciplinary content of the ISU program. The BA in Art History is not studio-based.

In the United States, the Bachelor of Design (B.Des.) degree title and the type of curriculum we offer is not common in colleges of art and design. The 2011 proposal to create the B.Des. program listed no other universities with an interdisciplinary Bachelor of Design curriculum that was similar to what we have implemented. With the change to a BA degree title, the innovative curriculum will remain, although more schools have degrees with the BA or BS title, so we will need to be attentive to making sure that our marketing and online information emphasize what makes the BA in Interdisciplinary Design something different from other BA degrees.

Recently a few new programs have started that have similar objectives to the current B.Des. program:

- University of North Texas – BA in Interdisciplinary Art and Design Studies
- California State University, Long Beach – BA in Design
- University of Utah – BS in Multi-Disciplinary Design

In each case, the school has fewer design departments that contribute to the interdisciplinary curriculum. Each one is also a little different in terms of mixes of content and course requirements. BA or BS degrees in general design or interdisciplinary design are still rare and there are no set expectations for degree names.
6. Is the proposed change consistent with association/accreditation requirements? Have accreditation requirements been addressed?

The name change is being proposed in response to a review of our program by an accrediting organization, the National Association of Schools of Art and Design (NASAD). NASAD has indicated to our campus representative (David Ringholz, Associate Professor and Chair, Department of Industrial Design) that they will not give final approval to the degree name, Bachelor of Design (B.Des.) unless we significantly change the degree content. NASAD supports the curriculum and its learning goals and outcomes as it is currently being offered, but requires that the degree title be changed to a Bachelor of Arts (BA) if ISU wants to remain an accredited school.

Attached to this proposal is the most recent letter from NASAD, dated 26 May 2015, indicating their acceptance of the name, BA in Interdisciplinary Design, and their urgency that we receive Regents' approval for this change as soon as possible because the matter has already been deferred twice. These deferrals were the result of several rounds of communication between Iowa State and NASAD about our desire to keep the B.Des. degree title as it stands. Their letter acknowledges that we have been actively in discussion about their concerns.

7. Describe program configuration changes that will result from the proposed program change, e.g., change in number of credit hours required, etc.

There will be no curriculum changes connected to the name change.

8. What costs will be incurred by the proposed program change? Identify new resources that will be needed in connection with the proposed program change, e.g., facilities, faculty, funds, etc. How will the proposed program change be administered? Provide a three-year analysis of costs resulting from the proposed program change.

There will be no costs associated with the name change. New brochures to advertise the program’s new name will be needed, but we have been waiting to print another run of brochures until the name change is resolved, so this is not an additional cost, but a recurring cost that all programs in our college anticipate.

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

Because of the NASAD mandate, this is a permanent change.

10. What are the workforce needs in the state for the proposed program change? Be as specific as possible and include sources of data.

This is the statement from the 2011 application to create the Bachelor of Design Program.

Graduates of this program will pursue a wide variety of vocations. Some will pursue employment in careers related to design, journalism, business, engineering, law, arts, public service, or create a career in response to emerging opportunities.

Some students will pursue this degree along with another undergraduate major like business, engineering, journalism, apparel merchandising, hospitality, or advertising. Graduates’ idea-generating and problem-solving skills are needed assets in many different fields and work settings. Recent articles on Forbes.com point to the need for creativity in the workplace at all levels (“Creativity is the New Black” by Colette Martin, July 16, 2010, and “What is Creativity’s Value in Marketing, in Business” by John Dragoon, October 4, 2010).
For some, this degree will form the foundation for graduate study in a design or art field. For student pursuing this route, the U.S. Bureau of Labor Statistics’ “Occupational Outlook Handbook, 2010-11 Edition,” on the Bureau of Labor Statistics website predicts growth in the number of jobs available for all fields related to the College of Design.

Four years later, the workforce needs remain similar. The name change will not affect post-graduation prospects for our students. About 30% of graduates currently choose to attend graduate school for a professional degree in a design field. Many others are working in design-related fields including web design, corporate branding, interactive media, digital printing and publishing, photography, and design services.

11. Provide any other information that might be helpful to the Board of Regents in considering this request.
May 26, 2015

David Ringholz
Chair, Department of Industrial Design
Iowa State University
156 College of Design
Ames, IA 50011

Dear Professor Ringholz:

Thank you for submitting your application for review by the NASAD Commission on Accreditation. The Commission, at its April 2015 meetings, took action on the institution’s application.

Please find enclosed a Commission Action Report describing this action in detail. This Report contains information of note and, if applicable, any requests for further information from the Commission. Please note the Association’s policy regarding Disclosure and Confidentiality, a copy of which has been enclosed. As requested by the institution, a copy of this Report is being forwarded to the individual listed below.

This action is taken based upon a review of Iowa State University according to the NASAD accreditation standards in effect in April 2015.

As an accredited institutional member of NASAD, the institution is reminded of its responsibility to participate in reviews and revisions to the NASAD Handbook, and to maintain its operations and programs current with NASAD standards as these are developed and approved.

The Commission on Accreditation and the Association appreciate the institution’s efforts with regard to its application, and its careful consideration of and attention to NASAD accreditation standards and guidelines. Further, the Commission and Association appreciate the work accomplished by the institution on behalf of the visual arts and design and higher education.

Please contact the NASAD National Office staff if you have questions, or need assistance with regard to this action or any other aspect of the work of the Association.

We offer congratulations on your achievements and best wishes for the continuing success of the institution. Thank you.

Sincerely yours,

Karen P. Moynahan
Executive Director

KPM:ck
Enclosure

cc: Steven Leath, President
    Iowa State University

11250 Rogeber Bacon Drive
Suit 21
Reston, Virginia 20190-5248
Tel 703 437 0700
Fax 703 437 6312
Email info@arts-accredit.org
Web Site nasad.arts-accredit.org
National Association of Schools of Art and Design  
11250 Roger Bacon Drive, Suite 21  
Reston, Virginia 20190-5248  

COMMISSION ACTION REPORT

This document provides the official action of the Commission as indicated in the cover letter of the same date.

May 26, 2015

IOWA STATE UNIVERSITY  
College of Design  
College of Human Sciences  
College of Liberal Arts and Sciences

Actions:

1. The Commission voted to continue to defer action on the application for Plan Approval for the degree, Bachelor of Arts-4 years: Interdisciplinary Design pending Response to the concern listed below.

Item for Response:

The Commission requests confirmation of approval by the institution’s Board of Regents of the new title, Bachelor of Arts in Interdisciplinary Design. Should this information be available in advance of the due date noted below, the Commission may consider the information through early action (see Response to Commission Action Report of June 3, 2014, page 1; Response to Commission Action Report of November 8, 2013; Commission Action Report of May 21, 2013; Optional Response, page 1; Application for Plan Approval, page 2).

Due Date for Response:

March 1 for consideration at the Commission meetings of April 2016.

The Procedures for Submitting Responses and Progress Reports may be downloaded from the NASAD website at http://nasad.arts-accredit.org (see “Publications” and beneath that, “Accreditation Procedures”).

Note:

The Commission recognizes that the institution is working diligently to fulfill its educational and artistic purposes, and that it is endeavoring to address and respond to the issues raised by the Commission. At this time, as a matter of procedure, the Commission asks the institution to review the policy in the NASAD Rules of Practice and Procedure regarding continuous deferrals (see NASAD Handbook, Rules of Practice and Procedure, Part II, Article IV, Section 3). The next consideration of the institution’s Response will be the third consideration of the application.
2. The Commission voted to grant Final Approval for Listing for the following degrees:

   Bachelor of Industrial Design-4 years.
   Master of Industrial Design-3 years.

**Commendation:**

The Commission commends the institution for aligning the title, Bachelor of Arts in Interdisciplinary Design, with a more accurate description of its content as well as progress made to retitle a course in the Department of Art and Visual Culture to provide enhanced clarity to students.

Karen P. Moynahan
Executive Director

KPM:ac
**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. □ New Program  ☒ Name Change  □ Discontinuation  □ Concurrent Degree for:  
2. ☒ Undergraduate Major □ Graduate Major □ Undergraduate Minor □ Graduate Minor  
   □ Undergraduate Certificate  □ Graduate Certificate  □ Other: _______________________
3. Name of Proposed Change: ____________________________
   Mark Chidister  markchid@iastate.edu  
4. Name of Contact Person: Kimberly Zarecor  e-mail address: zarecor@iastate.edu
5. Primary College: __________________ Secondary College: __________________
6. Involved Department(s): Design  
   Bachelor of Design Program (part of Design Studies)

**Voting record for this curricular action:**

<table>
<thead>
<tr>
<th>Voting Body</th>
<th>Votes</th>
<th>Date of Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept. or Program Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Design Program Committee</td>
<td>10</td>
<td>8/19/2015</td>
</tr>
<tr>
<td>Interdisciplinary Programs Committee (College of Design)</td>
<td>5</td>
<td>9/10/2015</td>
</tr>
<tr>
<td>College Curriculum Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Approval Vote</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Senate Curriculum Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Senate Academic Affairs Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Senate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[FSCC – November 2013]