



**Franklin College of  
Arts and Sciences**  
UNIVERSITY OF GEORGIA

## **CURRICULUM REQUEST FORM**

Please complete a separate request for each curriculum item being submitted. Each request should include either a WORD or PDF file of the curriculum item being reviewed. This form along with the file should be emailed to Kris Petti at [pettik@uga.edu](mailto:pettik@uga.edu).

Date: 4/6/26

Department/Institute/Program: School of Art

Contact Person: Michael Marshall

Email Address: [mmars@uga.edu](mailto:mmars@uga.edu)

Curriculum Item Request: New area of emphasis: AB in Interdisciplinary Art - Visual Communication

Please provide a justification for this request:

The proposed A.B. emphasis in Visual Communication provides a flexible, interdisciplinary pathway that expands access to rigorous textile study while supporting diverse student goals.

As Department Head, you are affirming that the department procedures have been followed for approval with your unit.

## **PROPOSAL FOR AN AREA OF EMPHASIS**

Date: 3/30/2027

School/College: Franklin College of Arts and Sciences

Department/Division: School of Art

Program (Major and Degree): AB in Interdisciplinary Art

Area of Emphasis Title: Visual Communications

CIP: 50.0401 - Design and Visual Communications

Which campus(es) will offer this program – Main Campus (Athens)

Proposed Effective Term: August 2027

### **Area of Emphasis Description:**

The Bachelor of Arts in Interdisciplinary Art with an Emphasis in Visual Communication is designed to provide students with a rigorous foundation in the theories, practices, and histories of visual communication within the context of a broad liberal arts education. The program prepares students to engage visual communication as both a creative and analytical discipline, emphasizing the development of visual literacy, conceptual thinking, and technical proficiency. Students are taught to use the tools, technologies, and methods associated with visual communication; to understand the nonverbal language of visual form through principles of design and composition; and to organize visual elements both intuitively and systematically in response to aesthetic, cultural, and communicative goals. Coursework also emphasizes familiarity with major historical and contemporary developments in art and design, situating visual communication within larger artistic, social, and technological contexts.

The program's intended contribution to the field lies in its integrative approach, which balances studio-based practice with academic inquiry across the humanities and social sciences. By situating visual communication within an interdisciplinary framework, the degree supports emerging forms of creative practice that intersect with fields such as media studies, journalism, education, public communication, and digital culture. This emphasis broadens students' understanding of visual communication beyond professional design training alone, encouraging adaptable skill sets and critical engagement with visual culture.

The target audience for the program includes students seeking focused study in visual communication who require greater curricular flexibility than is offered by the B.F.A. in Art with an emphasis in Graphic Design, including students not admitted to the B.F.A. due to capacity limits, transfer students managing time-to-degree constraints, and students pursuing visual communication as a second major. The A.B. structure allows these students to integrate substantial studio training with a wider range of academic electives aligned with their individual interests and career goals.

The preparational emphasis of the program includes 24 hours of required studio coursework beyond the 22 hours of studio courses in the studio art core curriculum, for a total of 46 hours of studio instruction. This structure ensures sustained engagement with studio practice while maintaining the flexibility and academic breadth characteristic of the A.B. degree. Graduates of the program are prepared for entry-level positions in visual communication–related fields, interdisciplinary creative roles, and graduate study in art, design, education, or related disciplines.

The program aspires to graduate students who demonstrate strong visual literacy, technical competence, and conceptual clarity; who are capable of critical and creative problem-solving; and who can apply visual communication strategies thoughtfully across varied contexts. Through this emphasis, the School of Art seeks to expand access to visual communication education while supporting diverse pathways for student achievement and professional development.

**Area of Emphasis Requirements:**

Include prefixes, numbers, and titles of required courses, number of credit hours required, residency requirements (if any), and grade requirements (if any). Attach a list of requirements for the major which includes the new area of emphasis.

ARGD2010	Graphic Design Survey	3 hours
ARGD2210	Introduction to Photography and Image Culture	3 hours
ARGD3020	Graphic Systems	3 hours
ARGD3030	Typography	3 hours
ARGD3060	Type and Image	3 hours
ARGD4090 or 4115	Visual Narrative Systems or Prof. Practices	3 hours
ARGD4020 or 4030 or 4190	Envir. Branding or Adv. Typography or Digital Platforms	3 hours

**Total Visual Communication Emphasis** **21 hours**

A grade of "C" (2.0) or better in all Area IV and major courses is required for graduation.

3. Approvals:

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Department Head

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Dean of School/College

## **I. FOUNDATION COURSES (9 HOURS)**

ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3

Choose course(s) from the following:

MATH 1101	Introduction to Mathematical Modeling	3
MATH 1113	Precalculus	3
MATH 2200	Analytic Geometry and Calculus	4
MATH 2250	Calculus I for Science and Engineering	4
MATH 2400	Differential Calculus with Theory	4
MATH 2410	Integral Calculus with Theory	4
STAT 2000	Introductory Statistics	4

## **II. SCIENCES (7-8 HOURS)**

At least one of the physical science or life science courses must include a laboratory.

### **II. PHYSICAL SCIENCES (3 - 4 HOURS)**

Please consider the Franklin College's Physical Sciences requirement when selecting courses from the Core Curriculum. Some courses approved for the core curriculum do not satisfy the Franklin College requirement.

### **II. LIFE SCIENCES (3 - 4 HOURS)**

Please consider the Franklin College's Biological Sciences requirement when selecting courses from the Core Curriculum. Some courses approved for the core curriculum do not satisfy the Franklin College requirement.

## **III. QUANTITATIVE REASONING (3-4 HOURS)**

PREFERRED COURSE(S):

ARTS 2100	Strategic Visual Thinking	3
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## **IV. WORLD LANGUAGES AND GLOBAL CULTURE, HUMANITIES AND THE ARTS (12 HOURS)**

Note: Course credit received as a result of a score on a departmental foreign language placement test will not satisfy the General Education Core Curriculum requirements in Area IV, World Languages and Global Culture, Humanities and the Arts.

### **IV. WORLD LANGUAGES AND GLOBAL CULTURE (9 HOURS)**

PREFERRED COURSE(S):

ARHI 2400	Introduction to Art History: Renaissance to Contemporary	3
	Foreign Language Level 1	
	Foreign Language Level 2	

### **IV. HUMANITIES AND THE ARTS (3 HOURS)**

PREFERRED COURSE(S):

ARHI 2300	Introduction to Art History: Prehistory to Renaissance	3
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## V. SOCIAL SCIENCES (9 HOURS)

Students who have not met the Georgia and U.S. Constitution requirement by examination should enroll in POLS 1101.

A passing grade on an examination on the history of the United States and Georgia is required to satisfy the United States and Georgia History Requirement for all persons receiving a baccalaureate degree from the University, unless exempted by one of the following courses: HIST 2111, HIST 2112, HIST 3080H. Examinations are given at University Testing Services. Reexamination is permitted. Contact University Testing Services at (706) 542-3183 for information.

No preferred courses for this area. See the list of core course options.

## VI. COURSES RELATED TO THE MAJOR (18 HOURS)

ARST 1040	Proseminar in Studio Art	1
ARST 1050	Drawing I: Observation and Visual Language	3
ARST 1060	Color/Composition	3
ARST 1080	Three-Dimensional Design	3
ARST 2020	Ideation and Methodologies	3
ARST 2210	*Introduction to Photography and Image Culture (or equivalent ARST2205/2205L)	3
ARGD 2010	* Graphic Design Survey	3

## MAJOR REQUIREMENTS

### REQUIRED COURSES (48 HOURS)

#### Visual Communication Emphasis Courses

ARGD3020	Graphic Systems	3
ARGD3030	Typography	3
ARGD3060	Type and Image	3
ARGD4090 or 4115	Visual Narrative Systems or Prof. Practices	3
ARGD4020 or 4030 or 4190	Envir. Branding or Adv. Typography or Digital Platforms	3

Choose 9 credit hour(s) from the following:

ARGD prefix courses 3000-level or above

ARHI prefix courses 3000-level or above

ARID prefix courses 3000-level or above

ARST prefix courses 3000-level or above

ARTS prefix courses 3000-level or above

Non-equivalent transfer courses (ARGD/ARST 3T01 to ARGS/ARST 5T99) may not satisfy this requirement.

**REQUIRED STUDIO (3 HOURS)**

Choose 1 course(s) from the following:

ARST 4915/6915 Thematic Inquiry in Contemporary Art	3
ARST 4920/6920 IDEA Seminar: Innovation, Design, Entrepreneurship, and Art	3
ARTS 4100/6100 Art and Design in the City Intensive Field Study	3

**Art History (6 hours)**

Choose 6 credit hour(s) from the following:

ARGD 3070 The History of Graphic Design	3
ARHI prefix courses 3000-level or above	3
ARID 3210 Design History I	3
ARID 3220 Design History II	3

**INTERDISCIPLINARY ELECTIVE\*:**

Choose 15 credit hour(s) from the following:

Complete a certificate, minor, or additional degree in a field outside of the School of Art OR  
Choose fifteen (15) hours of General Electives

\*At least nine (9) hours must be at the 3000-level or above.

\*Non-equivalent transfer courses (ARGD/ARST 3T01 to ARGS/ARST 5T99) may not satisfy this requirement.

**GENERAL ELECTIVES (12 HOURS)**

Choose 12 credit hour(s) from the following:

Choose twelve (12) hours of General Electives. (Refer to College-wide requirements when selecting general electives. Choose three (3) hours of Franklin College Literature from the College of Arts and Sciences list if not already satisfied in the Core. Choose three (3) hours of Level III Foreign Language if not already satisfied in the Core.

A grade of "C" (2.0) or better in all Area VI and major required courses is required for graduation.