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DESIGN PROGRAMS
ACCREDITATION REPORT AT IOWA STATE UNIVERSITY

Action Requested: Receive the accreditation report for the Design programs in the Colleges of Design, Human Sciences, and Liberal Arts and Sciences at Iowa State University.

Executive Summary: The programs (1) underwent a self-study that addressed the standards of accreditation defined by the accrediting body; and (2) had an on-site visit by peer evaluators. The programs were accredited for the maximum five-year period through 2018-19. The accrediting agency granted accreditation for all the programs except the Bachelor of Design Program; the accrediting agency deferred action on the application for plan approval for this program and requested additional information. The accrediting agencies also granted plan approval for the Bachelor of Industrial Design Program and the Master of Industrial Design Program.

This accreditation report addresses the Board of Regents Strategic Plan priorities for “access, affordability, and student success; educational excellence and impact; and economic development and vitality.”

Background:

◇ Description of undergraduate programs.

- ☑ Bachelor of Arts Program in Art and Design – provides two options (Art and Culture, Visual Culture Studies). Both options require students to complement their art coursework with study in an area outside of the College of Design, including a second major or minor.
- ☑ Bachelor of Arts Program in Biological/Pre-medical Illustration – students take a mix of courses concentrated on the natural sciences in the College of Liberal Arts and Sciences and studio art in the College of Design. They learn the latest artistic techniques, visual design skills, and the business of being a visual communicator.
- ☑ Bachelor of Science Program in Apparel, Merchandising, and Design (Creative and Technical Design) – provides a comprehensive base of knowledge about the textiles and apparel industry, including merchandising and marketing strategies, product development, and production processes.
- ☑ Bachelor of Fine Arts Program in Graphic Design – provides the foundation for a career in the visual communication profession.
- ☑ Bachelor of Fine Arts Program in Integrated Studio Arts – focuses on in-depth work with an emphasis on crossing conceptual and medial boundaries.
- ☑ Bachelor of Fine Arts Program in Interior Design – provides the foundation for becoming a registered interior designer; develops competencies in creative problem solving, ergonomics, lighting, history, structures, color, materials, building and fire codes, as well as understanding of people and the way environment affects behavior.

- Bachelor of Design Program – interdisciplinary program that focuses on thinking creatively about addressing society’s increasing economic, social, and environmental challenges.
- Bachelor of Industrial Design Program – provides the foundation for a career in a variety of commercial product design and service professions.
- ◇ Description of graduate programs.
 - Master of Arts Program in Art and Design (Environmental Graphic Design, Graphic Design, Interior Design) – expands knowledge through new problem-finding/solving situations; relies heavily on such areas as methodology, history, research, and testing to arrive at new communications.
 - Master of Science Program in Apparel, Merchandising, and Design (Apparel Design, Apparel Design-History) – includes introductory study in apparel, merchandising, and design, research methods and statistics, major course work in apparel, merchandising, and design and related disciplines outside apparel, merchandising, and design.
 - Master of Fine Arts Program in Graphic Design - expands knowledge through new problem-finding/solving situations; relies heavily on such areas as methodology, history, research, and testing to arrive at new communications.
 - Master of Fine Arts Program in Integrated Visual Arts – interdisciplinary program offering integrative study among a combination of areas, including ceramics, computer applications, drawing, textiles, illustration, jewelry/metalsmithing, painting, printmaking, photography, furniture design, and areas outside of Art and Design.
 - Master of Fine Arts Program in Interior Design – emphasizes formal theoretical, technical and methodological preparation for the design of interior spaces.
 - Master of Industrial Design Program – studio-based program which offers mix of skills and experience in preparation for professional practice in a range of related fields.
- ◇ Purpose of Accreditation. An accredited educational program is recognized by its peers as having met state and national standards for its development and evaluation. To employers, graduate schools, and licensure, certification, and registration boards, graduation from an accredited program signifies adequate preparation for entry into the profession. In fact, many of these groups require graduation from an accredited program as a minimum qualification. Accreditation is also intended to protect the interests of students, benefit the public, and improve the quality of teaching, learning, research, and professional practice.
- ◇ Accrediting Agency. The accrediting body is the National Association of Schools of Art and Design (NASAD) Commission on Accreditation. This is the first time that Iowa State University has sought accreditation from NASAD. All program associated with “Design” were submitted for accreditation consideration. The new programs (Bachelor of Industrial Design Program and Master of Industrial Design Program) were submitted for “planning accreditation.”

- ◇ Review Process. The self-studies prepared by the “Design” programs contained the responses to the appropriate standards/guidelines required by the accrediting body – purposes set forth by the individual school; manner in which goals and objectives relate to standards for accreditation characteristic of educational institutions; comprehensive presentation of the educational philosophy and concepts that determine goals and objectives; and degree to which goals and objectives have been achieved. Standards are applied recognizing that (1) a unique relationship exists in each art/design unit between operations (goals, objectives, resources, policies, etc.) and programs (curricula, presentations, research, scholarship, etc.) and (2) evaluation and management of this relationship are crucial to the effectiveness with which the art/design unit shapes its programs, relates them to the mission and goals of the institution, and produces educational results.

- ◇ On-Site Team Report. In November 2012, the visiting team determined that the “Design” programs, except the Bachelor of Design Program, met the requirements for accredited status.

- ◇ Notes from the Commission.
 - ☑ “The Commission acknowledges the valuable resources provided to the Department of Apparel, Events, and Hospitality Management by the Textile and Clothing Museum and Morrill Hall.
 - ☑ The Commission notes that due to purposes and required content, two options of the Bachelor of Science Program – Apparel, Merchandising, and Design (merchandising, Product Development and Sourcing) do not fall under NASAD’s purview. Further, for the same reason, the Ph.D. Program in Apparel, Merchandising and Design, does not fall under NASAD’s purview. The Commission notes with concern that the term ‘Design’ is used in the doctoral degree title despite the apparent lack of design content or requirements.
 - ☑ With regard to title/content consistency issues associated with the current Bachelor of Design and Ph.D. Program in Apparel, Merchandising, and Design, the institution is strongly advised to review the NASAD Advisory on new federal regulations regarding misrepresentations.
 - ☑ The Commission commends the institution for its thorough Self-Study and informative Optional Response and for developing what appears to be a unique pre-professional degree program in design.”

- ◇ Accreditation Status. In October 2013, the National Association of Schools of Art and Design Commission on Accreditation took the following actions:
 - ☑ Awarded accreditation for the maximum period of five years to the following programs:
 - ⇒ Bachelor of Arts Program – Art and Design (Art and Culture, Visual Culture Studies); biological/Pre-Medical Illustration.
 - ⇒ Bachelor of Science Program – Apparel, Merchandising, and Design (Creative and Technical Design).
 - ⇒ Bachelor of Fine Arts Programs – Graphic Design; Integrated Studio Arts; Interior Design.

- ⇒ Master of Arts Program – Art and Design (Environmental Graphic Design, Graphic Design, Interior Design).
- ⇒ Master of Science Program – Apparel, Merchandising, and Design (Apparel Design, Apparel Design-History).
- ⇒ Master of Fine Programs – Graphic Design; Integrated Visual Arts; Interior Design.
- Granted ‘Plan Approval’ to the following programs:
 - ⇒ Bachelor of Industrial Design Program.
 - ⇒ Master of Industrial Design Program.
 - ⇒ “As the requisite number of transcripts become available for each of these programs (three transcripts for each undergraduate program, two for each graduate program), the institution should submit the respective applications for Final Approval for Listing.”
- Deferred action on the application for ‘Plan Approval’ for the Bachelor of Design Program.
 - ⇒ “It remains unclear how the institution meets standards regarding liberal arts degree title and content consistency. NASAD standards state, ‘program and degree titles should be consistent with content.’ Further the policies and principles for titling professional degree programs in art and design stipulate that titles such as Bachelor of Science or Bachelor of Design may be used if degree structure and content is equivalent to that required for the Bachelor of Fine Arts degree. The Rules of Practice and Procedure indicate enrollment levels, public relations, unit locations, and resource availability are important elements in determining an institution’s program offerings, but they are not appropriate criteria for assigning degree titles.
 - ⇒ If the institution intends to maintain the title Bachelor of Design, further information is required to demonstrate how curricular requirements ensure development of all competencies expected for undergraduate professional degrees.
 - ⇒ If the institution intends to maintain the title Bachelor of Design, further information is required to demonstrate how curricular requirements ensure development of all competencies expected for undergraduate professional degrees.
 - ⇒ Alternatively, if the institution intends to maintain the current content and intent as a liberal arts degree, the Commission requests further information regarding use of a title that is consistent with such intentions. The appropriate title for liberal arts design degrees is Bachelor of Arts in Design Studies.
 - ⇒ The response deadline for consideration at the Commission meetings of April 2014 is March 1, 2014.”

- ◇ Institution's Implemented or Planned Changes. The College of Design plans to submit the required transcripts to seek full accreditation for the Bachelor of Industrial Design Program and the Master of Industrial Design Program. The College is also in continued negotiation with NASAD related to the Bachelor of Design Program. Currently, there is no plan to change titles either for the Bachelor of Design or the Ph.D. Program in Apparel, Merchandising, and Design.