

REPORT

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Committee on Academic Affairs

2 December 2015

Proposal to Bifurcate the School of Art and Design

The School of Art and Design at Syracuse University has a long history of national recognition and strength of academic programs, many of which have achieved high ranking from faculty in peer institutions. While we have been seen as a leader in the national conversation about the place of the studio arts and contemporary art practices in society, this reputation has waned in recent years, and we are keen to re-establish our role in a meaningful way. Likewise, we have a significant number of alumni and friends with very successful careers in the art and design world and who remain engaged with us in significant ways. We are positioned to regain a strong foothold as a national and international leader in design and in promoting new contemporary modes of production in art. Some of this reputation differentiation is counter to the fact that graduate programs in Art (Sculpture, Ceramics, Printmaking) remain ranked in the top 20 by *US News and World Report*, while undergraduate programs in Design (Industrial and Interaction Design and Interior Design) are ranked in the top 10 by *DesignIntelligence*.

That these two worlds, of art and design, have differentiated over the years is increasingly obvious and has evolved to the point that the current structure as a single school has compromised the ability of both groups to chart their own path in terms of vision and curriculum. Both areas are in the process of creating very different first-year curricula (as well as significant revisions to some of the degree programs) and need to be able to recruit students specifically to their respective areas of study. This will create greater visibility of programs in the respective areas of design and art and enable us to be more competitive in attracting students, and aligning with alumni and donors.

We believe we have reached a point in this growing divergence where a bifurcation into separate schools will be the most productive way for each group of faculty to articulate and pursue a viable path forward. This differentiation is evident in world-views, communities of practice, and philosophies of teaching, as well as in differences regarding the first-year student experience and the career paths their students tend to pursue, impacting not only recruiting and long range planning, but also efficient and clear paths for conducting the day-to-day business of each unit. And while we truly believe that there remains a myriad of possible ways for cross-disciplinary collaboration between art and design to continue and to evolve and thrive, we think this more likely to happen in an environment in which each sees itself as operating from a distinct platform of commonality (“design thinking” in the one case and the role of the “studio arts in context” in the other).

As a point of reference, we have seen far more collaboration on curriculum and other issues between the Department of Transmedia and other units in the School of Art & Design since Transmedia separated and developed its own first-year curriculum several years ago.

With new leadership in the Department of Design (James Fathers) and in the Departments of Art and Foundation (Stephanie James), we are already well-positioned to facilitate the move to separate schools. New curriculum is forthcoming from the faculty in both Art and Design.

2.

The current proposal is thus twofold, requiring two separate decisions as part of a restructuring and approval process:

- 1) We propose to bifurcate the existing School of Art and Design into two separate schools, a School of Design and a School of Art.
- 2) We further propose to merge the existing Department of Art and the Department of Foundation to form the School of Art.

Details regarding each of these proposals are delineated in the following paragraphs.

BIFURCATING THE SCHOOL OF ART & DESIGN

We hereby propose to dissolve the existing School of Art and Design and form two separate schools, a School of Art and a School of Design. Each school shall have a somewhat similar structure which may vary in ways that are appropriate to each unit. Initially, each school will have a Director and will be organized in a way that is appropriate to each school.

The School of Art will form two academic program areas, pending approval of revised and new programs):

Studio Arts [B.F.A. in Studio Arts (revised); B.S. in Studio Arts (new); M.F.A. in Studio Arts (revised) Illustration (B.F.A. in Illustration; M.F.A in Illustration)]

Arts in Context [(B.F.A. in Art Education; B.F.A. in Art History; B.S. in Arts in Context (new); M.A. in Arts in Context: Creative Leadership (new)]

A flexible but focused first-year curriculum will support each of the degree programs and prepare students for success in their chosen major. A new proposed first-year curriculum has been approved at the school level and is currently under review by the college, as are revisions to existing degree programs, and three new degree programs.

The administrative/leadership structure in the School will initially consist of:

Director of the School of Art	Stephanie James
First-Year Coordinator	TBA
Undergraduate Coordinator	TBA
Graduate Coordinator	Sam van Aken
Admissions/Recruiting Coordinator	TBA
Industry/Alumni/Research Coordinator	TBA
Studio Arts Coordinator	TBA
Arts in Context Coordinator	TBA

The school is also supported by two administrative staff positions: Sandy Puro and Pat Drake. Three lab technicians also serve the school: Ron DeRutte, Dave Conway, and Dean Costanzo.

In most cases, the coordinator positions will be held by full-time faculty members who will receive teaching load reductions in order to perform these duties.

3.

The School of Design will form six academic program areas:

Communications Design (B.F.A. in Communications Design)
Fashion Design (B.F.A. in Fashion Design)
Industrial Design (B.I.D. in Industrial and Interaction Design)
Environmental/Interior Design (B.F.A. in Environmental and Interior Design)
Museum Studies (M.A. in Museum Studies)
Collaborative Design (M.F.A. in Collaborative Design)

A first-year design curriculum will support each of the degree programs and provide a basic foundation in design thinking and design practices. A new proposed first-year curriculum has been approved at the school level and is currently under review by the college.

The administrative/leadership structure in the School will initially consist of:

Director of the School of Design	James Fathers
Undergraduate Coordinator for Teaching and Learning	Eileen Gosson
Coordinators for each undergraduate/postgraduate program	Rod Martinez (CMD) Todd Conover (FAS) TBA (IND) Greg Marinic (EID) Don Carr (Collaborative Design) Edward Aiken (Museum Studies)
Coordinator for the Freshman Core	Zeke Leonard

The school is also supported by two administrative staff positions: Linda Ferguson, Office Manager and Building Coordinator and Suzanne Bartlett, Accounting Clerk. The School also has two lab technicians: Chris Prior and Brian Giniewski.

Budgets for the Schools

Furthermore, we expect that this bifurcation will have modest impact on the college's budget. No new administrative staff will be required in either school, although revisions to existing staff positions have already or are likely to take place.

4.

Process for Approval of the Bifurcation and Merger of Academic Units

As per College and University guidelines, review, discussion, and approval of this proposal will take place in the following governing bodies:

NOTE: The vote to approve the bifurcation of the School of Art & Design into a separate School of Art and a School of Design will precede the vote to approve the merger of the departments of Art and Foundation. Separate votes on these two issues will take place in the following order:

<u>Governance Level</u>	<u>Academic Unit</u>
Department level (October)	the faculty in each of the relevant departments (Art, Design, and Foundation) All three departments vote on the bifurcation proposal; Departments of Art and Foundation only vote on the merger proposal
College level (November)	Faculty Council Dean of the College
University level (Early Spring 2015?)	Senate Academic Affairs Committee

Specific proposals to be reviewed, discussed and approve:

Bifurcation Proposal

It is hereby proposed that the existing School of Art and Design in the College of Visual and Performing Arts be dissolved. It is further proposed that a separate School of Art and a separate School of Design be established with the administrative structures as described above. Both schools will remain as academic units within the College of Visual and Performing Arts.

Merger Proposal

It is hereby proposed that the existing Department of Art and Department of Foundation be merged to form the faculty of the School of Art.