

# : STUDIO ART: FASHION, BASA

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1526 Head (mpokorny@illinois.edu)
3. KR Dean (nicturn@illinois.edu; mmedward@illinois.edu)
4. University Librarian (jpwilkin@illinois.edu)
5. Provost (kmartens@illinois.edu)
6. Senate EPC (bjlehman@illinois.edu)
7. Senate (jtempel@illinois.edu)
8. U Senate Conf (none)
9. Board of Trustees (none)
10. IBHE (none)
11. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Thu, 30 Jan 2020 22:44:02 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Fri, 31 Jan 2020 16:18:24 GMT  
Melissa Pokorny (mpokorny): Approved for 1526 Head
3. Tue, 11 Feb 2020 22:29:26 GMT  
Nicole Turner (nicturn): Approved for KR Dean
4. Tue, 11 Feb 2020 22:30:01 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
5. Wed, 12 Feb 2020 18:56:57 GMT  
Kathy Martensen (kmartens): Approved for Provost

## New Proposal

Date Submitted: Thu, 30 Jan 2020 20:49:35 GMT

## Viewing:: Studio Art: Fashion, BASA

Changes proposed by: Melissa Pokorny

## Proposal Type

### Proposal Type:

Concentration (ex. Dietetics)

Proposal Title:

**if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions***

Establish a new Fashion concentration within the BASA major in Studio Art, key 665 (currently with concentrations in New Media: key 666, Painting: key 668, Printmaking: key 669, Sculpture: key 670, or General Studio Art: key 667).

A Fashion concentration within the BFASA major in Studio Art (key 951) is also being proposed.

Additionally, a new Photography concentration within the BASA major in Studio Art (key 954) and a new Photography concentration within the BFASA major in Studio Art (key 955) are being proposed.

These proposals also require the revision of Art Undeclared (key 863) First Year curriculum to be revised to reflect the inclusion of ARTS 261/Fashion Illustration, and ARTS 264/Basic Photography in the 2D menu, to serve as the introductory course for students in the Fashion and Photography concentrations.

**EP Control Number**

EP:20.128

**Official Program Name**

Studio Art: Fashion, BASA

**Effective Catalog Term**

Fall 2020

**Sponsor College**

Fine & Applied Arts

**Sponsor Department**

Art and Design

**Sponsor Name**

Melissa Pokorny

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## Program Description and Justification

**Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.**

**BRIEF DESCRIPTION:** We seek to establish a concentration in Fashion to complement the current existing concentrations in New Media, Painting, Printmaking, Sculpture, and Studio Art for the degree of Bachelor of Arts in Studio Art, Major in Studio Art. This concentration entails 16 total credit hours, which is exactly the same as the 5 other BASA Studio Art concentrations.

**JUSTIFICATION:** The Bachelor of Arts in Studio Art (BASA), with concentrations in New Media, Painting, Printmaking, Sculpture, General Studio Art, and (and Photography), combines existing courses from academically discrete disciplines into an innovative, menu-based, interdisciplinary course of study. This degree is designed to offer students a rigorous education in contemporary studio arts practices while still allowing sufficient space in their academic schedules to add studies in other areas or disciplines.

The addition of the Fashion concentration will augment the current array of concentrations (New Media, Painting, Printmaking, Sculpture, and Studio) within the BASA degree. The Fashion concentration of the BASA will follow these other concentrations in its requirement for an admissions portfolio

review, first year curriculum, campus general education courses, art history requirements, and number of concentration course hours. It will allow students who are interested in obtaining a fashion-related degree to remain at Illinois. Currently, Illinois students with an interest in fashion are left with the option of taking the few fashion-centered electives available and often transfer to other schools and universities after exhausting the fashion elective offerings at Illinois. There has been an extremely high demand for the currently offered electives of Fashion Design, Fashion Illustration, and the online course, Introduction to Fashion. These courses have consistently filled to capacity quickly. Many students who have taken the courses use the comment section on the courses' ICES forms to express regret that they cannot continue expanding on the skills they've learned in these classes and request more fashion-related curriculum be offered at Illinois.

The interest in fashion as a subject of study and creative field has been consistent nationwide and is growing significantly in certain global markets. China in particular has seen a recent influx of established European and American fashion labels into major metropolitan cities. This influx has sparked renewed experimentation in the role of clothing in projecting individual identity within an established cultural prescriptive collective. Many students from this region are interested in exploring the role of creators and not just consumers of fashion.

The potential new courses outlined in a Fashion concentration seek to provide A+D students with rigorous training in the necessary practical skills in apparel design and construction; investigations of new business models and best practices within the dynamic fashion industry; as well as a path to understanding themselves as makers in the creative process.

Implementing a Fashion concentration at the University of Illinois would increase the probability for collaboration with colleagues across the School of Art and Design, the College of Fine and Applied Arts, and the University as a whole. For several years, projects within existing fashion electives have included collaborations involving faculty and students from Art and Design as well as from Dance, resulting in innovative curriculum implementation and experimental fashion-centered performances. The Fashion discipline is uniquely situated to bridge divides and engage practitioners across areas of research, drawing together elements and fields of study including but not limited to Studio, Design, Theater, Sociology, Psychology, Business, Journalism, and Gender and Women's Studies.

**Is this program interdisciplinary?**

No

**Corresponding Program(s):**

**Corresponding Program(s)**

Studio Art, BASA

**Academic Level**

Undergraduate

**Additional concentration notes (e.g., estimated enrollment, advising plans, etc.)**

Admission will begin for Fall 2021, after accreditation of the concentration has been approved.

**Is This a Teacher Certification Program?**

No

**Will specialized accreditation be sought for this program?**

Yes

**Describe the plans for seeking specialized accreditation:**

This new concentration will be submitted to our national accreditation body, NASAD (National Association of Schools of Art and Design), for New Plan Approval review. NASAD reviews new plan proposals twice a year, in October and March. Once all internal review processes are approved, the School will prepare the NASAD New Plan Approval document, for the October 2020 review. If approved, the School will implement the new concentration and admit freshmen starting in Fall 2021.

## Enrollment

Number of Students in Program (estimate)

Year One Estimate

5

5th Year Estimate (or when fully implemented)

20

## Delivery Method

This program is available:

On Campus and Online

Describe the use of this delivery method:

ARTS/FAA 220:Introduction to Fashion is an online course. All other coursework is face to face.

## Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

NA

## Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

**Will the program require additional supplies, services or equipment (non-technical)?**

No

## Resources

Faculty Resources

**Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.**

No new faculty will be required to implement this concentration. We currently have two specialized faculty with a combined teaching load of 7 courses per year. They are currently teaching 2 of the 5 courses associated with this concentration as elective courses, under the rubric of ARTS 299. Teaching loads will be shifted to cover the 5 total courses required by the concentration. Classes will be capped at 20, in keeping with our standard studio enrollment caps, with a 20:1 student to faculty ratio. Student advising will be supported by our Undergraduate Academic Affairs staff for the first two years, with juniors and seniors advised by the Studio Program Chair. Job placement or advanced study will be supported by senior faculty members, as well as the College of Fine and Applied Arts Office of Career Development.

Library Resources

**Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.**

None

Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

No

**Does this new program/proposed change result in the replacement of another program?**

No

**Does the program include other courses/subjects impacted by the creation/revision of this program?**

No

## Financial Resources

### How does the unit intend to financially support this proposal?

No new financial support is required. We see this as a growth opportunity, and a popular option for incoming students, with the potential to generate new revenue for the School.

### Will the unit need to seek campus or other external resources?

No

## Program Regulation and Assessment

**Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).**

### BASA Student Learning Outcomes

These 5 student learning outcomes are shared across all BA Studio Art concentrations. These were developed as part of the IBHE and NASAD new degree evaluations. These broadly defined learning outcomes are in direct compliance with NASAD Standards for the BA in General Art liberal arts degree. Since NASAD does not require specialization in the BA standards, we have elected not to include additional concentration-specific learning outcomes.

1. Students will understand and be able to apply basic principles of visual and material communication, including two-dimensional pictorial concepts, three-dimensional formal and spatial concepts, and a wide variety of media and formats for artistic production, and possess the ability to apply them to a specific aesthetic intent.
2. Students will demonstrate an ability and willingness to experiment and explore the expressive possibilities of various media, and artistic and creative strategies for self-directed art-making, and investigate the diverse activities and conceptual modes available to the contemporary artist, including work that directly addresses or engages with recent developments in the field of fine art as well as broader social questions and challenges. Students are trained in the production and critique of artworks that explore forms and technologies identified as new or emerging.
3. Students will gain knowledge of, understand, and be able to apply concepts of visual rhetoric in the development of content, and be able to recognize and critically analyze an evolving variety of communicative practices in art and visual culture, including those that represent diverse cultures and sociopolitical positions, and to demonstrate openness to new social possibilities and a critical empathy towards both audiences and culture producers of differing histories, origins and identities.
4. Students will be willing and able to investigate and accommodate broad-ranging types of knowledge and artistic strategies for the purpose of synthesizing diverse and even disparate ideas in order to create sophisticated, unique works of art, participate in new types of collaboration, and to make innovative statements and hypotheses, or propose creative solutions to social, organizational and societal problems using aesthetic strategies.
5. Students will develop an innovative, imaginative, and entrepreneurial self-directed studio practice, will gain a deep understanding of their own creativity, be able to apply it in any context, and will learn to independently generate thematic investigation and implementation of research in a broad variety of social locations, including art and educational institutions, activist forums, and cyberspace. Students in the BASA will produce web and print based documents that serve to market and promote their practice as independent makers.

### Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees,

if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

**All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.**

**For new programs, attach Program of Study**

BASA\_Fashion Concentration\_Jan\_14\_20.docx

Catalog Page Text

**Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.**

Students in the BASA and BFASA who choose a concentration in Fashion will focus on developing their own unique apparel design process with an emphasis on sustainable practices while becoming familiar with the various aspects of the fashion industry from concept to consumer. Students will be introduced to various modes of research and ideation, gaining the tools to be able to effectively communicate and produce their two- and three-dimensional designs within the context of the history of fashion and the theoretical underpinnings that drive fashion and contemporary culture. Introductory courses in Fashion give students an overview of the industry from customer development, design and production through manufacturing, promotion and sales. Students are introduced to the fundamentals of textiles and clothing design, and the basics of creating a fashion collection through the use of hand and digital illustration techniques. Further courses focus on the exploration of experimental design, patternmaking, and sewing skills while encouraging the development of the designer's personal creative vision within the context of fashion history and the consumer market. Additional courses bring a greater understanding of how to enact knowledge gained in an educational setting within the fashion industry, through sustainable fashion collection development and branding. Students are given the unique opportunity to showcase their constructed ensembles and mini-collections on the runway in the Re-Fashioned fashion show presented each spring. We offer experiences in a variety of classrooms designed to support explorations in bringing two-dimensional materials to three-dimensional forms, access to computer labs, digital output technologies including 3D printers, sewing and embroidery machines, and dress forms.

#### Statement for Programs of Study Catalog

### Fashion Concentration

Code	Title	Hours
ARTS 221	Fashion Illustration (exclude if taken in first year curriculum)	(3)
ARTS 223	Experimental Fashion	3
ARTS 321 or ARTS 420	Sustainable Fashion Development and Branding Making Fashion: Apparel Design in Context	3
ARTS 392	Current Art Issues Seminar	3
ARTS 448	BASA Capstone Project	4
Choose one of the following:		3
FAA 220	Introduction to Fashion	
ARTS 299	Spec Topics in Studio Art	
ARTS 499	Special Topics in Studio Art	
ARTS 320	Fashion and Textiles Design	
ARTS 381	Intermediate Sculpture	
ARTS 457	Art in Context	
<b>Total Hours</b>		<b>16</b>

**EP Documentation**

**DMI Documentation**

Key: 952



## Bachelor of Arts in Studio Arts: Fashion Concentration

Code	Title	Hours
ARTS 221	Fashion Illustration (exclude if taken for first year curriculum)	(3)
ARTS 223	Experimental Fashion	3
ARTS 321 Or ARTS 420	Sustainable Fashion Product Development & Branding Making Fashion: Apparel design in Context	3
<u>ARTS 392</u>	Current Art Issues Seminar	3
<u>ARTS 448</u>	BASA Capstone Project	4
Choose one of the following:		3
ARTS/FAA 220	Introduction to Fashion	3
ARTS 299	Special Topics in Studio Art	1 to 4
<u>ARTS 499</u>	Special Topics in Studio Art	1 to 4
ARTS 320	Fashion & Textiles Design	3
ARTS 381	Intermediate Sculpture	3
<u>ARTS 457</u>	Art in Context	3
<b>Total Hours</b>		<b>16</b>