March 18, 2019

Provost and Executive Vice Chancellor Warwick Arden  
North Carolina State University  
Holladay Hall, Box 7001, Pullen Road  
Raleigh, NC 27695-7001

Dear Provost Arden:

The request from North Carolina State University to modify the Classification of Instructional Programs (CIP) code for the Master of Graphic Design (M.GD.) program from CIP: 50.0409 to CIP: 09.0702 has been received and approved, effective for the date shown.

<table>
<thead>
<tr>
<th>CIP</th>
<th>Degree</th>
<th>Title</th>
<th>Location</th>
<th>Effective Date</th>
</tr>
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<tbody>
<tr>
<td>09.0702</td>
<td>M.GD.</td>
<td>Graphic Design</td>
<td>On Campus</td>
<td>Spring 2019</td>
</tr>
</tbody>
</table>

Please update your institution’s information systems as appropriate.

If we may be of any further assistance, please let us know.

Sincerely,

Rollinda Thomas
MGD CIP CODE CHANGE 2018
North Carolina State University

This request has been reviewed and approved by the appropriate campus committees and authorities.

Endorsed By:
Helen Armstrong 12-18-18
Head, Department/Director of Graduate Program (Printed Name and Signature) Date

Recommended By:
Kathleen Rieder 12/18/19
Chair, College Graduate Studies Committee (Printed Name and Signature) Date

Endorsed By:
Mark Elison Hoversten 12-18-18
College Dean (Printed Name and Signature) Date

Recommended By:

Vice Provost, DELTA (if DE degree) (Printed Name and Signature) Date

Approved By:
Peter J. Harries 1/31/19
Dean of the Graduate School (Printed Name and Signature) Date

Recommended By:
Duane Lance 2/14/19
Dean's Council (Printed Name and Signature) Date

Approved By:
Warwick Arden 2/14/19
Executive Vice Chancellor and Provost (Printed Name and Signature) Date

Approved By:
Chancellor 3/6/19 (Printed Name and Signature) Date

(revised August 2015)
Proposed CIP Code Changes
College of Design

Program title: Master of Graphic Design (MGD)
Current CIP Code: 50.0409


Definition: A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

REQUEST JUSTIFICATION (500 character limit)

CIP 09.0702 best represents MGD curriculum and faculty expertise relating to user-centered research methods, digital communication, strategy development and media theory. Student work enfolds human interaction and use of digital media such as software, augmented/virtual reality, and conversational interface, in addition to the wider cultural analysis of such technologies. Graduates earn positions in User Experience/User Interface design, thus engaging directly with current and emerging media.
PROPOSED UPDATE TO CLASSIFICATION OF INSTRUCTIONAL PROGRAMS (CIP)
FOR MASTER OF GRAPHIC DESIGN (MGD)

The College of Design (COD) and Department of Graphic Design and Industrial Design seek to update the Classification of Instructional Programs (CIP) number for the Master of Graphic Design (MGD) from 50.0409 Graphic Design to 09.0702 Digital Communication and Media/Multimedia. The US government classifies 09.0702 as a STEM-related discipline. This new designation would more accurately represent MGD program curriculum, instruction, and faculty expertise relating to digital communications, user-centered design, theory, and research methods. The industry careers and/or academic research that our MGD students pursue after graduation—commonly centering around user experience design, user interface design and design research—also support this timely shift to a new designation.

CURRENT PROGRAM TITLE: Master of Graphic Design

CURRENT CIP CODE: 50.0409 Graphic Design. A program that prepares individuals to apply artistic and computer techniques to the interpretation of technical and commercial concepts. Includes instruction in computer-assisted art and design, printmaking, concepts sketching, technical drawing, color theory, imaging, studio technique, still and life modeling, multimedia applications, communication skills and commercial art business operations.

PROPOSED NEW CIP CODE: CIP Code 09.0702. Digital Communication and Media/Multimedia. A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

REQUEST JUSTIFICATION

Over the last 20 years, the Graphic Design program has evolved from a print-based practice that stresses discrete, ideal, crafted artifacts to a digitally-based practice that teaches human-centered design methods toward designing user experiences, typically within the digital realm. Assigned projects include system design and communication distributed across media such as computer software, augmented and virtual reality (AR / VR), conversational interface and mobile devices.

The majority of BGD and MGD graduates qualify for and earn positions in the User Experience/User Interface design (UX/UI) industry, which engages directly with current and emerging media. In distinction to the BGD, Masters of Graphic Design are positioned to establish design and research agendas that will help shape the future of the profession as well as their own careers. Both curriculums support the current thrust in the graphic design discipline that applies human-centered research methods, rapid prototyping, user-testing, systems thinking, and strategy development and other STEM-related practices. Student work enfolds human interaction and the use of digital media. Changing the CIP code from 50.0409 to 09.0702, Digital Communication and Media/Multimedia, will result in a classification that more accurately reflects our curriculum, the skills we instill in students, and the careers that graduates pursue.

SUPPORTING DOCUMENTS: The graphic design professional association, AIGA, recently published Design Futures, research that supports our current curriculum focus.

LOGISTICS: The program requests that the proposed change be effective as of Spring 2019.

ALIGNMENT WITH PROGRAM CURRICULAR REQUIREMENTS

The MGD offers two tracks. The MGD II program targets applicants who have earned a Bachelor of Fine Art or equivalent in graphic design and are practiced in visual communication, interaction design, and related design fields. The MGD III program targets applicants with some professional experience but who have not earned an undergraduate degree in graphic design or have earned a Bachelor of Art with a graphic design concentration.

All the courses in the existing curriculum engage with the design of digital communications media. Courses of particular note in this regard are highlighted below.
### YEAR ONE (MGD III First Year Only)

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<thead>
<tr>
<th>Course</th>
<th>CR</th>
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<tbody>
<tr>
<td>GD 592_02 MGD Foundation Studio</td>
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<tr>
<td>GD 592_03 Technology Seminar</td>
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<td>x</td>
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<tr>
<td>GD 303 Graphic Design Theory and Practice</td>
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<td>GD 400 Advanced Graphic Design Topic Studio</td>
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<td>GD 592_01 GD Design Writing and Typography Seminar</td>
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<td>GD 203 Graphic Design History</td>
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### YEAR TWO (MGD II First Year and MGD III Second Year)

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<th>Course</th>
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<tr>
<td>GD 572 Design Frameworks</td>
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<td>GD 417 Information and Publishing (3) or GD572 Design Pedagogy</td>
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<tr>
<td>GD 503 Graduate Graphic Design Studio II</td>
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<tr>
<td>GD 573 New Information Environments</td>
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<tr>
<td>Grad Non-Design Elective</td>
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### YEAR THREE (MGD II Second Year and MGD III Third Year)

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<td>GD 571 Design Methods</td>
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<td>GD 581 Thesis Prep</td>
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<td>GD 588 Final Project</td>
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<tr>
<td>Grad Design Elective or GD 688</td>
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**GD 592 MGD III Technology Seminar:** This course introduces students to technologies relevant to current and future design practice, and nurtures rapid ideation through prototyping techniques.

**GD 501, 502, 503:** The core studios engage with digital communication via human-centered research methods, experimental interface prototypes, data visualization, and the mapping of theoretical models.

**GD 572 Frameworks:** This course exposes students to a variety of theoretical frameworks that situate human interaction inside the larger context of human behavior.

**GD 571 Methods:** This seminar investigates design research methods, primarily user-centered methods. These methods emphasize the study of human interaction with digital media.

**GD 573 New Information Environments:** This seminar focuses upon emerging trends and issues around digital media, interface design, and the future of humanity. Topics include discussions of copyright law, policies around production and distribution, privacy and surveillance.

**Recent projects that explored digital communications in courses highlighted above:** Gaze-Based Interface (GD 503), Writing & Reading on Interactive Screen (GD 592), Machine Learning & Disability in collaboration with IBM Watson Health (GD 503), Data Visualization (GD 503), Mapping of Media Theory (GD 573), Application of Actor-Network Theory (GD 592), Mapping of User-Centered Design Methods (GD 571) and Augmented Reality App Development (GD 592). See also: Then Finally, a repository of final MGD projects.

**SIMILAR PROGRAMS IN THE UNC SYSTEM OR NATION**

- Carnegie Mellon, MDes, [Master of Design](#)
- Institute of Design / Illinois Institute of Technology, MDes, [Master of Design](#)
- Northeastern University, MFA, [Information Design and Visualization](#)
- University of Washington, [MHCI+D](#), Master of Human-Computer Interaction and Design,
- University of Illinois, Chicago, MDes, Master of Design,
- University of Cincinnati, [Master of Design](#)
- Ohio State University, MFA, Design, [Design Research and Development Program](#),
- University of North Texas, MA, [Design with Concentration in Interaction Design](#),