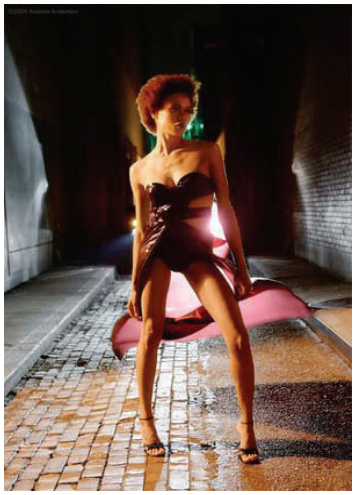
College of Design, Architecture, Art, and Planning
University of Cincinnati

# DAAP Cheat Sheet

DAAP Cheat Sheet UCUAADA Meeting 3.18.09



## DAAP Schools and Programs

**School of Design**

- Digital Design
- Fashion Design | Design Track
- Fashion Design | Product Development Track
- Graphic Design
- Industrial Design | Design Track
- Industrial Design | Transportation Track

**School of Art**

- Art History
- Fine Arts
- Visual Arts Teaching Licensure

**School of Planning**

- Urban Planning
- Urban Studies

**School of Architecture and Interior Design**

- Architecture
- Interior Design

## School of Design

### Digital Design

Digital Design focuses on communication created with computers for people using computers and other time-based media, such as film and video. Digital designers create experiences that often employ interactivity, variable content and motion. Interactive content changes in response to the user, host or outside circumstance, adding power and personality to the user's experience.

Fast facts:
- 5 year program
- 6 quarters of co-op
- 08-09 freshman class: 30 students

### Fashion Design

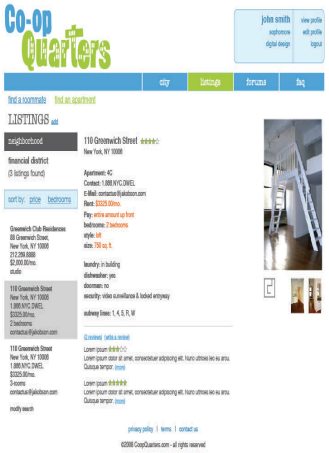
The Fashion Design program gives its students a command of the creative and technical skills necessary to understand the three-dimensional form of the garment. Students are taught to sketch, design, plan, sew, and execute a garment at a quality level. Emphasis is on the function of the design (how well the product works, moves, and fits the body) and the beauty of the design (how it looks).

Fast facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 30 students

### Fashion Design | Product Development Track

In the Product Development track, students explore the planning, development and presentation of fashion-directed product lines for identified target markets with regard to styling, assortment, timing and pricing. The curriculum is grounded in both fashion design and business. Students are involved in researching consumer behavior, gaining knowledge about current merchandising concepts and functions, and developing merchandising skills for manufacturing and fashion retailing.

Fast Facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 30 students



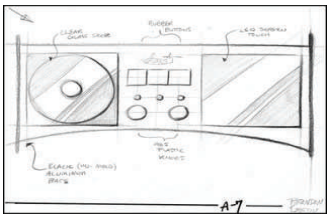
DAAP Cheat Sheet

# School of Design

### Graphic Design

Students in the Graphic Design program gain knowledge concerning conceptualization and aesthetics as well as the employment of form, symbols, drawn imagery, typography, photography, composition, legibility, production, and digital technology. Students are prepared for careers in the field of design through an educational process involving critical analysis, research, experimentation, visualization, testing, refinement and eventual message transmittal.

Fast facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 30 students



### Industrial Design

In the Industrial Design program, students learn to emphasize the humanistic qualities of products of mass production with special consideration for comfort, safety, and aesthetic satisfaction which they may bring to the users. In a curriculum balanced between academic and studio requirements, students are able to develop creative ability, visual communication skills, hands-on experience with technology, and the ability to conduct independent research.

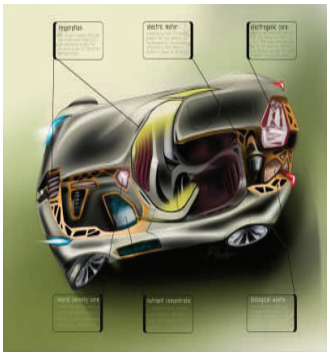
Fast facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 30 students

### Industrial Design | Transportation Track

Industrial Design students in the Transportation Track learn to consider the aesthetic appearance and usefulness of transportation products while paying attention to comfort and safety, functionality, brand identity, and environmental impact. Students are challenged to solve problems as they relate to transportation through the creation of innovative solutions and the use of new developments in computer technology.

Fast facts:
- 5 year program
- 5 quarters of co-op
- 2008-2009 freshman class: 12 students

# School of Architecture and Interior Design



### Architecture

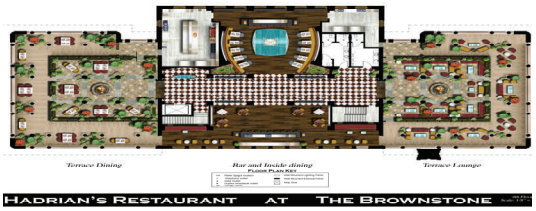
The pre-professional Bachelor of Science in Architecture focuses on architectural coursework, general education courses, cooperative work experiences, and a senior capstone project. This program is primarily intended for individuals who wish to become practicing architects and prepares students for entry into the Master of Architecture program. It teaches understanding of social, technical, and aesthetic content of the built environment; the skill to make or modify it; and the judgment to assess the value of changes.

Fast facts:
- 4 year program
- 4 quarters of co-op
- 2008-2009 freshman class: 44 students

### Interior Design

Through an academic program balanced between comprehensive courses, studios, and cooperative education experiences, students are taught to understand a client's interactions within society and be capable of translating this understanding into appropriate and inspiring design for interior environments. Designs are created in response to and coordinated with the building shell and acknowledge the physical location and social context of the project.

Fast facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 30 students



# School of Art

### Art History

The fundamental aim of the program is to awaken and to foster an interest in art, and to provide the student with basic knowledge of artistic activities in the past and present. Art history students may focus on different cultures, various periods of time and particular forms of art, such as painting, sculpture, printmaking, architecture, design or the decorative arts. Many other fields of learning may be important to art historians, according to their individual interests.

Fast facts:
- 4 year program
- No co-op requirement
- 2008-2009 freshman class: 9 students

### Fine Arts

The Fine Arts program is devoted to providing students with a fundamental core of knowledge and strong technical skills. With this foundation firmly in place, the School encourages students to be truly innovative in the development of their own unique visual language. The program is composed of eight studio disciplines: ceramics, drawing, electronic arts, fiber art, painting, photography, printmaking, and sculpture.

Fast facts:
- 4 year program
- No co-op requirement
- 2008-2009 freshman class: 65 students

### Art Education Licensure

The Art Education Licensure program is for students wishing to become licensed to teach in primary and secondary education environments. This can be added on to the Fine Arts and Art History program and certifies students to teach ages 3-21 in the state of Ohio. The licensure program adds an additional year of coursework to both Art History and Fine Arts.

# School of Planning

### Urban Planning

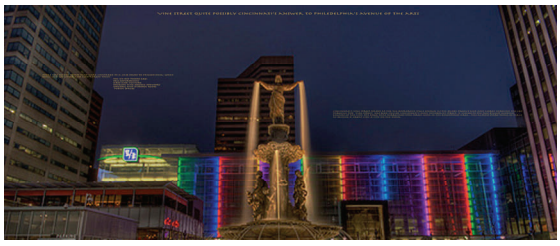
Thinking about the past, present, and future of a place, planners develop a strategy for a community to meet its goals. Planners coordinate with a variety of groups and organizations, considering factors like convenience, aesthetics, safety, environment, technical considerations and regulatory issues. Their concerns are issues that affect the world—land use, social policy, historic preservation, transportation, housing, economic development, policy planning, environmental protection, urban design and international development.

Fast facts:
- 5 year program
- 6 quarters of co-op
- 2008-2009 freshman class: 23 students

### Urban Studies

The goal of the Urban Studies program in the UC School of Planning is to introduce students to the general knowledge required by the planning profession, as well as to ground students in the liberal arts. The Urban Studies program provides students with a flexible but organized way of preparing to be productive participants in contemporary urban life. The program focuses on a critical examination of urban life and its issues.

Fast facts:
- 4 year program
- No co-op requirement
- 2008-2009 freshman class: 7 students



# Admissions Deadline & GPA Requirements

**Admissions Deadline for Transition and Transfer Students**

All DAAP transfer applications and change of program forms must be completed and submitted by **March 1**.

Along with the change of program form, we also recommend that transitioning students submit a short statement about their interest in the program and any related experiences or awards that set them apart from the field.

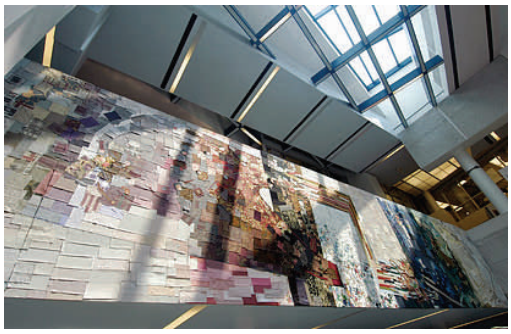
**GPA Requirements for Transition and Transfer Students**

- School of Design: **3.0** cumulative
- School of Architecture and Interior Design: **3.2** cumulative
- School of Art: **2.5** cumulative
- School of Planning: **2.6** cumulative

For students with less than 90 credit hours, high school transcripts and ACT/SAT scores will be reviewed in addition to cumulative college GPA.

With 90 credit hours or more, college GPA will be considered, but high school transcripts and ACT/SAT scores will not be reviewed.

# School of Design Summer Program



In Summer 09, the School of Design will offer an accelerated track of studio courses that would allow students to begin the second year of their program in Fall 09.

- Those who have completed (or will complete by 09U) the non-studio courses required in the first year, namely English Composition I and II (15ENGL101 & 102), History of Art I, II, and III (23ARTH111, 112, & 113), and the math elective, could be considered for the summer program
- Students would pay full-time tuition (18 credits) plus overload costs (9 credits).
- This would represent a cost savings as compared to beginning Fall 09 as a first year student ($14,000 vs. $24,000 for non-residents) and would allow students to graduate in 5 years.

Potential curriculum:  09U.A, 09U.B, and 09U.C

- Foundation Studio –Color/Form /Space(3 credit hours/term);
- Foundation Studio -- Design Drawing I,II,III (3 credit hours/term);
- Digital Design Fundamentals I,II,III (3 credit hours/term)

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High school students should contact Vanessa Strickley at vanessa.strickley@uc.edu or 513-556-3920.