



PRESS RELEASE: Ferris' Board Approves new Kendall College of Art and Design Degrees

Sandy C Gholston to: Archive

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From: Sandy C Gholston/FSU

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Included below is a press release regarding two new degree programs approved by the Ferris State University Board of Trustees for Kendall College of Art and Design of FSU. Any questions regarding this release can be directed to Sandy Gholston, interim assistant director of News Services.

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Sandy Gholston
Ferris State University
Interim Assistant Director of News Services
sandygholston@ferris.edu, (231) 591-2021

Ferris' Board Approves new Kendall College of Art and Design Degrees

BIG RAPIDS – Ferris State University's Board of Trustees approved a pair of new bachelor degree programs for Kendall College of Art and Design in Grand Rapids at its regular meeting today (July 13) in Big Rapids.

The board voted to approve a Bachelor of Fine Arts in Collaborative Design and a Bachelor of Fine Arts in Medical Illustration for Kendall, which can enroll students beginning with the Fall 2012 semester.

The BFA in Collaborative Design is an interdisciplinary degree that offers Kendall students a minor in a selected design discipline. The new programs will provide an educational experience that prepares graduates to meaningfully engage with a professional world that requires creative thinkers, facilitators, collaborative project participants and cross-disciplinary understanding and experience. The degree will be among the first of its kind nationally for undergraduate students.

“With its emphasis on design thinking, cross-disciplinary education and collaboration, the Collaborative Design program reflects current thinking in terms of design education. More than that, preparing students to work across a wide range of disciplines makes great sense in a challenging economy where people need the ability to innovate and to work outside of narrow areas,” said Kendall President Oliver Evans.

The BFA in Medical Illustration expands Kendall's nationally recognized illustration program and will provide a degree curriculum to prepare graduates to participate in the demanding area of medical visualization, imagery and modeling. The degree will develop capabilities for generating and communicating anatomical, biological and medical concepts using both traditional and digital methods. The Medical Illustration program leverages strong collaboration between Ferris

and the Michigan State University College of Human Medicine.

“This reflects the growing presence of Ferris State University and Kendall College of Art and Design in Grand Rapids,” said Ferris President David Eisler. “It is an outcome of a wonderful collaboration between Michigan State University and illustration faculty at Kendall. We anticipate exciting results stemming from this dynamic partnership.”

In other business, the board approved the following:

- closure of the Associate of Applied Science in Ornamental Horticulture degree program;
- placement of Creative Technologies Academy, in Cedar Springs, on probation for the remainder of their existing contract which expires on June 30, 2014;
- amendment of the contracts of four charter facilities to approve location changes; and

The next full meeting of the board is scheduled for Friday, Nov. 4.

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Sandy Gholston
Interim Assistant Director of News Services/Social Media PR
Ferris State University
420 Oak Street
Prakken Building 108
Phone: (231) 591-2021
News Services Web site: www.ferris.edu/news
Ferris State University News Blog: ferrisstatebulldogs.blogspot.com/
Ferris State Live: ferrisstate.tv/ferrisstatelive.html

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