Oregon State Board of Higher Education,

It has come to my attention that Oregon State University is proposing the creation of a BFA degree in Graphic Design. I cannot express how appropriate, and necessary this transformation towards an accredited Graphic Design program is for both my Alma Mater, but also for the students in an ever-increasing competitive landscape that is design.

Every year I review hundreds of portfolios from across the nation, both as a program advisory member, and as a potential employer. Of these hundreds of candidates is a consistent, and worthy set, of stand out portfolios from Oregon State University. To their detriment amongst resume readers, is their listing as having had a BFA with an option in Graphic Design within a vague Applied Visual Arts category. Put simply, OSU’s current degree does not hold well against the BFA in Graphic Design degree offered at competitive schools such as Maryland Institute College of Art, Rhode Island School of Design, North Carolina State University and University of Cincinnati. To this point, OSU has placed students at a disadvantage on paper, especially when leaving the region that houses employment-friendly alumni.

Employers need to know that the school that has deemed these young professionals ‘designers’, has taken their education seriously enough to provide for them the best atmosphere for being stand-out, award-winning, creatives. Additionally, within this state there are a handful of programs that graduate students with emphasis in variations of design. It is unfortunate for many of those students that their design education was not from OSU, they could have used it; regrettably it is more unfortunate that the students from OSU cannot on paper separate themselves from the chaff, and elevate themselves to their earned placement alongside other prominent BFA in Graphic Design programs.

I welcome any questions, or comments on my heart-felt position.

Best Regards,

[Signature]

Marcelo Anteparra-Naujock
Owner and Executive Creative Director
Caffelli