Guidelines for Graphic Design

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1. Purpose.

Collections in Graphic Design support teaching, research, and practice consistent with the curriculum at a Doctoral University: Highest Research Activity, under Carnegie Classification of Institutions of Higher Education with bachelor's and master's degree programs in the field.

The undergraduate program educates students in the integration of form and information for effective visual communication. The graduate program is oriented towards visual and theoretical research resulting in functional and expressive communication. Both programs incorporate ethical and environmental concerns beyond the aesthetic.

The Department of Graphic Design offers opportunities for study and research in publication and print design, sequential and motion design, and interactive design. The graduate program endeavors to create leaders in the field, combining applied experience and advanced research to prepare students as administrators, planners, and educators.

2. General Collection Guidelines.

A. Language.
English is preferred language for resources. Selected materials in foreign languages, including facsimile editions, are purchased when the illustrations and design format are of particular importance.

B. Chronology.
Modern and contemporary design and techniques are emphasized along with an overview of historical predecessors.

C. Geography.
No restrictions are placed on geography. Resources relating to design in the English language, Western design, and global design are actively acquired. Cultures with strong historical significance to graphic design, including Asian and Arab cultures, are collected.

D. Publication Date.
The priority is for current materials with focused collecting for historically significant and foundational out-of-print and retrospective materials.

E. Treatment of Subject.
Resources presenting a theoretical discussion, providing historical treatment, addressing technical aspects, and supporting the research, process, and applied practice of graphic design are actively collected.

F. Types of Materials and Formats.
Monographs, reference works, and serial titles are collected. Physical copies are preferred where images, illustrations, and print design are a primary concern. Selected monographic facsimiles in foreign languages are sought for historical value.

Backfiles of serials and monographic series of importance to the disciple are purchased, as funds permit. Technical manuals are acquired on a selective basis.

Streaming media programs are actively sought and evaluated for content relevant to the arts. The development of streaming platforms and the negotiations of copyright is closely monitored. To assure uninterrupted access, DVD is the currently preferred format for core titles and remains the only available option for many titles. Legacy formats are retained for unique and important content and where a particular medium is preferred.

Electronic and online resources to support the Department of Graphic Design are actively sought and evaluated for acquisition.

3. Area Resources.

The library at the Virginia Museum of Fine Art is the main resource in the Richmond metropolitan area for the study and analysis of art disciplines.

4. Subjects and Collecting Levels.

Materials related to Graphic Design and critical and theoretical studies are collected at a research level (4) to support the terminal degree projects and faculty research of the department. Technical manuals are collected at an instructional support level (3).