Agenda Item: I.B.1

DATE: July 24, 2014

SUBJECT: East Tennessee State University, Graphic Design, Bachelor of Fine Arts (BFA)

ACTION RECOMMENDED: Approval

BACKGROUND INFORMATION: The proposed Graphic Design BFA program at East Tennessee State University is in response to suggestions from the National Association of Schools of Art and Design (NASAD). The NASAD accredits art and design programs at over 300 institutions. During their 2011 review, NASAD suggested that ETSU develop a Graphic Design BFA program due to student interest and program visibility. Currently, students interested in the graphic design field would pursue an Art, BFA degree with an emphasis in Graphic Design. The migration of these students from the current program will not negatively impact the retention and graduation rates.

The proposed Graphic Design BFA program will emphasize visual problem solving with a variety of graphic media. Illustration, typography, photography, and computer technology will be used to design branding and corporate identity systems (logos), displays, web sites, animations, and other collateral forms of visual communication. Students will have the opportunity to develop design portfolios which will enhance their employment opportunities. Additionally, students will showcase their work in the Slocumb Galleries. The Slocumb Galleries provide a year-round exhibition program featuring the work of faculty and students in the Department of Art and Design.

PROPOSED IMPLEMENTATION DATE: Fall 2014

1.1.20A   MISSION: The proposed program supports ETSU mission of "providing enriching experiences in honors education, student research and creative activity, study abroad, service learning, and community-based education." Additionally, the proposed Graphic Design BFA program is aligned with the ETSU Arts Initiative, which has been identified as a university priority. The Arts Initiative has been developed to expand arts programming, to encourage innovative collaborations among the arts and other disciplines, and to promote partnerships with other businesses and other organizations.

1.1.20B CURRICULUM: The Graphic Design BFA program will prepare students to integrate form and information for the purpose of effective visual communication. The program will require completion of 120 credit hours, including 41 hours in the general education core, 33 hours in the major field core, 24 hours in guided studio electives, and 12 hours in Art History.

Four new courses will be developed in order to implement the proposed Graphic Design BFA program. These courses will provide students with exposure to best

practices in the field of Graphic Design and allow students opportunities to develop design portfolios and establish working relationships with real-time clients.

1.1.20C ACADEMIC STANDARDS: The admission, readmission, retention, and graduation requirements are the same as those described in the ETSU *Undergraduate Catalog.* In accordance with the National Association of Schools of Art and Design, students must successfully pass the AERA 2916 – Portfolio Review course to be formally admitted to the proposed Graphic Design BFA program.

Projected Program Enrollment and Productivity

Enrollment projections were developed based on a 5-year average of the Art BFA students with an emphasis in Graphic Design. All headcount projections are for full-time students since it is uncommon for students in the Department of Art and Design to attend part-time.

Year	Headcount	Graduates
2014	8	--
2015	16	4
2016	22	6
2017	30	8
2018	36	10

1.1.20D FACULTY: The instructional workload for this program will be continued by 13 full-time, tenured/tenure-track faculty and three visiting full-time faculty members. There will be no additional faculty or staff needed for the proposed degree program.

1.1.20E LIBRARY RESOURCES: The library resources for the existing Studio Art BFA as well as the proposed Graphic Design BFA are adequate for program implementation. Budget requests include a subscription to Lynda.com. The Lynda.com provides online video-based training on a wide range of topics including web design and digital photography.

1.1.20F ADMINISTRATION/ORGANIZATION: No new organizational unit will be required. This program will be offered through the Department of Art and Design in the College of Arts and Sciences.

1.1.20G SUPPORT RESOURCES: Three faculty members in the Department of Art and Design will advise students in the proposed Graphic Design BFA program. Additionally, a graduate assistant will help with labs and other instructional activities. The graduate assistant will be enrolled as a full-time student in the Studio Art, Master of Fine Arts program.

1.1.20H FACILITIES AND EQUIPMENT: Modification to existing instructional space in Ball Hall is requested to create a workshop area for students in the proposed Graphic Design BFA program. The renovations will include lighting and technological upgrades. Additionally, new equipment requests include large format printer, digital projector, and monitor.

1.1.20I NEED AND DEMAND: The proposed program addresses the need for Graphic Design students to develop advanced professional skills in order to increase employment opportunities through exposure to best practices in the field of Graphic Design that emphasizes the use of contemporary design practices and information technology. According to the Bureau of Labor Statistics (BLS), employment projections for graphic designers are projected to increase by 7 percent from 2012 to 2022. Depending upon the type of industry employed by graphic designers, BLS projects the employment of graphic designers to grow 35 percent over the same period.

1.1.20J NO UNNECESSARY DUPLICATION: The University of Tennessee, Knoxville is the only other public institution in Tennessee that offers a Graphic Design, BFA program.

1.1.2OK COOPERATING INSTITUTIONS: None at this time.

1.120L DIVERSITY AND ACCESS: East Tennessee State University aspires to be an institution that celebrates diversity by welcoming all students, faculty and staff as respected and valued participants in the University's educational mission.

1.1.20M ASSESSMENT/EVALUATION AND ACCREDITATION: The National Association of Schools of Art and Design (NASAD) accredits all programs that teach art and design content at an institution. At East Tennessee State University, all programs within the Department of Art and Design are NASAD accredited. Currently, the Art BFA program with nine emphases including Graphic Design is accredited by NASAD. ETSU anticipates that at the next NASAD accreditation review, the Graphic Design BFA program will be accredited as a separate program.

1.1.20O EXTERNAL JUDGMENT: THEC policy does not require external evaluators for a proposed new undergraduate degree program.

1.1.20P COST/BENEFIT: The proposed Graphic Design BFA program will generate tuition and fees to cover all operating costs. Program costs are limited to renovations, equipment, technology and support for a graduate assistant.

1.1.30 POST APPROVAL MONITORING: An annual performance review of the proposed program will be conducted for the first five years following program approval. The review will be based on benchmarks established in the approved proposal. At the end of this period, the campus, governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, and other metrics set by the institution and agreed upon by governing board and Commission staff. If benchmarks are not met during the monitoring period, the Commission may recommend that the governing board terminate the program. If additional time is needed and requested by the governing board, the Commission may choose to extend the monitoring period.