



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Digital Art

Degree/Certificate: BA

Options: NA

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 50.0605

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 08/01/2017

Cooperative Partners: NA

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA
Name/Title of Institutional Officer Signature Date 3/22/2017

Joe Alsbrook, Dean of Arts, Media and Communications 636-949-4164
Person to Contact for More Information Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	25	40	55	60	60
Part Time	5	10	20	20	20
Total	30	50	75	80	80

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall of 2015 there have been 205 inquiries into Graphic Design and 62 specifically into Digital Arts.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

The degree in Digital Art provides the format and tools with which traditional fine arts students now desire to work. With a firm foundation in the theories and techniques of studio art, students will be provided the software skills necessary to thrive in the digital art and design industries. Visual messaging is about much more than aesthetic; it's also about behavior and identity. Art can influence consumers, build bridges between individuals and organizations, and inspire conversation. Digital artists understand this, and know how to harness the power of creativity to reach a wide variety of audiences. This degree program provides a comprehensive look at the entire design process – from concept to creation and from presentation to implementation. Throughout the curriculum, students explore the foundational elements of 2D and 3D art theory, utilize hardware and software used by current design professionals, and hone their own eye for visual messaging. The degree is the only one in the region to be offered online and tap into the

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6636



body of students who want to pursue the arts, but who also want valuable software skills that may be applied in design industries, like illustration, interior design, etc. We already have identified a substantial portion of our own student body who are currently enrolled in degrees that do not meet their desired goals or needs. This degree will fill that need.

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: NA

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENGL 150000	3	Strategies for University Writing
ENGL 170000	3	Research and Argumentation
GE Math	3	
GE US History/ Government	3	
GE Social Science	3	
GE Natural Science w Lab	3	
GE Science Elective	3	
GE Science Elective	3	
GE Arts	3	
GE Literature	3	
GE Human Cultures Elective	3	
GE Human Cultures Elective	3	
GE Elective	3	
GE Elective	3	

D. Major requirements: Total credits: 60

Course Number	Credits	Course Title
ART 10600	3	Two-Dimensional (2-D) Design
ARTH 22200	3	History of Western Art to 1300
ART 18101	3	Digital Photo
ART 22600	3	Digital Art I
ART 10800	3	Color Theory
ARTH 22400	3	History of Western Art from 1300
GD 12000 or COM 20200	3	Introduction to Graphic Design or Photoshop
ART 13000	3	Drawing I
ART 23400	3	Fibers I
ART 20000	3	Painting I
ART 13600	3	Three-Dimensional (3-D) Design

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

ART 33600	3	Digital Art II
ART 33000	3	Drawing II
ARTH 37000	3	History of Digital Art
ART 43000	3	Drawing III
ARTH 3XXXX	3	Twentieth-Century Art/Modern or History of Graphic Design
ART 40000	3	Senior Seminar
ART 34600	3	Digital Art III
ART 30000	3	Painting II
ART 44600	3	Digital Art IV

E. Free elective credits:

18

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

ART 40000 Senior Seminar—Requires a final research paper, six oeuvres reviews, a recorded Ted Talk, and three art projects.

G. Any unique features such as interdepartmental cooperation:

NA



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name BA Digital Art
Date 01/08/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
There are no special qualifications for this program, however, a portfolio can be submitted to the chair of Studio Art for review and consideration for special placement or scholarships.
- Characteristics of a specific population to be served, if applicable.
The population to be served by the Digital Art degree are individuals who are interested in exploring software as a tool for creating works of art, instead of more vocational applications found commonly in other design fields, such as Graphic Design.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty will need to hold one of the following degrees to teach the studio courses for Digital Design: MFA Graphic Design, MFA Studio Art, MFA Digital Design, or MFA Interactive Design.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Full-time faculty will offer 50% of the course work required for the degree. Specialized adjuncts will offer the four Digital Art courses as the focus at the end of the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.
NA

www.dhe.mo.gov • Info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
60
- Percent of full time and part time enrollment by the end of five years.
75% full time and 25% part time.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Within three years, we expect ten graduates and twenty-five within five years.
- Special skills specific to the program.
Intermediate software knowledge of the Adobe Suite.
- Proportion of students who will achieve licensing, certification, or registration.
Though Adobe certification can be sought through the program, such certification is not required nor will it necessarily benefit students in their chosen fields.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.
According to the Bureau of Labor Statistics, the job outlook for Craft and Fine Artists is anticipated to grow slower than average. With the added technological skills, it is hoped that the students pursuing a degree in Digital Art will have an added advantage in the job market.
- Transfer rates, continuous study.
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the school, and program.

5. Program Accreditation

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

Lindenwood University's accrediting agency, Higher Learning Commission, has been notified and approved of the proposed degree. Along with the other programs in Art and Design in the School of Arts, Media, and Communications, the BA in Digital Art will seek accreditation from the National Schools of Art and Design. The degree fulfills the requirements for Distance Learning as outlined in the 2016-17 NASAD Handbook found here: https://nasad.arts-accredit.org/wp-content/uploads/sites/3/2015/11/NASAD_HANDBOOK_2016-17.pdf

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
The School has a number of programs that will be called upon to support the implementation of this program, including Art History, Graphic Design, Studio Art, and Interactive Media and Web Design. Seven individuals hold terminal degrees in these areas, while three others hold additional certifications and industry experience. Additionally, the courses offered will be digital versions of those designed for NASAD accreditation and, therefore, fulfill all national standards and expectations.