

**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** Lindenwood University

**Program Title:** Graphic Design

**Degree/Certificate:** Bachelor of Arts

**Options:** None

**Delivery Site(s):** St. Charles Campus

**CIP Classification:** 50.0409

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [higher.ed.mo.gov/ProgramInventory/search.jsp](http://higher.ed.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** August 2008

**Cooperative Partners:** None

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

**AUTHORIZATION:**

|   |   |               |
|---|---|---------------|
| Jann Weitzel                                    |  | 7/28/14       |
| _____<br>Name/Title of Institutional Officer    | _____<br>Signature  | _____<br>Date |
| Joseph Alsobrook                                | 636-949-4164  |               |
| _____<br>Person to Contact for More Information | _____<br>Telephone  |               |



### STUDENT ENROLLMENT PROJECTIONS

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| Year      | 1  | 2  | 3  | 4  | 5  |
|-----------|----|----|----|----|----|
| Full Time | 48 | 50 | 55 | 60 | 65 |
| Part Time | 0  | 0  | 0  | 0  | 0  |
| Total     | 48 | 50 | 55 | 60 | 65 |

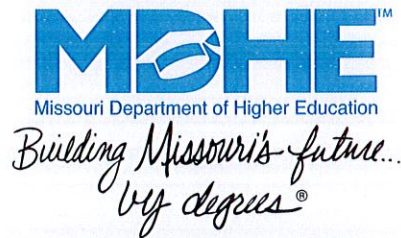
Please provide a rationale regarding how student enrollment projections were calculated:

Student enrollment projections were determined by calculating a 10-20% increase in enrollment from current enrollment (48 majors in the 2013-2014 academic year).

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

<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>

<http://www.onetonline.org/link/summary/27-1024.00>



PROGRAM STRUCTURE

A. Total credits required for graduation: 128

B. Residency requirements, if any: n/a

C. General education: Total credits: 45

Courses (specific courses OR distribution area and credits):

| Course Number | Credits | Course Title                                 |
|---------------|---------|--|
| LUL 10100     | 2       | Freshman Experience                          |
| ENG 15000     | 3       | Strategies for University Writing            |
| ENG 17000     | 3       | Research and Argumentation                   |
| Varies        | 3       | Communications                               |
| Varies        | 3       | Literature                                   |
| Varies        | 3       | Literature                                   |
| Varies        | 3       | Philosophy or Religion                       |
| Varies        | 3       | American History or American Government      |
| Varies        | 3       | World History                                |
| Varies        | 3       | Social Science                               |
| Varies        | 3       | Social Science                               |
| Varies        | 3       | Mathematics                                  |
| Varies        | 3       | Biological, Earth, or Physical Science       |
| Varies        | 4       | Biological, Earth, or Physical Science w/Lab |

D. Major requirements: Total credits: 54

| Course Number    | Credits | Course Title                         |
|------------------|---------|--------------------------------------|
| ART 10600        | 3       | 2D Design                            |
| ART 10800        | 3       | Color Theory                         |
| ART 12000        | 3       | Introduction to Graphic Design       |
| ART 13000        | 3       | Drawing I                            |
| ART 13600        | 3       | 3D Design                            |
| ART 33100/33300  | 3       | Figure Drawing I or Drawing II       |
| ART 25000        | 3       | Typography                           |
| ART 30600        | 3       | Digital Imaging                      |
| ART 30800        | 3       | Digital Illustration                 |
| ART 31000        | 3       | Print Design and Production          |
| ART 32200        | 3       | Motion Graphics                      |
| ART 40000        | 3       | Senior Seminar                       |
| ARTH 22200       | 3       | History of Western Art to 1300       |
| ARTH 22400       | 3       | History of Western Art from 1300     |
| ARTH 36100/36200 | 3       | 20 <sup>th</sup> Century Art History |
| ARTH 36900       | 3       | History of Graphic Design            |
| COM 23300        | 3       | Fundamentals of the Internet         |
| COM 33400        | 3       | Web Design                           |

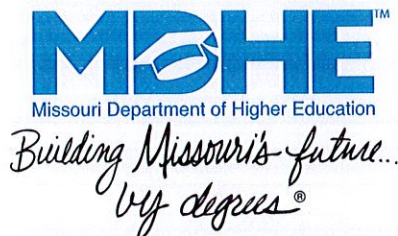
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E. Free elective credits: 29  
(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:  
Earning a minimum grade of C in ART 40000 Senior Seminar

G. Any unique features such as interdepartmental cooperation:  
All majors within the Department of Art and Design are required to attend formal critiques with the faculty each semester. A portfolio is also required and evaluated by a jury of art and design faculty.



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name Lindenwood University  
Program Name Bachelor of Arts in Graphic Design  
Date July 28, 2014

(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.  
Live or phone interview; review of resume and career ambitions
- Characteristics of a specific population to be served, if applicable.  
[Click here to enter text.](#)

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Minimum MA in Graphic Design or the equivalent
- 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.  
At least 80% of the required major courses will be taught by full time faculty
- Expectations for professional activities, special student contact, teaching/learning innovation.  
Each semester, students are required to participate formal critiques of artwork with a jury of art and design faculty, attend gallery talks with visiting artists and MA/MFA candidates, and attend BA/BFA exhibitions.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
65
- Percent of full time and part time enrollment by the end of five years.

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65 (there were 48 majors in 2013-2014)

#### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 Years: 10; 5 Years: 15
- Special skills specific to the program.  
Previous experience in graphic design and/or visual arts is recommended
- Proportion of students who will achieve licensing, certification, or registration.  
0
- 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.  
n/a
- Placement rates in related fields, in other fields, unemployed.  
<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>
- Transfer rates, continuous study.  
[Click here to enter text.](#)

#### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
This program is aligned with standards set forth by the National Association of Schools of Art and Design: Standards for Liberal Arts Degrees with a Major in Art/Design; application for initial accreditation will be submitted within three years of implementation.

#### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*  
Expected satisfaction rates for alumni is >80% as measured by our Graduating Student Exit Survey; additional data will be attained through 1 year and 3 year alumni surveys administered by the University.
- Expected satisfaction rates for employers, including timing and method of surveys.  
Expected satisfaction rates for employers is >80% as measured by our Internship Supervisor Final Evaluation.

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## **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Lindenwood is home to the J. Scheidegger Center for the Arts, which includes two mac design studios, a print lab, and state-of-the-art spaces for traditional and multimedia exhibitions.