NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s):   <u>Northwest Missouri State University</u>

Program Title: <u>Graphic Design</u>

Degree/Certificate: <u>Bachelor of Fine Arts</u>

Options:

Delivery Site(s):   <u>main campus</u>
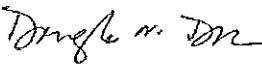
CIP Classification: <u>50.0409</u> (Please provide a CIP code)

Implementation Date: <u>Fall 2014</u>

Cooperative Partners:

Expected Date of First Graduation: <u>Spring 2016</u>

AUTHORIZATION

<u>Douglas Dunham, Provost</u>   <u>January 27, 2014</u>
Name/Title of Institutional Officer   Signature   Date

<u>Gregory Haddock, Vice Provost</u>   <u>(660) 562-1145</u>
Person to Contact for More Information   Telephone

Student Demand:

i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete Form SE.)

Year	1	2	3	4	5
Full-time	80	85	90	110	125
Part-time					
Total	80	85	90	110	125

ii. Will enrollment be capped in the future?

There are no plans to cap enrollment.

What method(s) or data were used to project student enrollment for this proposed program?

Historical enrollments, plus additional enrollments, plus retention and transfer improvements in Art. Form the basis for these estimates. Graphic Design and IDM students are already 60-70% of the Art discipline and this will increase. Currently Art has about 120 students total.

This proposal creates a separate major for Graphic Design, removing it from the Studio Specializations concentration in graphic design within the current Art program. Short term contribution: existing graphic design students improve their portfolios and they become more competitive in the marketplace. Long term contribution: retention, recruiting and incoming freshman numbers should increase because of this 21st century, digitally balanced graphic design major.

A. Market Demand:
    .   National, state, regional, or local assessment of labor need for citizens with these skills
    Employers currently recruiting at Northwest for consideration as consumers of future graphic design interns and graduates include: Platform Advertising. VML. Bozell. Bernstein-Rein. Lntouch Solutions. Barkley. SKAR Advertising. Two West. Evergreen. McCormick Company and B2E Direct Marketing. Inc.
    BLS reports the following industries to be those with the highest levels of employment in the graphic design occupation. Another list indicates these same industries plus manufacturing to have the highest concentration of employers for this same occupation. Northwest has a currently established cache of these employers regionally. Some of those are: Specialized Design Services.

Newspaper. Periodical. Book and Directory Publishers. Advertising. Public Relations and Related Services. Printing and Related Support Activities. Computer Systems Design and Related Services.
Since Graphic Designers are paired with Interactive Digital Media majors. the work group experience at NWMSU is good preparation for the work place.

According to the Bureau of Labor Statistics (BLSI. the national market for graphic designers will grow 13% from 2010 -2020. State data suggests a similar growth with concentrations in the urban areas of Kansas City. St. Louis and Springfield. Supporting BLS data indicate that our neighboring state. Kansas. has one of the highest "nonmetropolitan concentrations" of graphic design employment in the nation. It is further documented (BLS) that due to the high number of self-employed workers in this occupation the estimates have a degree of error. Using our current IDM-Visual Imaging program as a member of the same occupational grouping. graduates reported a 100% placement rate in six of the last ten years strongly supporting an existing market demand.
The resurgence since the .COM bubble burst keeps our numbers up. and pairing graphic design with this digital environment makes our graduates particularly versatile and in demand. The mix in a graphic designer's job description has continued to add web jobs to their already strong digital use and digital environment. Job sources used in Senior Seminar always showed any digital designer has a great job opportunity and advantage.

Types of post-graduation opportunities would include but not be limited to: Graphic Artist. Designer. Creative Director, Artist. Design Director. Composing Room Supervisor, Creative Manager. Desktop Publisher, Graphic Designer/Production, Visual Communications Specialist and Marketing/Branding support. (Source: Occupational Outlook Handbook)

According to data from ACT, Inc. of the students in the Fall 2012 graduating class from Missouri. Iowa and Nebraska. 981 of them indicated they wish to pursue a graphic design major in college. Of these students 55% are from Missouri. Out of the total prospects, 32 or 3% of the students sent their ACT score to Northwest and only 7 or 21% of them enrolled. These statistics indicate that there is an opportunity to increase enrollment in the graphic design. The Noel-Levitz market research shows that there is medium demand for the discipline of art/art studio with 2075 students yet Northwest only captured 2.2% of this market. Each year many prospective students will ask if we have a major in graphic design but when they learn it is an area of specialization in the art major, they lose interest in Northwest.

B.	Societal Need:
	i.	General needs which are not directly related to employment
	All types of Visual Communications. Information Graphics and world wide web media communications are just a few societal needs that are being met.

1. Need (Form SE - Student Enrollment Projections)

Marketing economics depend on PR and Advertising. Educational programs also
benefit.

C. Methodology used to determine "B" and "C" above.
U.S. Bureau of Labor Statistics (Occupational Outlook Handbook)
ACT data of regional test-takers
Noel-Levitz (consultant) commissioned market study

2. Duplication and Collaboration: (Form CL -- Collaborative Programs)

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

None exactly like this proposal but CMSU emulates a GD major with an digital media minor and Missouri Western has a similar design major.

Does delivery of the program involve a collaborative effort with any external institution or organization?

No (If yes, please complete Form CL.)

3. Program Structure: (Form PS – Program Structure)

PROGRAM STRUCTURE

A. Total credits required for graduation: <u>124</u>

B. Residency requirements, if any: <u>NA</u>

C. General education: Total credits: <u>42</u>

Courses (specific courses OR distribution area and credits):

<u>Directed Gen-Ed ART 13-111 Survey of Art II (3)</u>

D. Major requirements: Total credits: <u>72</u>

<u>Core Courses 33</u>

<u>   ART 13-120 Drawing (3 cr.)</u>

<u>   ART 13-150 Jewelry and Metalsmithing OR</u>

<u>   ART 13-161 Ceramics (3 cr.)</u>

<u>   ART 13-191 Introduction to Design (3 cr.)</u>

<u>   ART 13-192 Three-Dimensional Design (3 cr.)</u>

<u>   ART 13-207 Digital Photography OR</u>

<u>   ART 13-201 Creative Photography (3 cr.)</u>

<u>   ART 13-221 Life Drawing (3 cr.)</u>

<u>   ART 13-240 Painting (3 cr.)</u>

<u>   ART 13-270 Sculpture (3 cr.)</u>

<u>   ART 13-292 Computer Graphics 1 (3 cr.)</u>

<u>   ART 13-294 Typography 1 (3 cr.)</u>

<u>   ART 13-333 Printmaking (3 cr.)</u>

<u>Graphic Design Requirements (33 cr.)</u>

<u>   ART 13-392 Typography 2 (3 cr.)</u>

<u>   ART 13-394 Computer Graphics 2 (3 cr.)</u>

<u>   ART 13-396 Advanced Graphic Design (3 cr.)</u>

<u>   ART 13-398 Print & Digital Design (3 cr.)</u>

<u>   ART 13-~ Package Design (3 cr.)</u>

<u>   ART 13-492 Advertising Design (3 cr.) OR</u>

<u>   Knacktive activity</u>

<u>   ART 13-497 3D Animation (3 cr.)</u>

<u>   ART 13-498 Digital Illustration (3 cr.)</u>

3. Program Structure: (Form PS - Program Structure)

_____ ART 13-592 Internship (3 cr.)

_____ ART 13-402 Senior Seminar + Portfolio (2 cr.)

_____ ART 13-403 Professional Portfolio Review (1 cr.)

Electives in Graphic Design (3 cr.)

Art History Requirements (6 cr.)

_____ ART 13-315 19th and Early 20th Century Art (3 cr.)

_____ ART 13-312 Graphic Design History (3 cr.)

E. Free elective credits: 10 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:
ART 13-402 Senior Seminar + Portfolio (2 cr.) is capstone course

G. Any unique features such as interdepartmental cooperation:

5. Program Characteristics and Performance Goals: (Form PG).

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Northwest Missouri State University

Program Name: BFA in Graphic Design

Date: January 23, 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.)

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.

  No special admission requirements beyond admission to university.

- Characteristics of a specific population to be served, if applicable.

  Students desiring to go into applied arts field.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

  Terminally degreed faculty for most of content.

- 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.

  100% full-time faculty

- Expectations for professional activities, special student contact, teaching/learning innovation.

  NA

Enrollment Projections

- Student FTE majoring in program by the end of five years.

  120 students

- Percent of full time and part time enrollment by the end of five years.

  expectation is mostly (100%) full time

5. Program Characteristics and Performance Goals: (Form PG).

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

  <u>25 per year at three years, 35 per year at five years.</u>

- Special skills specific to the program.

- Proportion of students who will achieve licensing, certification, or registration.

  <u>Licensing or certification is not a requirement of the degree.</u>

- 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.

  <u>Expectation is that more than 50% will achieve above 50 percentile on nationally normed general education test in line with current performance of BFA Art students.</u>

- Placement rates in related fields, in other fields, unemployed.

  <u>95-97% placement rate, similar to current BFA Art.</u>

- Transfer rates, continuous study.

  <u>NA</u>

6. Program Accreditation

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

  <u>There are no current plans for accreditation.</u>

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

  <u>Expectation is for high satisfaction rates, similar to current BFA in Art program.</u>

- Expected satisfaction rates for employers, including timing and method of surveys

  <u>Expectation is for high employer satisfaction rates, similar to current BFA in Art program</u>

7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

  <u>The graphic design concentration in the current BFA in Art has been very popular. We have the faculty with the skill set in place to offer this degree program as a separately listed major.</u>

8. Any Other Relevant Information:

5. Program Characteristics and Performance Goals: (Form PG).