



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University

Program Title: Visual Studies

Degree/Certificate: Master of Fine Arts (MFA)

Options: Not applicable

Delivery Site(s): Missouri State University

CIP Classification: 50.0102, 50.0401, 50.07

*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: AY 2014-15

Cooperative Partners: Not applicable

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

AUTHORIZATION:

Dr. Frank Einhellig, Provost

Name/Title of Institutional Officer

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Signature

Date

1/31/14

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Executive Summary

The Master of Fine Arts (MFA) in Visual Studies at Missouri State University, with an emphasis on the student's original studio research, will prepare students to be cultural leaders in the fields of Visual Art and Design. The MFA is a 60-hour master's degree. Professional-level work in art and design is produced through creative endeavor, inquiry, and investigation. Original work created within and between the contemporary, traditional and interdisciplinary approaches and media is one of the expected outcomes of this program. Student research will draw upon the department faculty expertise and facilities that range from historical to technologically advanced studio processes, blending both old and new influences into original forms or expressions.

The Department of Art and Design has twenty-nine full-time professors and nearly sixty faculty members in total. There are 561 undergraduate art and design majors, which makes this department the largest publicly supported one in Missouri. In summer 2013 the department took up residence at Brick City, a 88,000 square foot facility providing new studios, smart classrooms, experimental student galleries and critique spaces, two professional galleries, eleven computer labs, a visual resource library, art supply store, and administrative and support offices. Graduate students will not only be able to shape their vision as artists here, but they will also learn how to teach their discipline.

The location of the new facility for the Department of Art and Design in the downtown Springfield area is unique in its ability to provide Art and Design students an interface with other galleries, businesses, restaurants, and so forth. Important urban research partnerships, such as the Innovation, Design, Entrepreneurial, Art (IDEA) Commons, and Marlin Graphic Design Studios are next door. These entities provide working models of invention and practical applications, with opportunities to share in research and employment, and in carrying out the Public Affairs Mission of the institution.

Cultural leaders, such as those produced through this degree, are individuals who bring to light and engage global citizens in issues about who we are and who we want to be as a people. Programs abroad in Florence, London, Arles and faculty/student exchanges in Korea, China, and Taiwan, provide opportunities for Art and Design students to further enrich their cultural studies. Diverse faculty members from ten countries also bring different perspectives and engage students in deepening a world-wide perspective. As practicing artists or designers those ideals are expressed in visual, tangible ways – through technology, social media, advertising, television, film, and art. These messages permeate society into all the objects we buy, the way we interact with our environment, and help shape what we think and how we feel as human beings with a variety of backgrounds and traditions.

These cultural leaders may take positions as educators within higher education, within museums, galleries, community arts organizations, design agencies and broadcasting, or within entertainment industries such as video game development and visual effects for television and film. From visiting artists and lecturers to Self-Study consultants, professionals have questioned the absence of an MFA at Missouri State University, given the department's scale, quality and interdisciplinary promise. The proposed graduate program weaves the Design and Art programs together to create an environment of vital symbiosis. Curriculum defined by *Graduate Studios*, rather than *Graduate Illustration* or *Printmaking*, for example, encourages MFA students to design their own pathways, using all the tools needed to find their personal voices and later successful careers.

Missouri State University's MFA program is designed to build upon and complement the strengths of the University, the College of Arts and Letters, and the Art and Design Department. The Art and Design Department provides studio facilities and equipment for animators, ceramicists, digital and video artists, graphic designers, drawing students, illustrators, jewelers, metalsmiths, painters, photographers, printmakers, and sculptors.

1. Need

A. **Student Demand:**

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

	Year				
	1	2	3	4	5
Full Time	4	8	12	15	15
Part Time	4	6	8	12	14
Total	8	14	20	27	29

- ii. Will enrollment be capped in the future?

The enrollment cap will be 30; this number is what our space, equipment and facilities can support.

- iii. During the spring of 2013, 154 upper-level animation, electronic arts, design and illustration students were asked the following question:

Within the next five to seven years, would you be interested in pursuing an MFA?

RESPONSE: 52% yes (80); 17% maybe (26); 31% no (48)

This particular subset of students was polled as they are projected to be two of the largest populations pursuing the MFA in Visual Studies degree. The department believes these numbers represent the "typical" student opinion for those pursuing the BFA in a visual studies area, from any undergraduate institution.

B. **Market Demand:**

- i. National, state, regional, or local assessment of labor need for citizens with these skills

While the *Chronicle of Higher Education* calls statistics on the hiring of visual artists with MFA degrees "elusive", there is a wealth of anecdotal evidence showing that they are being employed. Cited in this article *Artists with MFAs Find Teaching Jobs in New Venues*, August 22, 2011:

The downturn in the economy forcing public schools to cut back arts in education has meant that other types of institutions are expanding their programs through museum outreach, special classes, continuing education programs and private schools. In all of these venues, teaching positions are in demand. And artists with the terminal degree are most often desired and selected for these positions. Many museums expect to further expand their offerings, thus expanding the teaching opportunities.

In addition, there is a growing number of positions in private and parochial schools for artist/faculty who hold MFA's. These schools fashion their programs on the collegiate model and hire MFAs to mentor/teach within their programs.

While there are currently no statistics available for placement rates, the U.S. Bureau of Labor Statistics showed the following national growth rate in new positions for 2012.

Note 13% is the average growth rate among surveyed positions.

Graphic Design	13% (as fast as average)
Photographers	13% (as fast as average)
Art Directors	9%
Multimedia Artists and Animators	8%
Craft and Fine Artists	5%

Having an MFA in Visual Studies makes applicants more competitive for positions, according to the professional organizations for the above disciplines.

The annual pay for positions relevant to the Visual Studies degree show that their education makes an impact. In almost all cases, individuals with the MFA in Visual Studies have higher *individual* median salaries than the median *household* income for the state of Missouri:

The median household income as reported by the US Census for 2010 lists:

Missouri	\$ 44,306
Greene County	\$ 38,059

Median annual pay for entry-level positions in May 2011, as reported by the Bureau of Labor Statistics, in Missouri:

Art Directors	\$ 66,440
Multimedia Artists and Animators	\$ 54,380
Graphic Design	\$ 43,180
Craft and Fine Artists	\$ 49,000
Photographers	\$ 27,150

Median annual pay for entry-level positions in May 2011, as reported by the Bureau of Labor Statistics, nationally.

Art Directors	\$ 80,630
Multimedia Artists and Animators	\$ 58,510
Graphic Design	\$ 43,500
Craft and Fine Artists	\$ 43,470
Photographers	\$ 29,130

The American Institute for Graphic Arts (AIGA) – the only national professional organization for that discipline – reports that Graphic Designers with an MFA typically get a 4% boost in salary over their counterparts with only BFA degrees. But while that amount may not seem significant, candidates with an advanced degree are much more competitive. Because there are fewer available jobs in a difficult economy, having an MFA will make a difference in placement rates.

The following are industries and position titles for skill sets in Visual Studies.

ANIMATION, DIGITAL ARTS

Advertising, Television/Film, Corporate, Education, Mass-Media, Video Gaming

- Director
- Visual Effects Artist / Supervisor
- Sprite Artist / Supervisor
- Storyboard Artist
- Art Director
- Director of (Virtual) Cinematography
- Character Animator
- Effects Animator
- 3D Environment Artist / Supervisor

GRAPHIC DESIGN, ILLUSTRATION, PHOTOGRAPHY

Advertising, Television/Film, Corporate, Education, Mass-Media

- Art Director
- Book Illustrator, Technical/Production Illustrator
- Exhibitions Designer
- Free-lance Photographer
- Font Designer
- Designer-Advertising, Corporate, Publishing,
- TV/Film, Entertainment
- Multi-media specialist
- Package Designer, Product Designer
- Photo/Computer/Digital Lab Technician
- Urban Graphics Designer (display, signs, billboards)
- Web Designer, Webmaster
- Professor

APPLIED ARTS

(All Studio Disciplines)

- Arts Administrator, Art Dealer
- Art Consultant
- Carpet Designer
- Curator, Writer, Critic
- Exhibit Designer
- Fabric and Textile Designer
- Furniture Designer
- Gallery Director
- Greeting Card Designer
- Resilient Flooring Designer
- Stylist
- Tableware Designer, Toy Designer
- Wallcovering Designer

CRAFTS: CERAMICS, METALS/JEWELRY

Museums, galleries, industry, schools

- Administrator, Industry Consultant
- Artist-in-Residence/Artist in Schools
- Free-lance, Commissioned, Self-Employed
- CAD designer, Jewelry Designer
- Glass Designer, Stained Glass Designer
- Ceramicist
- Fabric Designer, Textile Designer
- Historical Master Craftsperson, Apprentice
- Industrial Designer
- Museum Craftsperson, Restorer, Conservator
- Special FX, Model Maker, Mold Maker
- Tabletop Designer, Toy Designer
- Wood & Metal Shop Supervisor/Technician

MUSEUM STUDIES, ARTS ADMINISTRATION, CONSERVATION/RESTORATION

(Usually requires MFA, MA or PhD)

Social, cultural agencies; Education

- Art Director
- Art Lecturer/Visiting Scholar
- Art Supervisor
- Arts Administrator
- Arts Management
- Career Development Counselor
- Cataloger
- Conservator/Restorer
- Development/Grant Writer
- Director
- Director of Visual Arts Program
- Exhibitions Coordinator
- Exhibit Designer
- Fine Arts Appraiser
- Gallery Director
- Museum Educator/Researcher
- Photography Lab Technician
- Registrar

FINE ARTS: ANIMATION, DIGITAL ARTS, DRAWING, PAINTING, PHOTOGRAPHY, PRINTMAKING, SCULPTURE

Museums, galleries, industry, schools

- Professor
- Art Writer/Critic
- Artist-in-Residence/Artist-in-Schools
- Commercial Serigrapher/Silkscreener
- Costume Designer, Court Artist
- Digital Imaging
- Foundry Owner/Operator
- Gallery Owner/Administrator
- Master Printer/Print Studio Owner
- Model Maker, Muralist
- Portrait Painter/Sculptor, Set Designer
- Scientific Illustration, Technical Illustration
- Teacher/Administrator
- Painter, Sculptor, Printmaker (free-lance, commission)

C. *Societal Need:*

i. General needs which are not directly related to employment

Visual Studies address important issues that affect society in general. Students of visual art explore the ways that art and design influence the way that we think, work and live. In our world today we live in societies where visual communication is rapidly outpacing more traditional written and verbal modalities of interaction. Visual information is disseminated in an instant across a greater variety of technological interfaces than ever before. As consumers and global citizens we have become adept at reading clear, succinct, high-impact visual messages and society is in need of highly skilled visual communicators to help form, construct and transmit these images. The MFA in Visual Studies is the highest qualification in the studio art field, with a rigorous set of expectations that ensure that our graduates are proficient at the highest level of their disciplines. Not only are graduates of the MFA in Visual Studies program skilled in producing visual images, they are also highly educated in terms of the messages being communicated. In addition to their studio and technological capabilities they are critical readers, writers and thinkers; they have experience of leading intellectual discussions about visual culture and, through classroom experience and by professional example, are already teaching the next generation of visual communicators. In the MFA Visual Studies program graduate students engage with pressing questions about community and identity, about privacy, public responsibility and humanity; they graduate not just as educated citizens but as ethical ones.

The benefits for the University are wide reaching. Within the department of Art and Design undergraduate students are stimulated by the presence of graduate students in their studios and classes. MFA Visual Art Students model high standards of creative problem-solving and technical expertise and bring the wisdom of greater experience to their interactions with undergraduates. In classes and critiques they bring a fresh perspective to discussions and, as graduate teaching assistants, they augment the pool of qualified local per-course instructors, having themselves had excellent pedagogical instruction through the teaching practicum course and through shadowing full-time faculty. Outside of the department, the benefits of MFA Visual Art students include the possibilities for interdisciplinary collaboration and the potential to attract funding for research projects that may be shared with partners in areas from across the College of Arts and Letters or indeed the University as a whole. The MFA program will attract international faculty and students to the Springfield campus and the very presence of a graduate program will be a bonus in the retention of top-class, ambitious, research faculty who might not otherwise be convinced to spend their career in a department that caters almost exclusively to undergraduate students. The research excellence of these faculty and graduate students will generate more grants within the discipline and, in turn, the success of the department will make Art and Design more attractive to potential donors while raising the profile of the whole University.

With the July 2013 move of the entire department of Art and Design to Brick City, the MFA program in Visual Studies finds itself in the optimal position to contribute even more dynamically to the University's mission of Public Affairs as part of the IDEA Commons. With graduate students, the potential for community partnerships in the downtown area is raised even further than our excellent existing relationships already enjoyed by our undergraduate students. The presence of MFA students will spur an increase in the visual literacy of the community as we strive for new ways to respond to local needs. Area museums, galleries, and other non-profit art organizations will also benefit from the presence and participation of these MFA students. An increase in the local population earning advanced degrees will lead to higher median earnings and a higher standard of

living within our community. The retention of talent within a vibrant and growing visual arts community will increase the status of Springfield as a desirable place to live, and the dollars of professionals attracted to the city will help to strengthen the economy for all.

D. Methodology used to determine "B" and "C" above.

The sources for the above statistics and information are included in the descriptions above where used and include:

Chronicle of Higher Education, Artists with MFAs Find Teaching Jobs in New Venues, Daniel Grant, August 22, 2011
<http://chronicle.com/blogs/arts/artist-mfas-find-teaching-jobs-in-new-venues/29759>

United States Bureau of Labor Statistics, May 2011, State Occupational Employment and Wage Estimates
http://www.bls.gov/oes/current/oes_mo.htm#27-0000

Missouri Economic Research and Information Center, Missouri Department of Economic Development, Median Household Income Data Series
http://www.missourieconomy.org/indicators/wages/mhi_10.stm

American Institute for Graphic Arts (AIGA) salary surveys 2008-2012
<http://www.aiga.org/salary-survey/>

2. Duplication and Collaboration:

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?

Two universities in Missouri offer the MFA in Visual Arts-related degrees: University of Missouri-Columbia (MU) and Washington University in St. Louis. There is no similar program in southern Missouri.

MU's is a traditional program with distinct sub-disciplines, suggesting limited interdisciplinary studio opportunities and a smaller faculty. MU currently has three state-of-the-art computer labs; Missouri State University has six, since we have moved into the new facilities in Brick City in July 2013. Missouri State University has a third more faculty than does University of Missouri and offers both a depth and range of broader perspectives via faculty specialties.

The existing graduate program at the Washington University, Sam Fox School of Art in St. Louis, is also focused on an MFA in Visual Art, offering interactive design, ceramics, painting, photography, printmaking, drawing and sculpture. However, graphic design in the School of Art at this private institution is dedicated to theory-based conceptualism, one that strictly focuses on human-centered *design thinking*. That approach is an important scholarly addition to MFA programs and differs from the proposed Missouri State University program, which focuses on studio arts and is flexible regarding the individual student's research, production and thesis presentations.

Washington University's Visual Arts program is a similar size to Missouri State's, with 24 full-time faculty members as compared to 29 at Missouri State. And while the program in St. Louis has a world-class teaching museum and a fabrication lab for sculpture on the grounds of the university, tuition at Washington University is significantly higher than that of Missouri State University: \$57,000 a year as compared to resident tuition of approximately \$6,200.

The MFA in Visual Studies at Missouri State University would be a unique program in Missouri because of both its overall scale, including breadth of media, and its opportunities for teacher training with such a large undergraduate population. Students in this program would create original research by utilizing almost thirty professors with terminal degrees in animation, electronic arts, applied typography, interactive media design, information design and a broad range of topics related to illustration, visual communication and applied image making, ceramics, metalsmithing, sculpture, printmaking, photography, painting, and drawing.

The MFA in Visual Studies would also be unique in Missouri for its ability to train artists for careers in college teaching within discipline specialties. Because of the size of the undergraduate program at Missouri State University, one of the largest in Missouri based on numbers of majors, the Graduate Teaching Assistants will be able to teach sophomore-level, discipline-specific classes. MU has 250 undergraduate majors, Washington University has 280 and Missouri State University has 561. Having had teaching experience and having developed a teaching portfolio makes a candidate's qualification for a college teaching position significantly more attractive. MFA graduates with this extra experience in teaching will be valuable to future employers.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete the rest of this section. If no, state not applicable and go to item 3.

No institutions are collaborating to offer this degree; all following questions are N/A.

- A. *Which institution(s) will have degree-granting authority?*
- B. *Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?*
- C. *What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?*

- D. *Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.*
- E. *What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?*
- F. *In addition to the information provided by each participating institution regarding Financial Projections (item 4 below), please address the following items:*
 - I. *How will tuition rates be determined if they differ among the institutions?*
 - II. *Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.*
 - III. *What arrangements, if any, have been made for exchange of money between participating institutions?*
- G. *What commitments have been made by all participants to evaluate the program systematically?*
- H. *If one institution wishes to discontinue the program, what agreements exist for terminating the offering?*

3. Program Structure:

- A. What are the total credits required for graduation? This should match C+D+E below.
60
- B. Are there any residency requirements?
The standard university residence requirements will apply; up to 12 hours of transfer credit will be allowed, at the discretion of the Graduate Coordinator.

Total Credits by Category

C. General Education courses: Total credits required: 0

Total above should be the same as item 3.C.

D. Major requirements: total credits required: 57 to 60

Required courses:

Art and Theory	3 hours
Art History	3 hours
Directed Graduate Studios	12 hours
Professional Practices	3 hours
Graduate Studio Seminar	6 hours
Graduate Studio Thesis	<u>12 hours</u>

Total required hours for all students: 39 hours

Required electives:

Required electives in Graduate Studio: 15 to 21 hours

Total required hours for all students: 54 to 60 hours

Required for Graduate Teaching Assistants

Teaching Practicum 3 hours

Additional approved electives, may be selected from Art History, Graduate Studio, or other courses, including those outside the department, to total at least 60 hours:

The following course numbers and titles constitute the Art and Design options for students:

Course ID	Course Title	Credits
ART 692	Art and Theory	3
ART 699	Graduate Studio	15-21
ART 701	Directed Graduate Studio I	3
ART 702	Directed Graduate Studio II	3
ART 703	Directed Graduate Studio III	3
ART 704	Directed Graduate Studio IV	3
ART 710	Professional Practices	3
ART 797	Teaching Practicum	0-3
ART 798	Graduate Studio Seminar	6
ART 799	Graduate Studio Thesis	12
	Approved Elective	0-3

Art History offerings:

ART 672	Medieval Art	3
ART 675	Art of the Renaissance	3
ART 678	Baroque Art	3
ART 680	Modern Art	3
ART 684	Contemporary Art	3
ART 685	Art of Mesoamerican	3
ART 688	Basic Conservation of Art and Artifacts	3

Total above should be the same as item 3.C.

E. Free elective credits: 0 to 3 hours

F. Describe any requirements for thesis, internship or other capstone experience.

The thesis requirement consists of the following:

- the graduate exhibition/presentation of a substantial and accomplished body of original works of art or design during the final semester of the student's program;
- a written document pertaining to the work exhibited/presented, the character of which is determined by the area of study;
- a final oral examination will be taken when the student has completed the program of study and the graduate exhibition/presentation, and a copy of the written document has been distributed to each member of the supervisory committee;
- approved documentation of the graduate exhibition/presentation is to be submitted for the record to be kept by the Art and Design Department.

G. Describe any unique features such as interdepartmental cooperation.

Students whose research involves interactive media design, sound or video will be able to take graduate level courses through the department of Media Journalism and Film.

~~Courses that could be considered as substitutes for ART 699 and an art history elective, pending advisor approval, respectively:~~

MED 661 Sound Mixing, MED 662 Digital Filmmaking, and/or MED 697 Advanced Studies in Media; MED 681 Issues in Media Ethics, MED 670 Film Theory, and/or MED 680 Media in Politics.

Students whose research involves book design will be encouraged to take relevant classes from Library Science offerings. Examples include:

LIS 604 Reference, LIS 634 Introduction to Storytelling, LIS 602 History of Books and Libraries.

Students will be advised that prerequisites may apply. Other courses could be considered on an individual basis, pending Visual Studies Graduate Coordinator approval.

The Department of Art and Design expects to add an optional international component to the Visual Studies degree. The department is in the process of establishing many options for international study with universities in South Korea, Taiwan, France and China. The existing summer program in Florence, Italy and the arrangements made through the Santa Reparata International School of Art already offer opportunities to earn credit while studying abroad.

¹1A (and see 1B): Technologies in the first years include supplying and servicing high-end computers. Canon will be gifting large image printers in 2014-15, to be shared by students in the studios, which will therefore not have to be purchased. Students will also have access to various department labs and become a part of the college rotation for used office equipment. The addition of other as yet unforeseen equipment, such as three-dimensional printers, is counted here as well. Students will be required to provide their own personal laptops and printers.

1B: A program fee is being developed to offset the materials cost. The reoccurring costs will be for supplies that graduate students will use in their course work, such as clay, chemicals for darkroom, photo lamps, metals, and so on. These "group" materials are required, along with maintenance, replacement, and software purchases and licenses as various systems become outdated, and for the same (use) in the undergraduate computer labs, as needed.

²1A and 1B: The College of Arts and Letters will provide Graduate Assistantships by through internal reallocation. First and second year GAs are provided with an \$8,324 stipend; GAs in their third year will receive stipends of \$10,128. Three to six new students annually are expected to be independent (to be fully fee paying, or have scholarships, or some combination) by year 5.

³1B: Figured 2.5% of an average senior professor salary in Art and Design for one-course Load Reduction for the Graduate Director.

⁴1B: The College of Arts and Letters, along with the Department of Art and Design, will reallocate a faculty line from retirements to form a first part time or non-tenure track faculty line to assist in the program. Graduate students teaching in Foundations will help form the base of a part time position by releasing a limited numbers full professors to teach graduates on line. By year four and five, considering full time and part time students, the total will be close to thirty students. There are no graphics, animation or illustration, digital or electronic arts teaching in Foundations. This will require another faculty line to provide two sections (at 15 students each) for every course offered.

⁵2: Tuition was calculated estimating that between two-thirds and three-quarters of students would be in-state and the remainder out-of-state, using the 2013-14 tuition and fee structure. Full-time students were estimated at 20 credits per year and part-time students estimated at 8 credits per year.

One-time costs

Space

Individual studio spaces for full-time enrolled students will be repurposed from shared classroom space not currently scheduled in the Brick City Complex. A workroom/technology suite with centrally located, shared equipment, and a small classroom will be provided during hours not scheduled for undergraduate use.

Equipment

Essential equipment includes: computer workstations, data port and telephone installation and rental, track lighting installation and lamp replacements, software, a few specialized printers and scanners, cameras, cabling, a limited amount of lighting equipment, specialized printing/binding components, as well as rudimentary furniture including tables and easels. Some of these items will be phased in over the beginning three years of the program, until it is fully enrolled, hence the higher budget figure the first year and the lesser numbers the second and third.

Per Course

Two per course faculty will be needed the first semester, before the first Graduate Assistants (GAs) can be trained which will provide for reassignment of full-time faculty participating in the graduate program: ART 750 Teaching Practicum Class, which provides training for the GAs; and a one-class reassignment for the Graduate Coordinator position. After that first semester, it is expected that GAs will supply additional sources for additional reassignments. In the spring semesters, ART 691 Professional Practices will need covering, as well as an additional semester of reassignment for the Grad Coordinator. The costs associated for this are calculated on rates for per course with MFAs (\$1075 per credit hour).

Accreditation site visit

The MFA will seek accreditation from the National Association of Schools of Art and Design (NASAD) in its third year. NASAD charges a \$500 fee per visit plus the travel expenses of the reviewers. The first review, projected to be in AY 2017-18 will be a preliminary visit with one reviewer; the second visit would include three reviewers. The costs listed are based on AY 2012-13 prices.

Recurring costs

Graduate Assistants

At full implementation (year 3), the department will offer 9 graduate assistantships (funded through internal reallocation), phased in at three per year. For their first semester, graduate students will serve pedagogical apprenticeships (shadowing faculty mentors) and will gain practical experience in studio and facility maintenance, also an important part of the process of their professional development. The first year includes costs for three graduate assistantships; this rises to six the second year and nine the third year. Either \$8160 or \$9928 (for third-year GAs) per grad student stipend was used in the calculations.

The College of Arts and Letters is providing these graduate assistants through internal reallocation, as another department eliminates its MA program. The graduate students receive tuition waivers, also provided through internal reallocation. In addition to the nine GAs, up to another 21 fee-paying students (full- and part-time) are expected to be enrolled in the program.

Per Course

Costs associated with two per course faculty to teach the undergraduate courses not being taught by regular, full-time faculty teaching in the graduate program.

Overload Pay

A graduate director to oversee recruitment and administration of the program and to teach the one-credit ART 705, Graduate Studio Seminar, will receive overload pay for these additional duties. This cost was calculated as pay at 2.5% per credit of an average senior professor salary in Art and Design for the equivalent of a 2-hour extra course load.

Assistant Professor with Benefits

Eventually, likely within the first five years, the program will need an additional faculty member to support the interests of students in digital arts. Such a position will be funded through internal reallocation within the college and from anticipated retirements within the college and department.

Equipment

Equipment will need to be repaired and replaced as well as updated to stay current, both in the new technology suite/workroom for graduate students, specifically, as well as throughout the department.

Library

Increasing the library holdings in Visual Studies is important to original research conducted by the graduate students in the program. The query-based approach to information gathering, proliferated by internet and electronic searches, limits the inter-connections made between published research sources. Having the tangible products available for review in the library is an often-overlooked, valuable commodity in the development of new research.

Annual accreditation fee

Once accredited, the annual fee is as stated – according to the cost listing as of AY 2012-13.

Recruitment

The costs associated with recruitment will include publications and mailings, with a small amount for travel costs.

Operations

The costs associated with operations include miscellaneous office supplies and thesis exhibition staffing, promotion and documentation.

Revenues

Tuition and fees

The table below shows the relationship of full-time and part-time students and the expected enrollment over the first five years:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Number, Full-time students	In-state 3 Out-state 1 Total 4	In-state 6 Out-state 2 Total 8	In-state 9 Out-state 3 Total 12	In-state 10 Out-state 5 Total 15	In-state 10 Out-state 5 Total 15
Full-time / 20 credits per year	\$27,852	\$55,704	\$83,556	\$110,620	\$110,620
Tuition and fees ¹					
Number, Part-time students	4	6	8	12	14
Part-time / 8 credits per year Tuition and fees ²	\$9,851	\$14,772	\$19,696	\$29,544	\$34,468
Total Tuition and Fees, Full and Part-time In-state and Out-of-State	\$37,703	\$70,476	\$103,252	\$140,164	\$145,088

¹ In-state tuition is based on the published 2013-14 cost of \$247 per credit, with additional fees of \$788 per year; out-of-state tuition is based on the published 2013-14 rate of \$494 per credit, with additional fees of \$788 per year.

² Part-time rates for in-state students are the same as for full time students, but the additional fees are \$486 per year, based on 8 credits per year.

These figures assume that between three-quarters and two-thirds of full-time students will be in-state residents and between one-quarter and on-third will be out-of-state students, and that all part-time students will be in-state students taking 8 credits per year.

A program fee is being developed to offset the equipment/software cost. The amount is \$18 per credit hour and assessed for materials in labs, including but not limited to software, licensing stations, ink, paper, clay, metals, chemicals, and all materials and upkeep for studio supplies.

5. Program Characteristics and Performance Goals.

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.

A. 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.

Students will be asked to complete the Graduate Record Examination for admission. Admission will also require approval of a departmental entrance committee who will examine the applicant's potential for further professional success in Visual Art and/or Design and the ability of the department to support the applicant's stated path of study.

In addition to the university standard requirements, students will be expected to possess a bachelor's degree with extensive preparation in the Visual Arts or Design or the equivalent work experience and at least 9 hours in art history, art theory/criticism, or a related discipline.

To make their determination, the Visual Studies entrance committee will be reviewing

- visual portfolio documentation in an appropriate digital format;
- a 300 to 800-word statement describing the reasons and goals behind the applicant's interest in graduate study and the direction of intended research;
- ~~at least three letters of recommendation from individuals able to speak of the~~ applicant's academic achievements and potential.

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

Missouri State University's Art and Design Department is committed to diversity. Recruitment of qualified minorities in various ethnic, racial, gender, disabled regional, national and International populations will be an important goal, in order to enrich cultural exchanges and support the myriad of artistic perspectives.

B. Faculty Characteristics

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

A terminal degree in the area of expertise and graduate faculty status is required to teach in Visual Studies MFA program. It is estimated that all of the graduate-level credit hours will be taught by full-time faculty.

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

All faculty members will continue to be involved and active professionally within their individual disciplines. This involvement may include, depending on the discipline: national and/or international conference participation; conducting and publishing research; participation within local, regional, national and international peer-reviewed exhibitions; conducting workshops; giving visiting artist lectures; and developing collaborative art projects. Faculty members will have contact with students in the classroom as well as through independent research projects. Teaching/learning innovations will include traditional didactic methods, dialectical seminar-style experiences, hands-on studio demonstration and training, and individual research projects. Thesis work will be available for public display and will require a written component.

Enrollment Projections (repeat section 1.A.I)

	Year				
	1	2	3	4	5
Full Time	4	8	12	15	15
Part Time	4	6	8	12	14
Total	8	14	20	27	29

Student FTE majoring in program by the end of five years: 29.33

The FTE figure of 20.6 was calculated by adding fifteen full-time students, averaging 20 credit hours per year (300 total credits per year) with fourteen part-time students, averaging 8 credits per year (112 total credits per year) for a total of 412 credit hours per year. That sum was divided by the full-time graduate student load of 20 credit hours per year, to equal 20.6 FTE.

Please note that the department has three instructors currently, two of which have non-teaching responsibilities that provide important service to the department.

The department's new head is represented as 1 FTE, although the majority of her time is spent in administration. In addition, two professors currently are reassigned to provide teaching support. An associate professor in design has reassigned time for coordination of the department's largest enrollment area and will also coordinate the Student Exhibition Center, for an FTE of .33 (instruction only). Another professor is currently coordinating the Foundations program's needs and the team of fifteen per course instructors that dominate the teaching schedule and his FTE is .5 (instruction only).

The remaining 23 faculty members represent 1 FTE (instruction) each.

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

53% of the students enrolled in the Visual Studies degree by year five are projected to be part-time students, the remaining 47% will be full-time.

C. Student and Program Outcomes

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

Starting three years after implementation, the expectation is that there will be an average of 5 students graduating per year, thereafter. That rate is expected to hold steady unless additional facilities and faculty are made available to increase enrollment.

Special skills specific to the program.

The Master of Fine Arts degree title is appropriate only for advanced graduate-level programs that emphasize full-time studio practice within some aspect or interdisciplinary aspects of art and design. The art and design professions recognize the MFA as the highest degree in the studio arts. Therefore, MFA programs must exhibit the professional intensity and high standards expected of for such degree programs.

Proportion of students who will achieve licensing, certification, or registration. 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 Visual Studies program adheres to the standards put forward by the accrediting agency, the National Schools for Art and Design (NASAD) and the College Art Association. The following are supported by the curricula involving studio practice, art history and theory and seek to produce in each student:

- Advanced professional competence in some aspect of studio art or design as exemplified by a considerable depth of knowledge and achievement demonstrated by a significant body of work.

- A breadth of understanding in art and/or design and/or appropriate related disciplines, and the ability to think independently, to integrate, and to synthesize information associated with practice in an area of specialization.
- Awareness of current issues and developments that are influencing the principal field(s) of study, and the basic ability and clear potential to contribute to the expansion and evolution of these field(s).
- Writing and speaking skills to communicate clearly and effectively to the art and/or design communities, the public, and in formal or informal teaching situations.
- Advanced capabilities with technologies utilized in the creation, dissemination, documentation, and preservation of work in the field(s) or area(s) of specialization.
- A basic knowledge of bibliographic or information resources associated with work and analysis in the major field(s) of study.

Exit-based assessment results from program graduates are expected to average at the 'very good' to 'outstanding' levels.

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

There are currently no statistics available for placement rates. However, the Bureau of Labor Statistics show the following growth rate in new positions for 2012.

Note, 13% is average growth rate among surveyed positions.

Graphic Design	13% (as fast as average)
Photographers	13% (as fast as average)
Art Directors	9%
Multimedia Artists and Animators	8%
Craft and Fine Artists	5%

Having an MFA in Visual Studies makes applicants more competitive for positions, according to the professional organizations for the above disciplines.

Transfer rates, continuous study.

The Visual Studies degree is considered a terminal degree in studio arts; thus, students admitted to this program are unlikely to transfer elsewhere for completion or further study.

D. 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.

National Schools for Art and Design (NASAD) is the organization that accredits graduate and undergraduate studio programs of this kind. The last NASAD site visit to explore possible accreditation for the department's undergraduate programs in studio art and design in 1991 indicated that the then-existing facilities were a hindrance to being accredited, citing space limitations, lack of equipment and proper ventilation in many of the studio labs. Accreditation was put on hold until new or remodeled facilities could be secured. With the completed move to the newly renovated Brick City complex in downtown Springfield, the department plans to undergo a self-study and site review for accreditation during the academic year 2017-18.

E. Alumni and Employer Survey

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

It is expected that all alumni of the program will indicate a rating of 'satisfied' to 'completely satisfied' with their experience and outcomes gained from the program. All students will be given a survey upon graduation about their satisfaction with the program. Graduates of the Visual Studies degree would also be surveyed each fall, at their last known address, beginning the first fall after students matriculate and thereafter for all subsequent graduates for a period of five years. It is expected that these surveys will help identify any areas of the program in need of improvement.

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

It is expected that all employers of graduates from the program will indicate a rating of 'satisfied' to 'completely satisfied' with their new hires. Employers will be asked to complete a survey about their satisfaction with alumni from the program every year, in the late spring, for three years. It is expected that these surveys will help identify any areas of the program in need of improvement.

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

Missouri State University, the second largest public institution in Missouri, has the largest publicly supported department of Art and Design based on number of undergraduate majors (500+) and full-time faculty (29). The faculty members within the department have garnered much acclaim for their research nationally and internationally. The department has been nationally recognized as having one of the ten best programs for Design education in a 2002 issue of *Print Magazine*, a leading Graphics periodical, and is known widely within the region for its strong reputation for the strength of instruction within all offered disciplines, especially its technology-oriented areas such as animation and the Interdisciplinary electronic arts. One of the four main goals of the university, listed in its 2011-2016 long-range plan, includes expanding focused graduate programs to positively impact the region and state. Such expansion assumes that 1) interdisciplinary work will be more prevalent and 2) Interactive technologies will be fully integrated in how we teach and learn. The Visual Studies program is an excellent fit within the university's plans, will complement its other endeavors, and will enhance the educational opportunities for Missouri citizens.

Institutionally, Missouri State University is a public, comprehensive metropolitan system with a mission in public affairs and global engagement. The University's identity is distinguished by its public affairs mission, which entails a campus-wide commitment to foster expertise and responsibility in ethical leadership, cultural competence and community engagement. The Visual Studies degree as an embodiment of those ideals, will establish leadership in the creation of cultural messages/expressions, nurture an understanding visual literacy, and engage the community in the dialogue those expressions engender through gallery exhibitions of student work and visiting artist lectures and demonstrations. Partnerships with similarly oriented institutions in Asia help promote this mission worldwide.

Promoting and developing the arts as an engine that builds and strengthens economies in urban areas, the university has been an active catalyst in downtown Springfield, Missouri with the formation of its urban innovation park, IDEA Commons. Forging creative partnerships between business and the arts is one of the main thrusts of IDEA Commons, bringing together the elements of Innovation, Design, Entrepreneurship and Arts (IDEA), blending residential, retail, commercial and entertainment facilities, which are supported by multidisciplinary University programs. The Visual Studies degree would be housed within the Art and Design Department whose new home is located in the heart of this development, Brick City. Brick City shares its facilities with a privately-owned, nationally-focused advertising agency that already employs a number of Art and Design Department alumni and provides an excellent resource for the professional development of its current students. The opportunity to expand graduate studio spaces into renovated buildings within the vicinity opens the opportunity to expand those working spaces into public education during the First Friday, city-wide Art Walks. IDEA Commons is a major element of Missouri State University's commitment to community development and the building of a social infrastructure necessary to support a high quality of life for Springfield residents, enhancing the economic vitality of the region and state. The Visual Studies program will augment this even further by attracting more professionals to the area and increase the profile of the arts in downtown Springfield and within the region. Finally the institution attracts students and continues to grow because it is an affordable, yet distinguished university, founded in 1905, with rich traditions and diverse campus lifestyle.

7. Any Other Relevant Information

The department has a number of technical and administrative staff positions that will augment the proposed MFA in Visual Studies degree. Those include:

Department Head
Assistant Department Head
Administrative Assistants (2)
Studio Technician
Computer Support Technicians (3)
Visual Resources Librarian
Student workers (12)

The department offers a significant Visual Resources Collection: a library with 135,000 analog and 23,000 digital resources available via campus network, 300 video titles, and reference books that complement its studio facilities.

Departments with related study opportunities at Missouri State University include: Library Science, Media Journalism and Film, Fashion and Interior Design.