

**Program Modification**

**for the**

**Bachelor of Arts in Art Studio with emphasis in Graphic Design  
(Formerly Bachelor of Fine Arts in Art Studio with an emphasis in Graphic Design)**

**to be offered by the**

**College of Arts and Sciences**

**of the**

**University of South Carolina Upstate**

---

**John Stockwell, Chancellor**

---

**Harris Pastides, President**

**June 2010**

## CLASSIFICATION

<b>Name of proposed program:</b>	Bachelor of Arts in Art Studio with emphasis in Graphic Design
<b>Academic Unit Involved:</b>	Division of Fine Arts and Communication Studies, College of Arts and Sciences
<b>Designation, type, and level of degree:</b>	Bachelor of Arts, Undergraduate, 120 hours (4 year)
<b>Proposed date of implementation:</b>	August 2010
<b>CIP Code:</b>	50.0402 (previous code)
<b>New CIP Code:</b>	50.0702
<b>Identification of Program:</b>	Program Modification
<b>Site:</b>	USC Upstate
<b>Program qualifies for supplemental Palmetto Fellows and LIFE Scholarship awards:</b>	No
<b>Delivery mode:</b>	Traditional

## JUSTIFICATION

This is a program modification changing from a Bachelor of Fine Arts in Art Studio with an emphasis in Graphic Design to a Bachelor of Arts in Art Studio with an emphasis in Graphic Design. This change is a result of the National Association of Schools of Art and Design (NASAD) accreditation process. Prior to the NASAD visit in 2010, an in-depth needs assessment was conducted on both current and prospective students. Findings of the assessment were shared in the NASAD report. Based on those findings, the program received one major recommendation: to modify the current B.F.A. program to a B.A. program. The current B.F.A. program was viewed as not fully meeting student's needs and prolonging the time to degree completion for enrolled students. The recommendation for the B.A. degree with the resulting curricular refinements more comprehensively support student success and a timely graduation as well as enhancing transfer articulation. NASAD recognized that the B.A. program better serves the needs of the USC Upstate students. The current B.F.A. program requires 127 semester hours of academic credit and with the demands of course sequencing, students sometimes needed 5.5 years to complete the program. The B.A. degree program is more current, flexible and can be completed in 4 years. The findings and recommendations by NASAD have prompted the change in program title and curriculum revision in order to better serve the USC Upstate students.

### **Purposes of the Program:**

The program's mission statement defines the purpose of the program.

### Mission of the Program:

#### **Bachelor of Arts in Art Studio with emphasis in Graphic Design**

The University's mission is to promote global perspectives, support the regional employment objectives of its students, prepare students to participate as responsible citizens in a diverse, global, and knowledge-based society and to continue learning throughout their lives. The primary mission of the Visual Arts program, Bachelor of Arts in Art Studio with emphasis in Graphic Design is to support the University's mission by

improving our students' ability to be effective visual communicators and to increase their perception of the global environments of design, as well as to consider global shifts in visual codes. The integrated content areas of design theory: production, history, criticism, and aesthetics, develops the necessary creative and technical skills involved in graphic problem solving. Attention is paid to ethical practices, students' roles as citizens, and the impact their designs could have on society.

### **Objectives of the Program:**

1. Students will be able to think and write critically about art and design: historical periods, movements, artists, styles, cultures, criticism, theory, and design analysis.
2. Students will be able to demonstrate knowledge and communicate art historical periods, movements, artists, styles, cultures, criticism, theory and design analysis in visual formats and show the development and application of the skills necessary to create original designs and components of visual communication.
3. Demonstrate the ability to apply and present verbal articulation in analysis of work.

### Program Description

The Bachelor of Arts in Art Studio with emphasis in Graphic Design is intended to prepare students for careers in graphic design as well as graduate work in graphic design. The program will be developed to prepare students by integrating the content areas of design theory, design production, design history, design criticism, and design aesthetics. As understanding the nature of a design problem is prerequisite to implementing any technical application, instruction will provide a foundation in creativity, critical thinking, and problem analysis. The program will integrate traditional art techniques with computers, and courses will be offered in exploring new media design. Graduates from the bachelor's program will be prepared to locate employment in creative departments in major corporations, retail stores, and advertising, design, or publishing firms in the Upstate.

### National Association of Schools of Art and Design (NASAD)

The essential competencies identified in the NASAD standards for degree programs with a Bachelor of Arts in Art Studio with emphasis in Graphic Design describe the common body of knowledge and skills which will be the focus of the Bachelor of Arts Degree at USC Upstate. The essential competencies are as follows: (a) The ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes; (b) The ability to describe and respond to audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, cultural and social human factors that shape design decisions; (c) The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images; (d) An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include, but are not limited to, drawing, offset printing, photography, and time-based and interactive media (film, video, computer media); (e) An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.

## Need

The most significant trend in graphic design is an extraordinary demand for good graphic designers that far exceeds supply. Factors such as deregulation, corporate restructuring and strategic mergers and acquisitions have led to expansion of the market for communications and design services. Demand for graphic artists should remain strong as producers of information, goods, and services put increasing emphasis on visual appeal in product design, advertising, marketing, and television. The explosive growth of the Internet continues to produce many additional opportunities for graphic artists.

## Professional Organization Documentation (Data Source)

American Institute of Graphic Arts (AIGA)

The AIGA Design Leaders Confidence Index for the fourth quarter of 2009 reflects strong confidence in an economic recovery. The index held at 98, up from 51 in October 2008 and consistent with designers' attitudes during the period 2005–2007.

AIGA anticipates that the real measure of the state of the design economy is likely to come in the first quarter of 2010, as designers experience the effects of corporate budgets that were determined during a weakened economy. However, only 6 percent of the design leaders surveyed last month expected business over the next 6 months to be worse than current business levels. Nearly a third of respondents (29 percent) believe they will be more likely to hire new designers in this quarter than last; only 18 percent felt they were less likely to hire new designers. And 44 percent felt their plans of purchasing new hardware and software had increased compared with three months ago.

## Anticipated Program Demand and Productivity

The demand for graduates with a Bachelor of Arts in Art Studio with emphasis in Graphic Design will be high in Upstate South Carolina. The simplification of program requirements creates a more fluid sequencing of coursework and the addition of electives allows incoming and transfer students the ability to move through the curriculum in a timely manner. Currently, USC Upstate has approximately 78 students enrolled in the program. On average we receive 800-900 incoming freshmen from area high schools and 600-800 transfer students each year. Since the Greenville Technical College Greer (GTC-Greer) campus opened, faculty and students in the graphics design program continue to feed the major. We accept on average 15 transfers into the major per year.

## Centrality of the Program to the Mission of USC Upstate

As a metropolitan university, the primary mission of the University of South Carolina Upstate is delivery of undergraduate baccalaureate education to Upstate South Carolina. Curricula and services are designed for the University's over 5500 students who are diverse in background, race, ethnicity, educational experiences, and academic goals. Students are drawn in large proportion from the Upstate where many choose to remain for their careers. A broad range of major curricula are provided in arts and sciences and in professional fields of study required by the regional economy. The Bachelor of Arts in Art Studio with emphasis in Graphic Design

responds to a great need in the Upstate for graduates who can plan, analyze, create, and evaluate visual solutions to communication problems. Among the many industries with corporate headquarters in the Upstate, businesses, and other organizations, there is need for graduates who can design effective communication products, such as publications, web sites, packaging, and exhibitions, and who can solve large-scale communication problems. As the USC Upstate mission states, students are served across the Upstate through inter-institutional agreements, such as the 2+2 articulation agreement between Greenville Technical College and USC Upstate. The collaborative development of this degree program represents the kind of partnerships that serve as the foundation of a metropolitan university.

#### Relationship of the Proposed Program to Existing Programs at the Proposing Institution

The Bachelor of Arts in Art Studio with emphasis in Graphic Design will be administered in the College of Arts and Sciences at the University of South Carolina Upstate, specifically in the Division of Fine Arts and Communication Studies. Students enrolled the first two years at USC Upstate will complete 46 hours in general education requirements as well as 12 hours in art history.

The offering of a Bachelor of Arts in Art Studio with emphasis in Graphic Design will provide USC Upstate students enrolled in other degree programs with opportunities to take courses not available to them in the past such as students in Communication Studies, Information Management and Systems, and Interdisciplinary Studies.

#### Assessment of the Extent to Which the Proposed Program Duplicates Existing Programs in the State

There are programs in commercial art and illustration at other state-supported institutions and concentrations in graphic design within BFA programs. USC and Winthrop have BFA degrees with concentrations in graphic design. The Bachelor of Arts in Art Studio with emphasis in Graphic Design fulfills a need to provide this degree in the large Upstate region. Within the immediate geography, USC Upstate serves the student population that finds similar programs at private institutions prohibitive in cost. The centralized location of USC Upstate also serves the Upstate population as it reduces transportation expenses.

### **ENROLLMENT**

#### **Admissions Criteria**

All students, including transfers, admitted to the Bachelor of Arts in Art Studio with emphasis in Graphic Design must meet the admission requirements of the University of South Carolina Upstate, must pass a portfolio review before taking upper division Graphic Design courses, and must make a "C" or better in major courses to receive credit.

USC Upstate admissions criteria includes a high school diploma or equivalent (GED certificate) and Scholastic Aptitude Test (SAT) scores or American College Testing Program (ACT) scores. Applicants who are at least 22 years of age are not required to submit SAT I/ACT scores. However, students should present evidence of ability for academic success. The grade point average on core high school courses and total SAT or composite ACT scores are considered

when determining admission status. These factors will be used to determine the applicant's probability of success during the freshman year. Applicants who have earned a cumulative average of C or better on the preparatory courses and who score 850 on the SAT or 18 on the ACT will be admitted to USC Upstate. Grades may offset lower SAT scores and higher examination scores may offset lower grades.

**Portfolio Requirements**

Portfolio review is required for students seeking admission to the graphic design program including all transfer students or students changing majors. Students who have completed the art studio foundation requirements, usually mid-year or at the end of the sophomore year, are required to submit a portfolio of work that reflects both technical and conceptual skills for acceptance into the Bachelor of Arts in Art Studio with emphasis in Graphic Design program. Deadlines and specific requirements for portfolio reviews may be obtained from the Office of Fine Arts and Communications Studies and on the University website.

**Enrollment Estimation**

Enrollment estimates for the Bachelor of Arts in Art Studio with emphasis in Graphic Design:

<b>PROJECTED TOTAL ENROLLMENT</b>						
<b>YEAR</b>	<b>FALL</b>		<b>SPRING</b>		<b>SUMMER</b>	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2010-2011	113	1356	123	1476	10	30
2011-2012	141	1692	151	1812	12	36
2012-2013	176	2112	191	2292	15	45
2013-2014	218	2616	233	2796	25	75
2014-2015	260	3120	275	3300	25	75

<b>ESTIMATED NEW ENROLLMENT</b>						
<b>YEAR</b>	<b>FALL</b>		<b>SPRING</b>		<b>SUMMER</b>	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2010-2011	10	120	10	120	8	30
2011-2012	10	120	10	120	10	42
2012-2013	15	180	15	180	12	45
2013-2014	15	180	15	180	12	45
2014-2015	15	180	15	180	12	45

**CURRICULUM**

In developing the curriculum for the degree program in graphic design, NASAD standards were strictly followed. Below is the curriculum table provided to and approved by NASAD.

Studio or Related Areas	Art/Design History	General Studies	Electives	Total Number of Credits	Current Semester's Enrollment in Concentration	Names of Program Supervisors
42 cr.	12 cr.	46-47 cr.	20 cr.	120 cr.	103	Jimm Cox Lisa Anderson
35%	10%	38-39%	16%			

**Bachelor of Arts**  
**Major in Art Studio with Emphasis in Graphic Design**  
 Student Worksheet

The Bachelor of Arts degree, Major in Art Studio with an Emphasis in Graphic Design, is intended to prepare students for careers in graphic design in a variety of settings. The program integrates the content areas of design theory, production, history, criticism and aesthetics, and utilizes traditional art and design techniques with industry standards in digital technology. Graduates from the BA program are prepared to locate employment in creative departments in corporations, retail establishments, advertising design and public relations firms, and print and web publishing organizations.

Portfolio review is required for students seeking admission to the graphic design program including all transfer students or students changing majors. Deadlines and submission requirements for the portfolio may be obtained from the USC Upstate Admissions Office and the Department of Fine Arts and Communication Studies.

<b>General Education Courses</b>	<b>Hours</b>
I. Communication _____SEGL 101 and SEGL 102 _____SSPH 201	9
II. Mathematics & Logic One math course: _____SMTH 102, 120, 121, 122, 126, 127 141, 142, 231 One course from math, logic or statistics: _____SECO 291; SLGC 205, 207; SMTH 102, 120, 121, 122, 126, 127, 141, 202, 231; SPSY 225; SSOC 201	6-8
III. Information Technology _____SCSC 138, 150; SIMS 101	3
IV. Natural Science Two courses from the following (at least one with the associated lab) _____SAST 111/L; SBIO 101/L, 102/L, _____110/L, 206, 240, 242/L, 270; SCHM 101/L, 105, 106, 107, 109/L, 111/L, 112/L; SGEG 201/L, 202; SGEL 101/L, 102/L, 103/L, 120, 121, 123/L, 131, 241;	7-8

SPHS 101/L, 201/L, 202/L, 211/L, 212/L

V.	Arts & Humanities	6
	One fine arts course:	
	_____ SATH 105 or SATH 106	
	One course from the following: (no more than 3 credit hours from a specific discipline)	
	_____ SAAS 204; SAMS 101, 102; SEGL 250, 252, 275, 279, 280, 283, 289, 290, 291; SFLM 240, SMUS 110, 140; SPHL 102, 211; SREL 103; STHE 161, 170	
VI.	Foreign Language and Culture	3
	Foreign Language minimum 102 level	
	_____ SFRN 102; SGRM 102; SSPN 102; SCHI 102	
	Placement in a 201 or higher level language course (Students placing into 201 or higher level of a language have satisfied this requirement but will have additional hours in electives, if hours are required in the major).	
VII.	History	3
	_____ SHST 101, 102, 105, or 106	
VIII.	Social and Behavioral Sciences	6
	Two courses from the following with two disciplines represented:	
	_____ SANT 102; SAAS 201; SECO 221, 222; SGEF 101, 103; SGIS 201, 301, 320; SPSY 101; SSOC 101; SWST 101	
	<b>Major Requirements<sup>1</sup></b>	
	<b>Art History<sup>1</sup></b>	
	_____ SATH 105: History of Western Art: Pre-History-Middle Ages	3
	_____ SATH 106: History of Western Art: Renaissance-Present	
	_____ SATH 306: History of 20th Century Art or (with advisor approval another upper-level art history may be substituted for SATH 306)	3
	_____ SATH Art history elective with advisor approval any 200-level or above SATH course not repeated from the major requirements	3
	<b>Art Studio<sup>1</sup></b>	
	_____ SART 103: Fundamentals of Two Dimensional Design	3
	_____ SART 104: Fundamentals of Three Dimensional Design	3
	_____ SART 108: Computer Graphics I	3
	_____ SART 110: Drawing I	3
	_____ SART 201: Graphic Design Studies	3
	_____ SART 203: Color & Composition	3
	_____ SART 214: Graphic Design I	3

_____ SART 314: Graphic Design II <sup>2</sup>	3
_____ SART 315: Graphic Design III	3
_____ SART 318: Interface Design I	3

**Professional Options<sup>1</sup>**

**9**

(Students choose 9 credits from the following list of courses with advisor's approval).

_____ SART 206: Illustration I	3
_____ SART 261: Introduction to Photography OR SART 262: Digital Photography	3
_____ SART 306: Illustration II	3
_____ SART 391: Motion Graphic Design	3
_____ SART 398: Special Topics in Art	3
_____ SART 414: Directed Projects in Graphic Design	3
_____ SART 418: Interface Design II	3
_____ SART 499: Art Studio Internship	3

**Senior Seminar<sup>1</sup>**

_____ SART 490: Senior Seminar Graphic Design	3
---	---

Students may complete a minor or complete their degree requirements with electives.

_____ <b>Minor Option</b>	18-27
---------------------------	-------

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\_\_\_\_\_ **Electives** (sufficient to reach 120 credit hours)

_____	_____
_____	_____
_____	_____
_____	_____

_____ <b>Total Hours Required</b>	<b>120</b>
-----------------------------------	------------

<sup>1</sup>A minimum grade of C is required in major courses

<sup>2</sup>Students must successfully pass portfolio review to register for SART 314.

**New Courses**

**SART 201. Graphic Design Studies (3)** Social, cultural, political, technical and artistic frameworks that comprise the discipline of graphic design with an emphasis on reading, research and written material. Prerequisite: SEGL 101

**Changed Course Titles or Descriptions**

**SART 414. Directed Projects in Graphic Design (3)** Graphic problem solving in the community/business environment; advanced production techniques for the graphic designer; research of critical design issues. Prerequisite: SART 314

**SART 490. Senior Seminar Graphic Design (3)** Portfolio finalization, preparation of student identity systems, oral presentation and explorations of current ethical and occupational issues. Prerequisites: SART 315 and 9 credit hours from the SART Professional Options courses

## **FACULTY**

In the AIGA/NASAD paper, “Selecting and Supporting Graphic Design Faculty,” reference is made to the importance of faculty having both teaching experience and experience in professional practice. Current USC Upstate faculty are well suited to fill the needs of the proposed graphic design program. The art and design faculty have terminal degrees in their area of expertise, and all art faculty are practicing and exhibiting artists. Any new faculty for the proposed program will be selected based on strong educational standards. Terminal degrees will be required of successful candidates, with a strong foundation in design theory and application. There is no change in assignment for currently employed faculty or administrators with this program modification.

Enrollment standards set by the College Art Association indicate that for proper instruction to take place, there should be sufficient faculty members to insure that all students receive the full attention they deserve (student-faculty ratios, calculated to full-time equivalents, should not exceed 15-1). Teaching loads should be such that faculty members have the opportunity to engage in their own professional work. A full load should consist of no more than 18 contact hours per week. Enrollments in introductory courses should be kept at a level at which adequate contact is possible between teacher and students and generally should not exceed 25, with smaller numbers, as appropriate, for more advanced classes in which even greater contact between teacher and student is necessary.

### Adjunct Faculty

On occasion, USC Upstate may employ practicing designers to teach on a part-time basis, especially as there are several highly-qualified professionals in the Upstate. According to AIGA/NASAD, these individuals bring professional experience, contact with the design community, and the pragmatics of real work to an academic program. In employing either GTC-Greer faculty from the Department of Visual Arts or practicing professionals, the primary criteria will be the extent to which they can fulfill specific curriculum objectives and the extent to which they represent outstanding examples of practice in the areas they teach.

### Faculty Development

Faculty development is supported through money for travel assistance \$250–\$500 per year, TAPS grants for research and presentation with a maximum of \$1200 per year and campus-wide workshops in academics and technology. Faculty are allowed time for special projects, conference attendance and participation and research. Grant and research monies are available through USC, such as the Promising Investigator Research Award (PIRA) and through the Upstate Teaching Excellence Committee, the Center for Undergraduate Research, and Academic Affairs. Faculty administrators receive reduced teaching loads, typically teaching one-two courses per semester in addition to their administrative duties.

Visual Arts faculty are expected to continue an acceptable level of professional performance in their area of expertise as stated in review, promotion and tenure guidelines and unit criteria. The

University and each division/department require peer mentoring and reviews. Faculty receive annual reviews conducted by the department chair utilizing the unit criteria. Sabbaticals and time for projects and research are available to Art and Design faculty. USC Upstate has attracted talented faculty holding a variety of skills necessary to offer the material necessary to the program. Numerous faculty members have peer recognition via teaching awards, scholarly honors, grants and fellowships and professional honors. All faculty are able to guide student learning and can communicate personal knowledge and experience effectively; this is documented by their learning outcomes and means of assessment provided in each course.

**Institutional Definition of the Full-time Equivalents (FTE)**

1 FTE = 12 credit hours per semester  
 1 FTE Staff/Administrator = 37.5 hours per week

<b>Current USC Upstate Faculty</b>			
<b>Staff by Rank</b>	<b>Highest Degree Earned</b>	<b>Field of Study</b>	<b>Teaching in Field</b>
Professor 1	MFA	Art	Yes
Associate Professor 1	MFA	Art/Design	Yes
Assistant Professor 1	MFA	Art/Design	Yes
Assistant Professor 2	PhD	Art History	Yes

<b>Unit Administration/Faculty/Staff Support</b>						
<b>YEAR</b>	<b>NEW</b>		<b>EXISTING</b>		<b>TOTAL</b>	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
<i>Administration</i>						
2010-2011	0	0	1	.50	1	.50
2011-2012	0	0	1	.50	1	.50
2012-2013	0	0	1	.50	1	.50
2013-2014	0	0	1	.50	1	.50
2014-2015	0	0	1	.50	1	.50
<i>Faculty</i>						
2010-2011	1	.75	8	3.50	9	4.25
2011-2012	1	.75	9	4.25	10	5.00
2012-2013	1	.75	10	5.00	11	5.75
2013-2014	0	0	10	5.75	10	5.75
2014-2015	0	0	10	5.75	10	5.75
<i>Staff</i>						

2010-2011	0	0	2	2	2	2
2011-2012	0	0	2	2	2	2
2012-2013	0	0	2	2	2	2
2013-2014	0	0	2	2	2	2
2014-2015	0	0	2	2	2	2

## **PHYSICAL PLANT**

### **Facilities**

As stated in the AIGA/NASAD briefing paper, “Technology Thresholds in Graphic Design Programs,” it is now assumed by employers that all students entering the field from undergraduate programs will have the ability to author text in word-processing programs, draw graphic images on the computer, manipulate photographs digitally, produce digital page layouts, understand issues related to output and electronic pre-press, at least in terms of file preparation, and choose appropriate technological resources for specific design tasks. While some graphic designers specialize entirely in new media, most handle a mix of print and electronic work. In addition to print-based competencies, undergraduate students must possess a rudimentary ability to work in time-based multimedia, design motion typography, design information architecture, interfaces, narratives for the Internet, and design time-based media in cross-disciplinary projects.

### **Equipment**

USC Upstate has an ongoing planning process that keeps technological resources current with the demands of the curriculum. The technology plan projects five years into the future and is reviewed annually. As an indication of USC Upstate’s commitment to the technological needs of this program, a qualified technical support staff member has been dedicated to the visual arts program. The technical support staff will have responsibility for networking, software management, and hardware support, as well as working with software instruction.

The Kathryn Hicks Visual Arts Center features a digital lab that has the following equipment used to teach software-based classes and provide digital resources for graphic design students: 18 iMacs, a laser jet color printer, a black and white laser jet printer, 2 scanners, a large format ink jet printer, and SMART Room Technology including a ceiling mounted digital projector.

As per the request from NASAD, plans are in place for the addition of an additional digital lab to be located in the Humanities and Performing Arts Center building, slated to be in place Summer 2010.

## **LIBRARY**

### **Overview**

USC Upstate maintains an academic library housed in a 2-story building constructed in 1976. The Library faculty select materials for the Library's collections, staff the general reference desk, and conduct information literacy classes adherent to the Association of College and Research Libraries (ACRL) publications: *Information Competency Standards for Higher Education* and *Objectives for Information Literacy Instruction: A Model Statement for Academic Libraries*.

The responsibility for the overall library collection belongs to the Dean of Libraries, Dr. Frieda Davison. She has been the Dean since 2000. Along with the collection, her duties include supervision of library personnel. Library liaisons for disciplines are made up of full-time library faculty. The Visual Arts representative is Ms. Nancy Lambert. She held this position from 2000-2004 and again from 2006-present. The liaison coordinates and manages the Visual Arts requests for resource acquisitions with the Library. Visual Arts faculty make their requests directly to the liaison, a single departmental faculty representative to the Library does not exist at present.

### **Allocation for Visual Arts**

The allocation for art books is approximately 4% of the entire Library materials budget, 5% of the College of Arts and Sciences budget, and 33% of the Department of Fine Arts and Communication Studies budget.

The USC Upstate Library's holdings must be updated annually to provide upper level graphic design students with a depth of research materials (books and journals) to meet the research needs of all coursework in the major. Graphic Design courses require historical research into graphic designers and illustrators and the graphic design and illustration movements.

The USC Upstate Library's Blackwell standing order plan has been modified in order to receive new books in areas such as collections of pictures, indexes to illustrations, drawing for reproduction, alphabets and calligraphy. In addition, seven publishers that publish in the area of graphic design have been added to the Blackwell library profile for USC Upstate. In addition, the USC Upstate librarian for art will use books such as *American Graphic Design: A Guide to the Literature* (published 1992 in cooperation with the American Institute of Graphic Arts) to identify historically important books in graphic design.

The USC Upstate Library has access to over 1,900 online full-text journals. This system is accessible from student homes, faculty offices, computer laboratories and the Library. The Library offers library instruction/information literacy sessions to classes upon invitation of the instructor. This instruction includes information not only on using this library and its resources but also instruction on using information responsibly, finding and evaluating electronic resources available through the Internet. Students are instructed in developing information strategies that will allow them to participate in lifelong learning.

The Library is open a total of 87 hours per week, with reference service available 80 of those hours. Circulation, reserves, interlibrary loan and personal instruction are offered to students, faculty and staff. The Library has a computer laboratory for general student use. This lab has electronic catalog access, full-text databases, Internet access and software for document preparation, spread sheet applications, and data construction.

## ACCREDITATION, LICENSURE, OR CERTIFICATION

The program for the Bachelor of Fine Arts in Graphic Design was granted accreditation by the National Association of Schools of Art and Design (NASAD) in the fall of 2009. The process of accreditation included an in-depth analysis of operations, work and aspirations in the form of a self-study document completed by the institution and culminated in an NASAD accreditation onsite visit. NASAD maintains standard requirements and grants accredited institutional membership when all appropriate or applicable curricula have been reviewed and meet the standards of the Association.

Graduates of the proposed program are not subject to licensure or certification by any public or private agencies. The main professional organization available for membership is the American Institute of Graphic Arts (AIGA). The two full-time design faculty maintain membership in AIGA.

An articulation agreement has been maintained throughout the history of this degree with Greenville Technical College. Discussion with Spartanburg Community College is leading to another similar articulation agreement. This is projected to be in place by Fall 2010.

## ESTIMATED COST

There will be no new administrative costs for the Bachelor of Arts in Art Studio with emphasis in Graphic Design, as it will be administered within the current organizational structure of the College of Arts and Sciences of the University of South Carolina Upstate. Costs for library resources, equipment, new faculty salaries, supplies, and materials will be offset by new student tuition funding. No “unique cost” or other special state appropriations will be required or requested.

The current digital lab at USC Upstate for instruction in graphic design will be upgraded periodically. New software, Adobe Creative Suite 5 (CS5), has been purchased for the lab and installed for use in Fall 2010. A new digital lab, located in the Humanities and Performing Arts building, will be in place for Fall 2010. Tuition and student technology fees cover costs for the program.

### COST PROJECTIONS FOR THE PROGRAM NEW COSTS TO THE INSTITUTION AND SOURCES OF FINANCING

ESTIMATED COSTS BY YEAR						
CATEGORY	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	TOTALS
Program Administration	\$0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Faculty Salaries	\$0	\$ 0	\$52,000	\$ 0	\$ 0	\$ 52,000
Adjunct Faculty	\$0	\$ 0	\$ 0	\$ 0	\$ 5,000	\$ 5,000
Clerical/Support Personnel	\$0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Supplies and Materials	\$0	\$ 1,500	\$ 0	\$ 1,500	\$ 0	\$ 3,000
Library Resources	\$0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Equipment/Software	\$0	\$ 7,500	\$20,000	\$ 9,500	\$27,000	\$ 64,000
Facilities	\$0	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
TOTALS	\$0	\$10,000	\$73,000	\$12,000	\$33,000	\$128,000

<b>SOURCES OF FINANCING BY YEAR</b>						
<b>CATEGORY</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>TOTALS</b>
Estimated FTE Revenue Generated from The State MRR funded at 63% (actual amount cannot be determined)						
Tuition Funding (based on in-state)	\$83,620	\$83,620	\$125,439	\$125,439	\$125,439	\$543,557
Other State Funding						
Reallocation of Existing Funds						
Federal Funding						
Other Funding						
<b>TOTALS</b>	\$83,620	\$83,620	\$125,439	\$125,439	\$125,439	\$543,557

**INSTITUTIONAL APPROVALS:**

\_\_\_\_\_  
 Dr. Jimm Cox, Division Chair  
 Fine Arts and Communications Studies

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Dr. Warren Carson, Interim Dean  
 College of Arts and Sciences

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Dr. Robin McAbee, Chair  
 USC Upstate Executive Academic Affairs Committee

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Dr. Faruk Tanyel, Chair  
 USC Upstate Faculty Senate

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Dr. Marsha Dowell  
 Senior Vice Chancellor for Academic Affairs

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Dr. John C. Stockwell, Chancellor  
 University of South Carolina Upstate

\_\_\_\_\_  
 Date

Dr. Harris Pastides, President  
University of South Carolina

Date

---

Chair, Academic Affairs Committee  
USC Board of Trustees

---

Date

---

Chair, USC Board of Trustees

---

Date