

PROGRAM PLANNING SUMMARY

PROGRAM DESIGNATION:

Institution:	Coastal Carolina University
Academic Unit Involved:	College of Arts and Humanities
Name of Proposed Program:	<i>Bachelor of Fine Arts in Theatre Design and Technology</i>
Proposed date of implementation:	Fall 2009
New Program or Modification:	New Program
Number of Credit Hours:	120

Justification of Need

The Department of Theatre at Coastal Carolina University currently offers a Bachelor of Arts degree in Theatre with concentrations in Acting/Directing and Design and Technology. The proposed Bachelor of Fine Arts degree will replace the current B.A. Acting/Directing concentration. The proposed Bachelor of Fine Arts will have four new degrees: Design and Technology, Musical Theatre, Acting, and Physical Theatre. The B.A. in Theatre will remain as a general theatre option, without concentrations, for those students seeking a less rigorous approach to theatre training. Directing will be removed as a concentration altogether. Directing is the culmination of all theatrical skills and should only be embarked upon by students at the graduate level. These changes seek to transform Coastal Carolina University as a premier comprehensive undergraduate professional theatre training institution.

The goal of the program is to cultivate practitioners for live theatre entertainment. This is achieved by developing a practical knowledge and competence that includes sensitivity to technique, artistry, and style, as well as an insight into the role of the theatre arts. The highly focused and demanding training is enhanced by appropriate courses in the liberal arts. Students enrolled in professional undergraduate degrees in theatre are expected to develop the knowledge, skills, concepts, and sensitivities essential to the life of the theatre professional. In any of many possible roles, the theatre professional must exhibit not only technical competence, but also broad knowledge of theatre, sensitivity to artistic style, and an insight into the role of theatre in the life of humankind.

The four-year Bachelor of Fine Arts Design and Technology degree prepares students for professional careers as designers, technical directors, costume directors and technicians in professional entertainment or for continued study in graduate school. This program is designed for students seeking professional training and desiring an intensive program of theatre studies with a high degree of specialized training. It provides a balance of performance, management and technology class work and gives the student a complete overview of the production process.

Employer demand is difficult to quantify because employer demand data for theatre-related occupations is not disaggregated from more general categories of occupations. However, data that is available is consistent with the suggestion that career opportunities and employer demand exist for graduates with training in design and technical theatre. Music, television, film, live entertainment on cruise ships and in amusement parks and teaching offer additional avenues of application for studies in theatre. Coastal Carolina University further notes that previous graduates in theatre have gone on to a wide variety of careers outside of theatre. Data published by the Occupational Information Network indicates need for designers and live entertainment technicians' shows growth nationally.

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY

Coastal Carolina University completed a survey of 5400 students accepted to Coastal Carolina University for the fall of 2008. Of those that responded to the survey 35% stated that they would be interested in pursuing a Bachelor of Fine Arts Degree in Theatre Design and Technology if it were offered by Coastal Carolina University.

Currently there are no Bachelor of Fine Arts Programs in Theatre Design and Technology in the state of South Carolina although Bachelor of Fine Arts programs do exist for various specific disciplines in Art and Dance.

Due to the intensive nature of the Bachelor of Fine Arts in Theatre Design and Technology the matriculation rate would need to be directed and controlled. National Association of Schools of Theatre, in its accreditation guidelines state that "Opportunities for experience in the design/technology aspects of theatre in a variety of formal and informal settings shall be provided throughout the entire degree program, including an opportunity to design at least one fully realized production presented before an audience in the area of the student's specialty prior to graduation." Therefore class size would be limited to allow for these opportunities.

Acceptance would be based on current University standards and an intensive audition process with no student allowed into the program without successfully completing the audition process. Expectations of acceptance rates would be 24-30 students with an anticipated yield of 12-15 students per incoming class. Total annual enrollment for the proposed program would be expected to be between 48 and 60 with current resources. It is anticipated that this number would easily be reached within four years of opening enrollment for the program.

ASSESSMENT OF EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES EXISTING PROGRAMS IN THE STATE

Currently there are no Bachelor of Fine Arts in Theatre Design and Technology in South Carolina. Only one Bachelor of Arts program in Technical Theatre/Theatre Design and Stagecraft exists within the state at Coker College. Charleston Southern University, North Greenville University and College of Charleston offer a concentration in Theatre Design and Technology.

RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION

The Department of Theatre at Coastal Carolina University currently offers a Bachelor of Arts degree with an emphasis in Theatre Design and Technology. The proposed Bachelor of Fine Arts degree will replace the current B.A. With the proposed B.F.A. programs in Musical Theatre, Acting, Design and Technology and Physical Theatre we are creating an integrated comprehensive training program that will work together to create a model similar to that of a professional theatre company. This will enable our students to work closely with faculty in the collaborative environment essentially to quality theatrical training.

RELATIONSHIP OF THE PROPOSED PROGRAM TO OTHER INSTITUTIONS VIA INTER-INSTITUTIONAL COOPERATION

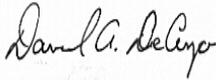
Coastal Carolina University is interested in developing a cooperative relationship with other institutions in the state, particularly as it pertains to sharing specific performance based expertise. Such cooperation could include sharing personnel or technical resources to supplement the production experience.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM

The Bachelor of Fine Arts seeks to refine the current Bachelor of Arts degree and therefore seeks no additional faculty or resources for the next four years. Long term planning should take into consideration the probable growth in the Department of Theatre and the NAST guidelines for B.F.A. programs that state that there should be involvement of professional companies with the degree program.

Institutions concerned with the education and training of the designer-technician should establish the strongest feasible relationships with professional producing companies. This may include the involvement of company personnel as full-time or part-time faculty, the development of internship arrangements, and the integration of campus residencies in the training program for designer-technicians.

Thus, the primary new costs associated with implementing the proposed program in the short term are negligible. In the long term developing the relationships with the professional company may take some fiscal resources. It is difficult to estimate the fiscal needs at this time, but we do not anticipate new personnel or other significant resources would be necessary to implement or maintain the Bachelor of Fine Arts in Theatre Design and Technology.



David A. DeCenzo, President
Coastal Carolina University

July 28, 2008