

**New Program Proposal  
Bachelor of Fine Arts  
Visual Communications  
Winthrop University**

**Summary**

Winthrop University requests approval to offer a new program leading to the Bachelor of Fine Arts degree in Visual Communication Design, to be implemented in Summer 2011.

The Program Planning Summary was submitted to the Commission on Higher Education on July 31, 2009, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on October 8, 2009. USC's Board of Trustees approved the final proposal on June 5, 2009. The final proposal was received by the Commission on September 2, 2010. The full proposal was reviewed and voted upon favorably by the Committee on Academic Affairs and Licensing (CAAL) on February 14, 2011.

According to the proposal, the proposed program is a reclassification and reorganization of the existing program leading to the Bachelor of Fine Arts degree with a concentration in Visual Communication Design. The proposed visual communication program will have concentrations in Graphic Design and in Illustration. The purpose of the proposed program is to provide graduates with a strong background and prepare them for employment opportunities in the diverse fields related to visual communication design. The proposal states that graduates from the proposed program will be prepared to enter careers in such areas as technology, education, media, and communications, private sector, marketing, and numerous other fine arts fields. The proposal also states that in addition to the direct career paths available, graduates will be prepared for graduate school in visual communication and related disciplines.

The proposal states that the need for this program is evidenced by the historically consistent enrollment in the existing fine arts program with a concentration in visual communication and the increasing number of students who have expressed a desire to major in Visual Communication Design degree program. The enrollment, retention, and matriculation rates have remained near or at capacity for the last five years, and are expected to remain stable. In addition, according to the Bureau of Labor Statistics 2010-2011 *Occupational Outlook Handbook*, employment for graduates of degree programs in graphic design and illustration are expected to grow at the same rate as the national average for occupations through 2018 at 13% and 12% respectively.

The proposal states that Winthrop University will be the only South Carolina institution offering a program leading to a Bachelor of Fine Arts degree in Visual Communication Design. Six public institutions in the state besides Winthrop currently have accredited undergraduate programs in fine arts. Of these, five are public (USC- Columbia, USC-Upstate, Coastal Carolina University and Clemson University) and two are private (Bob Jones University and Converse College). The proposal further states that six private institutions offer either a B.A. degree with a concentration or track in Graphic Design or a B.A. degree in Graphic Design. However, the proposal states that the proposed program differs because it emphasizes training from the visual design aspects and requires a small number of journalism electives. Also, Winthrop's B.F.A program is accredited by the National Association of Arts and Design (NASAD), like Bob Jones University, USC- Columbia, USC-Upstate, Converse College, and Clemson University.

The proposed program is a reclassification and reorganization of an existing program which currently enrolls 45 students each year for a total of 112 students enrolled in the program.

The institution does not anticipate any new student enrollment because of the program change, but the consistent student demand and enrollment will continue for the proposed program. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The proposed program will consist of 120 credit hours of coursework. The coursework will include the core courses requirement (59 credit hours); general education requirements and open electives (31-38 hours); major requirements (27 – 35 credits hours); and electives (28-39 credit hours). The Visual Communication Design program restructuring will entail dropping 28 hours of Fine Art/Studio courses and replacing those courses with a total of 18 hours of more discipline-specific, focused Visual Communication Design courses. Eight new courses will be added to the institution's catalog for the Illustration concentration, including: Design Drawing II: Structure and Form (121), Illustration: the Figure (220), Illustration: Comparative Anatomy (320), Illustration: Costumed Figure (323), Illustration: Heroes and Antiheroes (420), Illustration: Folk Tales and Children Literature (423), Illustration: Persuasion and Propaganda (425), and Illustration: Narrative and Editorial (427). Five new courses will be added to the institution's catalog for the Graphic Design concentration, including: Design Studio Skills (150), Design and Color (154), Visual Communications Seminar I (301), Visual Communications Seminar II (401), and Visual Communications Seminar III (501). Also, three courses, Visual Communications Seminar (101), VCD Portfolio Review (300), and Cooperative Education Experience (340) will replace prior Arts courses in the program.

The proposal states that the assessment of student learning will be tied to the specific goals and objectives of the proposed program. The proposed program assessment will use direct and indirect methods which will include a major test, portfolio reviews, a senior-level capstone course, rising senior surveys, graduating student surveys, and alumni surveys.

According to the proposal, because the proposed program represents a restructuring of an established program, in the first five years of the program no new faculty, administration, or staff members will be hired to support the program. Faculty and administrative re-assignments in the College of Visual and Performing Arts that occurred in 2007 have allowed a smooth programmatic transition. Also, no physical plant or significant equipment needs are anticipated for the proposed program. The institution has developed a strategic plan that will address future needs of the proposed program.

The proposal notes that the Winthrop University's Ida Jane Dacus Library provides adequate resources to support the proposed program with print and electronic resources including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, and a variety of class-specific user education programs. In addition, the Library maintains a Collection Management Handbook to assist faculty, staff, and students.

The existing program leading to a Bachelor of Fine Arts with a concentration in Visual Communication Design concentration is accredited by the National Association of Art and Design (NASAD). The restructuring allows the program to remain consistent with all NASAD standards.

The proposal states that admissions and transfer criteria will be the same as for all other students accepted into Winthrop University's undergraduate programs. The proposal also states that current articulation agreements in place with South Carolina's two-year institutions will apply.

According to the proposal, no new costs are required for the successful implementation of the proposed visual communication design program. That the proposal lists no new costs reflects the fact that the proposed program replaces the existing concentration in visual communication design, which uses the same facilities, library resources, equipment, faculty and staff as the proposed program. Revenues will be generated through tuition funding and program-specific fees. No “unique cost” or other special state appropriations will be required or requested.

New costs and sources of financing identified by the institution for the proposed program are shown below.

**ESTIMATED COSTS BY YEAR**

<b>CATEGORY</b>	<b>1st</b>	<b>2nd</b>	<b>3<sup>rd</sup></b>	<b>4th</b>	<b>5th</b>	<b>TOTALS</b>
Program Administration	\$ 35,350.00	\$ 35,350.00	\$ 35,350.00	\$ 35,350.00	\$ 35,350.00	\$ 176,750.00
Faculty Salaries	\$ 425,666.25	\$ 425,666.25	\$ 425,666.25	\$ 425,666.25	\$ 425,666.25	\$ 2,128,331.25
Graduate Assistants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clerical/Support Personnel	\$ 18,937.50	\$ 18,937.50	\$ 18,937.50	\$ 18,937.50	\$ 18,937.50	\$ 94,687.50
Supplies and Materials	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 153,880.00
Library Resources	\$ 4,565.30	\$ 4,565.30	\$ 4,565.30	\$ 4,565.30	\$ 4,565.30	\$ 22,826.50
Equipment	\$ 40,477.00	\$ 40,477.00	\$ 40,477.00	\$ 40,477.00	\$ 40,477.00	\$ 202,385.00
Facilities						\$ -
Other (Identify) - Accreditation Expenses			\$ 6,000.00			\$ 6,000.00
<b>TOTALS</b>	<b>\$ 555,772.05</b>	<b>\$ 555,772.05</b>	<b>\$ 561,772.05</b>	<b>\$ 555,772.05</b>	<b>\$ 555,772.05</b>	<b>\$ 2,784,860.25</b>

**SOURCES OF FINANCING BY YEAR**

Tuition Funding	\$ 863,803.00	\$ 863,803.00	\$ 863,803.00	\$ 863,803.00	\$ 863,803.00	\$ 4,319,015.00
Program-Specific Fees	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 30,776.00	\$ 153,880.00
State Funding						
Reallocation of Existing Funds						
Federal Funding						
Other Funding (Specify)						
<b>TOTALS</b>	<b>\$ 894,579.00</b>	<b>\$ 894,579.00</b>	<b>\$894,579.00</b>	<b>\$ 894,579.00</b>	<b>\$ 894,579.00</b>	<b>\$ 4,472,895.00</b>

These data demonstrate that with the proposed program reorganization and reclassification, and if Winthrop University can meet the projected student enrollments and contain costs as shown in the proposal, the program will be able to cover costs with revenues it generates in the first year of the program and thereafter.

In summary, Winthrop University is proposing a program leading to the Bachelor of Fine Arts degree in Visual Communication Design. Because the proposed program represents the reorganization and reclassification of an established program, there will be no new costs required for the successful implementation of the proposed visual communication design program. Graduates of the program will be prepared to work in various capacities in the region's growing and culturally, socially, and economically diverse region.

### **Recommendation**

The Committee on Academic Affairs and Licensing commend favorably to the Commission approval of the program leading to a Bachelor of Fine Arts degree in Visual Communication Design at Winthrop University with concentrations in Graphic Design and Illustration, to be implemented in Summer 2011, provided that no "unique cost" or other special state funding be required or requested.