



COASTAL CAROLINA UNIVERSITY™

Office of the Provost

April 29, 2008

Dr. Garrison Walters
Executive Director
South Carolina Commission on Higher Education
1333 Main Street, Suite 200
Columbia, SC 29201

Dear Dr. Walters:

Coastal Carolina University is submitting for your consideration the attached Program Planning Summary for a Bachelor of Arts in Graphic Design.

Thank you for your help in the reviewing process. I look forward to hearing from you.

Sincerely,

Dr. Robert Sheehan
Provost and Vice President for Academic Affairs

PROGRAM PLANNING SUMMARY

PROGRAM DESIGNATION:

Institution:	Coastal Carolina University
Academic unit involved:	Edwards College of Humanities and Fine Arts, Visual Arts Department
Name of proposed program:	Bachelor of Arts in Graphic Design
Proposed date of implementation:	Fall 2009
New Program or Modification:	New Program
Number of credit hours:	120

JUSTIFICATION OF NEED

Currently, Coastal Carolina University (CCU) offers a B.A. in Art Studio and a minor in Graphic Design. Students currently majoring in Art Studio can take up to 18 credits of selected courses in order to have an “emphasis” in graphic design. To better prepare students for the field of graphic design our Department of Visual Arts is proposing a B.A. degree in Graphic Design.

The objective of the new program is to provide an in-depth educational experience in terms of content, sequence, and overall breath to students desiring to work in the field of graphic design. It is difficult for students to enter the graphic design field, or graduate school, if they only have two or three related courses from our current Art Studio B.A. curriculum. Graduates in Art Studio do not have the thorough technical expertise, the design understanding, or the portfolio of work to present to potential employers and/or graduate schools. Graduates from CCU with a B.A. in Graphic Design will be passionate thinkers, leaders and creative problem-solvers who have the ability to become graphic designers, art directors, and independent-design-business owners, and will also be well prepared for graduate school.

Graphic Design is a very popular major nationwide, because it combines cutting-edge computer technology with artistic/creative content within a professional/vocational field. Businesses in Myrtle Beach and the surrounding area have need for individuals educated in graphic design. Locally, there are a number of advertising, marketing and design firms as well as small businesses that use design services. We are frequently contacted by local studios and businesses (including the Myrtle Beach Pelicans, The Sun News, Brandon Advertising, and Hard Rock Park) who are looking for graphic design interns and full-time employees. With a graphic design major in place, we will be better able to serve our local area.

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY

We believe the new major will attract students to CCU’s Visual Arts Department who would not otherwise consider the university because they are specifically looking for a dedicated major in graphic design. We expect these students will be knowledgeable about the graphic design field and serious about their learning. We project graduating 10-20 majors a year.

The existing demand for this program is high on our campus. A recent survey conducted by the university asked the following question, “Would you be interested in pursuing a Bachelor’s degree program in Graphic Design if it was offered by Coastal Carolina University?” The responses by student category were:

Survey Group	Number of Replies	Yes	%	No	%
CCU Applicants	590	26	44.1	330	55.9
CCU Juniors and Seniors	114	65	57.0	49	43.0

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

There are other graphic arts majors available in the state: Winthrop University and University of South Carolina both offer a Bachelor of Arts and Bachelor of Fine Arts in Graphic Design, while Frances Marion University, our nearest university, offers an Art Studio B.A. with a graphic design emphasis. Having this proposed program at Coastal Carolina University will provide the only coastal South Carolina-based graphic design major in a 2.5 hour radius.

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

Graphic Design is a distinct discipline but it requires an understanding of many areas, including art, design, art history, advertising, marketing, writing, popular culture and technology. Elements of the major can seamlessly support and be supported by an interdisciplinary relationship with CCU majors in Communication, Studio Art, Business, Theatre, and Computer Science. Students will be able to take electives in these disciplines and focus their education.

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

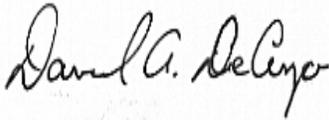
Currently CCU has an articulation agreement with technical colleges in the state, and we routinely accept Horry-Georgetown Technical College graduates into the Art Studio major who are desirous in pursuing an emphasis in graphic design.

We also anticipate cooperation among the state universities by bringing in outside jurors from other universities to evaluate in-progress work and completed portfolios of our Graphic Design majors. An in-progress assessment would enable students to receive feedback during the semester on both individual projects and senior portfolios, while the review of the end-of-semester senior portfolios would be more of a summative assessment of our program and our student learning outcomes. Outside jurors would also give students and faculty access to new and different opinions and approaches. Additionally, it is expected that our faculty would extend this service to other university design programs.

Other inter-institutional cooperation would come in the form of travel and the exchange of ideas through the American Institute for Graphic Arts (AIGA—<http://www.aiga.org> and <http://southcarolina.aiga.org>). The professional organization for graphic design also has a very active student network with dedicated chapters existing in many universities nationwide—the University of South Carolina has a well-established chapter, for instance, and regularly hosts events for students from around the state. CCU is currently applying to start its own student chapter, to become official in Fall 2008, and we hope that, with a dedicated B.A., this chapter will flourish. The AIGA offers many lectures, portfolio reviews and conferences regionally and nationwide, as well as the opportunity to network with, listen to and learn from active professionals in both academia and the profession.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM

The primary new costs associated with implementing the proposed program will be salary monies for one new faculty hire, to be in place beginning the fall of 2009, and estimated at \$50,000 - \$56,500 annually. The current library holdings will be adequate to support the new Graphic Design major and the annual allotments for library purchases will be sufficient for expansion. A second computer lab for the major will be necessary by the third year the Graphic Design major is in place. At this time the appointment of the current Visual Arts Department chair will expire allowing him to return to teaching Graphic Design courses full time. Year three costs for the hardware for a new lab will be \$35,000 for twenty I Mac computers, five scanners and three printers, one of which will be color. The software costs will be an additional \$5,000 for a total cost of \$40,000 estimated at today's prices. The total estimated costs for the B.A. in Graphic Design is \$50,000 - \$56,500 year one and \$40,000 in year three. Costs for this new program will be covered by tuition generated by the program. No additional funds for this program are expected to be requested from the state.



Dr. David D. DeCenzo, President
Coastal Carolina University

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