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**Program Planning Summary**

**Bachelor of Fine Arts in Interior Design**

offered by

**College of Visual & Performing Arts**

**Department of Design**

**Winthrop University**



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**Dr. Anthony DiGiorgio, President**

**July 29, 2009**

**Program Planning Summary**  
**Bachelor of Fine Arts in Interior Design, 127 hours**  
**Winthrop University**

- 1. Designation:** New Program Proposal
- 2. Proposed Date of Implementation:** Summer 2010

**3. Justification of Need for the Proposed Program**

The past decade, especially, has been witness to great changes affecting professions relating to applied design programs. The field of Interior Design has been affected by changes in requirements for licensure and certification; changes to (and increased presence of) the broad array of standards and codes affecting the discipline; a dramatic increase to the environments and settings in which a professional Interior Designer is employed; a broader variety of materials used by the profession; and a greater presence of technology, and expanded technological processes, involved in the practice of a professional Interior Designer. Perhaps most significantly has been the assimilation and implementation of LEED-certified standards and an increased awareness of ecological impact and effects of various practices and materials, and construction decisions that can be affected, as part of the responsible toolset of the contemporary Interior Design professional.

As these changes have occurred, the expectations have correspondingly fallen back to new graduates to possess fluency in both traditional and state-of-the-art practices of the profession. The Interior Design Educator's Council (IDEC), the primary education and research association for the interior design field in the United States and Canada, has witnessed and acknowledged an increase and expansion to the field's increasingly defined body of knowledge, and expectations for qualifications of faculty teaching in Interior Design programs have increased as well. The Council for Interior Design Accreditation (CIDA), the international accrediting body for Interior Design programs, has seen substantial expansion and refinement to its standards and expectations of programs intending to deliver Interior Design training.

Nationwide, institutional reaction to these increased expectations, either from the profession or from training-centered entities, has varied. Some may decide to discontinue the degree program, or to redefine the program as one of "Interior Decorating", an unlicensed, non-professional, non-accredited program delivering creativity-based content to students. Other institutions may decide to implement 5-year, BFA (undergraduate) degrees, or combined 5+1 or 5+2 Master's-level degrees. Regardless of how it is approached these additional expectations - for graduates into industry, or from external agencies into the academy - must be met.

In the case of Winthrop University, we have decided to concentrate on addressing these demands through modification of the delivery mode and sequence of what we currently have, while still maintaining the (approximate) length of the current program. We feel it would be counter-productive, and the loss of a distinctive educational program in the state, to "downgrade" the current degree we deliver (Bachelor's of Fine Arts in Art with a concentration in Interior Design) to that of "Interior Decoration." Further, we feel that - given the resources both of the institution and of the "typical" undergraduate student pursuing Interior Design in South Carolina - expecting the student to attend a full 5-year enrollment package only to receive an undergraduate degree is not reasonable or justified. Besides additional expense, and delay of the student's professional career, out of state offerings would offer advanced degree status (MA or MS) and graduate status that Winthrop is not prepared at this time to consider. To stay competitive and be an attractive option to both current SC residents, as well as a competitive option for out of state students, Winthrop proposes to modify and reclassify the existing degree.

Winthrop's College of Visual and Performing Arts has gone through an administrative restructuring and reorganization, establishing a Department of Fine Arts and a Department of

Design as two separate entities. This new governance, combined with the increased demands for student preparation (above), compelled the Interior Design program to assume responsibility for delivery of foundation-level/lower division courses of study. As a result, this program would be able to offer Interior Design-specific training and preparation from the first semester, freshman year and continue in a focused fashion through graduation.

This approach allows Winthrop to address the increased demands and expectations of professional program graduates within the 4-year degree structure. It provides discipline-specific training early on that prepares students and allows them to earlier judge the suitability of the degree for their continued commitment. Finally, it presents a logical continuum following the SC high school EEDA program tracking that will allow students who are interested in this career course to move, without delay or interruption, into training relating to their chosen track.

#### 4. Anticipated Program Demand and Productivity

The degree program being proposed is a “conversion” of a previously existing program. The publicity, recruitment, enrollment and productivity pertaining to the existing program will transfer over into the new degree program.

Historical enrollment, retention and matriculation rates for the existing program have been sustained, and indicate a program that is consistently “in demand” and subscribed at- or near- capacity for at least the previous 5 years. Historical productivity rates are also furnished, below, that evidence a sustained, productive program for the university.

BFA – ART; Interior Design (historical enrollment)														
04F	05S	Degrees Awarded	05F	06S	Degrees Awarded	06F	07S	Degrees Awarded	07F	08S	Degrees Awarded	08F	09S	Degrees Awarded
101	98	11	129	117	20	124	116	20	115	107	27	95	88	22

BFA – ART; Interior Design (CHP)										<i>proj.</i>
04F	05S	09F	06S	06F	07S	07F	08S	08F	09S	09F
616	660	1191	807	679	996	843	891	756	570	667

The existing program at Winthrop is the only one in South Carolina accredited by the Council for Interior Design Accreditation (CIDA), a distinctive, professionally-based, discipline-specific accreditation agency. It is also accredited by the National Association of Schools of Art and Design (NASAD), the national accrediting body overseeing programs relating to study in art- and design-related degrees. None of these factors are expected to change, regardless of the nomenclature denominating the degree. Content changes to the degree substantially involve the delivery of 1<sup>st</sup> year Interior Design-specific content, and delivery and sequence of (established) upper division content. All of the proposed changes are consistent with accepted standards and expectations of the specialized accrediting bodies.

According to the national Bureau of Labor Statistics, career prospects for Interior Design graduates are expected to grow at nearly twice the national average through 2016. (<http://www.bls.gov/oco/ocos092.htm#outlook>) Growth in Interior Design and related professions is expected to be 19%, nearly doubling the national average of 10%.

#### 5. Assessment of Extent to which the Proposed Program Duplicates Existing Programs in the State

In South Carolina, Bob Jones University offers a BA in Interior Design consisting of 60 hours of combined design and art coursework, 36 hours dedicated to Interior Design and an additional 24 recommended in Art for a minor. Anderson University as well offers a BA in

Interior Design consisting of 64 hours of Interior Design courses, with an additional 16 hours of Art/Art History classes. Converse College offers a BFA in Interior Design consisting of 55 hours of Interior Design courses with an additional 12 hours of Art/Art History classes.

The existing program at Winthrop is the only one in South Carolina currently accredited by the *Council for Interior Design Accreditation* (CIDA), a distinctive, professionally-based, discipline-specific accreditation agency. It is also accredited by the *National Association of Schools of Art and Design* (NASAD), the national accrediting body overseeing programs relating to study in art- and design-related degrees. The proposed program will have 74 hours of Interior Design courses, with an additional 6 hours of design drawing and Art History classes. The proposed program would be the only accredited BFA-level degree in the state.

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

As mentioned, the program being proposed is indicated as a “new” degree program offering, though it is most appropriately viewed as a “conversion” from one that currently exists. The program currently constituted as the “Bachelor’s of Fine Arts in Art with a concentration in Interior Design”, offered by Winthrop University since Fall 1989, would cease offering and awarding of degrees. In its place, this “new” program – the “Bachelor’s of Fine Arts in Interior Design” - would be offered, delivered and degrees awarded.

#### **7. Relationship of the Proposed Program to Other Institutions via Inter-Institutional Cooperation**

The proposed program will be offered solely through Winthrop University and will not affect any existing inter-institutional programs.

#### **8. Total New Costs associated with implementing the Proposed Program (general estimates)**

Because the curriculum of the new degree program will draw on existing courses and changes to elective offerings within existing degree programs, there are no new costs associated with establishing this degree program. Existing institutional faculty, support staff, instructional facilities and equipment which has been used to deliver the existing degree program are adequate and appropriate to deliver the new program and custodial responsibility and affiliation of all of these items were resolved when the Department of Design was created.