



# South Carolina Commission on Higher Education

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CHE  
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Agenda Item 8.02.D

May 3, 2012

## **MEMORANDUM**

**TO:** Mr. Ken Wingate, Chair, and Members, S.C. Commission on Higher Education

**FROM:** Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

### **Consideration of Request for Amendment to Existing License to Add New Program: A.A. and B.F.A. in Graphic & Web Design; The Art Institute of Charleston**

#### **Summary**

The Art Institute of Charleston ([www.artinstitute.edu/charleston](http://www.artinstitute.edu/charleston)) requests approval of an amendment to its license to offer at its site in Charleston programs leading to the Associate in Arts and Bachelor of Fine Arts degrees in Graphic & Web Design, to be implemented in July 2012. The programs will be delivered on-site.

The Art Institute of Charleston (AiCSC) currently offers programs leading to the A.A. and B.F.A. degrees in Graphic Design and programs leading to the A.A. and B.F.A. degrees in Web Design & Interactive Media. Upon conclusion of routine curricula review, Institute officials proposed merging the two programs into one major with updated curricula. Once the new programs in Graphic & Web Design have received all required approvals, the Institute will teach out and discontinue the current programs.

AiCSC is a private, proprietary branch campus of The Art Institute of Atlanta (AiA), which has operated as an Art Institute since 1975. AiA and AiCSC are wholly owned subsidiaries of The Art Institutes International LLC, a for-profit entity owned by Education Management Corporation (EDMC). EDMC, headquartered in Pittsburgh, Pennsylvania, operates 106 campuses in 32 states and Canada with a student enrollment of over 151,000.

The Commission has licensed The Art Institute of Charleston (AiCSC) since December 7, 2006, to offer various degree programs in culinary and visual arts. The Charleston location currently enrolls approximately 750 students.

The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) has accredited AiA since 1985, and the Charleston campus is approved by SACS as a branch campus of AiA. AiA is approved by the Georgia Nonpublic Postsecondary Education Commission to confer diplomas and associate's and bachelor's degrees.

The following information from the U.S. Department of Education (USDE) shows student loan default rates at The Art Institute of Atlanta. Because AiCSC is a branch of AiA, default rates for the AiCSC campus are combined with those of AiA.

School	Type	Control	PRGMS		FY2009	FY2008	FY2007
Art Institute of Atlanta	Bachelor's Degree	Proprietary	Federal Family Education Loans and Federal Direct Loans (FFEL/FDL)	<b>Default Rate %</b>	16	7.8	7
				<b>No. in Default</b>	488	180	117
				<b>No. in Repay</b>	3,039	2,300	1,666
<b>Students enrolled at any time during the year</b>					8,219	6,317	5,333
<b>Percentage of borrowers entering repayment</b>					37%	36.4%	31.2%

To provide context for the Cohort Default Rate (CDR), USDE includes enrollment data (students enrolled at any time during the year) and a corresponding percentage (borrowers entering repayment divided by that enrollment figure). While there is no direct relationship between the timing of when a borrower entered repayment (October 1 through September 30) and any particular enrollment year, these data are for the academic year ending on the June 30 prior to the beginning of the cohort year (e.g., FY 2009 CDR Year will use 2007-2008 enrollment).

The USDE sanctions a school when the school's three most recent cohort default rates are 25 percent or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful adjustment or appeal, such a school will lose Federal Family Education Loan, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years. According to AiCSC officials, an estimate of the Title IV student loan debt for graduates is \$26,786.

Institute officials have a 10-year lease agreement for the Carroll Building located at 24 North Market Street in downtown Charleston. AiCSC provides faculty and staff offices, seven lecture rooms, five computer labs, six art labs, one drafting room, two kitchens, a dining lab, and studio space, as well as a student lounge, supply store, exhibition gallery, and 2,000 square foot library. The Institute recently added new classroom and lab space on the second floor of the building.

AiCSC has submitted to the Commission a list of program-specific learning resources provided by its library, which is staffed by two librarians holding master's degrees in Library and Information Science. Students have access to several on-line periodicals and program-specific

publication databases. AiCSC enjoys the privilege of an interlibrary loan system with over 45 other Art Institute campuses and through the larger EDMC Library Consortium. AiCSC also has borrowing agreements with the College of Charleston and the Charleston County Public Library.

The Art Institute employs at the Charleston branch a full-time campus president; a dean of academic affairs; directors of admissions, career services, and student finance; and chairs of individual academic departments. Oversight for the Graphic & Web Design program will be provided by the current academic chair of the Graphic Design program, who holds a Master of Fine Arts degree. Current faculty members for the Graphic Design and Web Design & Interactive Media programs will teach courses in the proposed program.

In compliance with the requirements of the licensing regulations and the Southern Association of Colleges and Schools (SACS), members of AiCSC faculty who teach general education courses must possess a master's degree with 18 semester hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core courses will hold a master's degree in the discipline and/or advanced certifications in the field.

Applicants for degree programs at AiCSC must have a General Educational Development (GED) certificate or high school diploma from a regionally accredited high school or local school district-approved home school program with a grade point average of 2.0 or higher. Prospective students must also submit an essay and scores from the ACT, SAT, ASSET or Computer Adaptive Placement Assessment and Support System (COMPASS) assessment.

Transfer students who have completed fewer than 36 quarter or 24 semester hours of college credit must meet the same admission requirements outlined in the above paragraph. Transfer students must submit official transcripts from each college attended and may be able to transfer credit from other accredited institutions. A student with an associate's degree or higher may be admitted without consideration of high school GPA or other test scores. The Institute also awards credit for College-Level Examination Program (CLEP) exams as well as for training, employment, or other educational experience as measured through Defense Activity for Non-Traditional Education Support (DANTES), DANTES Subject Standardized Tests (DSST), or as shown on American Council on Education (ACE) transcripts.

AiCSC officials project enrolling 62 full-time students during the first year of the program.

Tuition at AiCSC is \$486 per quarter credit hour. Total tuition for the 90-quarter-credit-hour program is \$43,740. Total tuition for the 180-quarter-credit-hour program is \$87,480. Additionally, students must purchase books and other supplies and pay a per-course digital resource fee of \$50.00.

### **A.A. and B.F.A. in Graphic & Web Design**

The programs leading to the Associate in Arts degree in Graphic & Web Design and Bachelor of Fine Arts degree in Graphic & Web Design prepare students for entry-level positions within the graphic and web design industry by providing fundamental skills in typography, layout, image manipulation, interface design, web development, and print and web production. Students may also pursue special topics such as package design, environmental graphics, animation design, database programming, application development, and motion design. Upon completion of the program leading to the A.A. degree in Graphic & Web Design graduates can

pursue entry-level jobs such as production artist, junior graphic designer, and junior web designer. Career opportunities available to graduates of the program leading to the B.F.A. degree include graphic designer, web designer, web developer, or interactive designer.

The curricula for the programs leading to the A.A. and B.F.A. degrees in Graphic & Web Design are shown below:

<b>A.A. in Graphic &amp; Web Design</b>		
Course Number	Course Title	Credits
<b>Core Component</b>		
ART 110	Observational Drawing	4
ART 112	Design Fundamentals	4
GWD 111	Applications and Industry	4
GWD 121	Digital Illustration	4
GWD 123	Typography – Traditional	4
P 114	Image Manipulation	4
GWD 131	Fundamentals of Web Page Scripting	4
GWD 224	Typography - Hierarchy	4
GWD 227	Concept Design	4
GWD 232	Intermediate Web Page Scripting	4
GWD 233	Timeline Animation & Interaction	4
GWD 239	Portfolio I	4
Total Core		<b>48</b>
<b>General Education</b>		
EN 101	English I	4
COM 105	Public Speaking	4
MT 113	Ideas of Mathematics	4
PS 101	Psychology	4
GWD 328	Design History	5
HA 305	Contemporary Art	5
Total General Education		<b>26</b>
<b>Students will choose one of two concentrations:</b>		
<b>Graphic Design Concentration</b>		
GWD 110	Rapid Visualization	4
GWD 221	Introduction to Layout Design	4
GWD 225	Typography – Expressive & Experimental	4
GWD 222	Intermediate Layout Design	4
Total Concentration		<b>16</b>
<b>Web Design Concentration</b>		
GWD 231	Interface Design	4
GWD 237	Programming Logic	4
GWD 235	Advanced Web Page Scripting	4
GWD 238	Authoring for Interaction	4
Total Concentration		<b>16</b>
<b>Total</b>		<b>90</b>

<b>B.F.A. in Graphic &amp; Web Design</b>		
Course Number	Course Title	Credits
<b>Core Component</b>		
ART 110	Observational Drawing	4
ART 124	Color Fundamentals	4
ART 112	Design Fundamentals	4
GWD 111	Applications and Industry	4
GWD 121	Digital Illustration	4
GWD 123	Typography – Traditional	4
P 114	Image Manipulation	4
GWD 131	Fundamentals of Web Page Scripting	4
GWD 224	Typography – Hierarchy	4
GWD 221	Introduction to Layout Design	4
GWD 227	Concept Design	4
GWD 231	Interface Design	4
GWD 233	Timeline Animation & Interaction	4
GWD 228	Graphic Symbolism	4
GWD 232	Intermediate Web Page Scripting	4
GWD 426	Portfolio I	4
GWD 331	Interactive Motion Graphics	4
GWD 427	Portfolio II	4
<b>Total Core</b>		<b>72</b>
<b>General Education</b>		
GWD 328	Design History	5
EN 101	English I	4
EN 102	English II	4
COM 105	Public Speaking	4
HU 305	Critical Thinking	4
PS 101	Psychology	4
MT 113	Ideas of Mathematics	4
HA 222	Art History I	5
HA 223	Art History II	5
HA 305	Contemporary Art	5
ELGE 100	General Education Elective	4
<b>Total General Education</b>		<b>48</b>
<b>Students will choose one of two concentrations:</b>		
<b>Graphic Design Concentration</b>		
GWD 110	Rapid Visualization	4
GWD 225	Typography – Expressive & Experimental	4
GWD 222	Intermediate Layout Design	4
GWD 223	Advanced Layout Design	4
GWD 324	Package Design	4
GWD 320	Business of Graphic Design	4
GWD 421	Art Direction	4
GWD 326	Publication Design	4
GWD 424	Capstone Research*	4
GWD 425	Capstone	4
	Major Elective 1	4
	Major Elective 2	4
	Major Elective 3	4
	Major Elective 4/Internship	4
	Major Elective 5 or General Education	4

<b>Total Concentration</b>		<b>60</b>
<b>Web Design Concentration</b>		
GWD 237	Programming Logic or Object Oriented Scripting	4
GWD 236	Information Architecture	4
GWD 235	Advanced Web Page Scripting	4
GWD 336	Experience Design	4
GWD 238	Authoring for Interaction	4
GWD 333	Audio and Video	4
GWD 335	Emerging Technologies or Design for Mobile Devices	4
GWD 338	Design Team: Pre-Production/Production	4
GWD 422	Senior Project Pre-Production	4
GWD 423	Senior Project Production	4
	Major Elective 1	4
	Major Elective 2	4
	Major Elective 3	4
	Major Elective 4	4
	Major Elective 5 or General Education	4
<b>Total Concentration</b>		<b>60</b>
<b>Total</b>		<b>180</b>

**Graphic Design Elective Themes:**

<b>Course Number</b>	<b>Course Title</b>
<b>Illustration Focus</b>	
GWD 451	Life Drawing
GWD 452	Sequential Illustration
GWD 453	Editorial Illustration
GWD 454	Book Illustration
GWD 455	Mixed Media

<b>Course Number</b>	<b>Course Title</b>
<b>Typography Focus</b>	
GWD 441	Contemporary Type
GWD 442	Font Design
GWD 443	Hand Lettering
GWD 444	History of Typography
GWD 445	Motion Graphics

**Web Design Elective Themes:**

<b>Course Number</b>	<b>Course Title</b>
<b>User Experience Focus</b>	
GWD 461	UX: Research
GWD 462	UX: Prototyping
GWD 463	UX: Project Development
GWD 464	Advanced Motion Graphics
GWD 465	Digital Typography

<b>Course Number</b>	<b>Course Title</b>
<b>Development Focus</b>	
GWD 471	Server-Side Scripting
GWD 472	Client-Side Scripting
GWD 473	Advanced Server-Side Scripting
GWD 474	Advanced Scripting
GWD 465	Digital Typography

The National Association of Schools of Art and Design (NASAD) is the specialized accrediting agency recognized by the U.S. Department of Education for art and design schools and programs. Generally, NASAD accredits departments or programs of studio or visual arts. The institution does not hold and does not intend to seek specialized accreditation for this program. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook (OOH), 2010-2011 Edition*, employment for graphic designers is expected to grow about as fast as the average for all occupations; however, individuals with web site design and animation experience will have the best opportunities. Opportunities for web developers and designers will be strong, and as the number of services provided over the Internet expands, web administrators and developers will continue to see employment increases.

Nine technical colleges and one private college offer programs leading to an associate's degree in commercial graphics, digital arts, general technology, or a related major. Five public institutions and eight private institutions offer programs leading to a bachelor's degree in a related major.

### **Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission an amendment to the existing license of The Art Institute of Charleston to offer programs leading to the Associate in Arts and Bachelor of Fine Arts degrees in Graphic & Web Design to be implemented in July 2012.