

SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – A.2 (b)

DATE: October 8-9, 2014

SUBJECT: Intent to Plan: SDSU B.F.A. in Graphic Design

South Dakota State University (SDSU) requests authorization to offer the Bachelor of Fine Arts in Graphic Design to replace the existing B.A. in Graphic Design. The new degree is part of SDSU’s new Division of Design integrating visual arts, graphic design, landscape architecture, architecture, and interior design. The B.F.A. is the accredited degree in the field. SDSU anticipates 35-40 students enrolling in the program each year.

University Mission and Priorities

The proposal is within the statutory mission of SDSU as described in SDCL 13-58-1, including providing “undergraduate and graduate programs of instruction in the liberal arts and sciences.” In addition, the “South Dakota State University Mission Statement” in Board Policy 1:10:2 calls for SDSU to provide undergraduate programs in “humanities and liberal arts . . . [and] performing and visual arts.”

Related Programs within the System

USD currently offers a B.F.A. in Studio Art with a specialization in Graphic Design.

(Continued)

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Authorize SDSU to develop a proposal for a B.F.A. in Graphic Design including authorization for off campus delivery at the University Center Sioux Falls with the following conditions:

1. The university will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.
2. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program, will outline how each will be obtained in the curriculum and will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies.
3. The university will not request new state resources and the program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.

System Strategic Goals, State Initiatives, & Workforce Demand

The proposal supports System Strategic Goals (Board Policy 1:21), including expanding programs to meet workforce needs, keeping graduates in state, and promoting high standards in student learning. The program also meets objectives in SDSU's Strategic Plan, including increasing the distinction of SDSU and expanding artistic and creative activities. Employment data indicates an 11.6% increase in state demand for graphic designers over the next decade.

Off Campus & Distance Delivery

SDSU intends to offer this program off campus at the University Center – Sioux Falls (see question 6, p. 8, Attachment I).

Resources

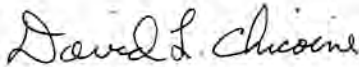
SDSU intends to request a lab fee to support computer hardware and software upgrades at University Center Sioux Falls (see question 7, p. 8, Attachment I).

**South Dakota Board of Regents
Intent to Plan for a Bachelor of Fine Arts in Graphic Design**

UNIVERSITY:	South Dakota State University
DEGREE(S) AND TITLE OF PROGRAM:	B.F.A. Bachelor of Fine Arts in Graphic Design
INTENDED DATE OF IMPLEMENTATION:	Fall 2015

University Approval

To the Board and the Executive Director: I certify that I have read this intent to plan, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



President of the University

August 26, 2014

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the general nature of the proposed program? What is the expected demand for graduates in South Dakota? What is the need for the proposed program?

South Dakota State University (SDSU) requests authorization to develop a Bachelor of Fine Arts (B.F.A.) degree in Graphic Design, a professional degree accredited by the National Association of Schools of Art and Design (NASAD). A professional degree in Graphic Design is necessary to promote quality programs within the new Division of Design. The B.F.A. in Graphic Design is one of four proposed B.F.A. degrees (along with one BLA degree) within the Division of Design. The Division of Design is a collaborative structure across three colleges (Arts & Sciences, Agriculture & Biological Sciences and Education & Human Sciences) and includes the five programs. This structure was established to bring together the highly related disciplines of visual arts, graphic design, landscape architecture, architecture and interior design. This interdisciplinary entity forms the foundation for educational programs, collaborative research/scholarly and creative activity and outreach. The proposed degree is in direct response to SDSU's strategic plan, *IMPACT 2018*. In particular, the new degree supports goal 1, enhancing academic excellence through achieving program accreditation and goal 4, increasing efficiencies through academic program alignment. The need for professionally trained graphic designers is strong and continues to grow. Currently, the University of South Dakota (USD) offers Graphic Design as a specialization (with B.F.A. in Studio Art) and the Graphic Design and Communications (B.S.) program at Black Hills State University. There is no stand-alone accredited B.F.A. in Graphic Design. The purposes of this degree are to:

- Meet educational requirements mandated by the profession;

- Equip students with the skill set necessary to transform them into graphic design professionals needed to solve crucial design and visual communication issues in South Dakota and the region;
- Enhance the pool of students available to work with faculty in SDSU's proposed Division of Design research initiatives and outreach;
- Provide an expanded selection of elective and support courses for students in the proposed SDSU Division of Design.

General Nature of the Proposed Program

The proposed B.F.A. in Graphic Design will replace the non-accredited BA degree in graphic design that SDSU currently offers. The new degree is necessary to meet minimum professional expectations for accreditation. The degree will take advantage of current program strengths which includes solution based visual communication and will be a four-year, 120-credit program.

Graphic Design students will complete general education requirements (SGRs and IGRs), B.F.A. core requirements, courses in the major area, supportive courses in design, related technologies, visual arts/design history, and theory totaling at least 65% of the 120 credits to complete the B.F.A. (NASAD Handbook, 2013–14, page 119 http://nasad.arts-accredit.org/site/docs/Handbook/NASAD_HANDBOOK_2013-14.pdf#page=127).

The program is designed to prepare students with the abilities to conceive and design visual communications and systems integrating the elements of design theory, professional practice and design research. Students will incorporate basic research regarding people and contexts for problem solving, working collaboratively across disciplines, and applying appropriate technologies.

Expected Demand for Graduates in South Dakota and the Region

According to the SD Department of Labor (http://dlr.sd.gov/lmic/occupation_projections.aspx), graphic designers can expect an 11.6% growth rate over the next ten years. Nationwide, the US Bureau of Labor Statistics (<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>) anticipates a 7% growth rate over the same time period. In addition, allied fields in which graphic designers often work (advertising, marketing, industry, tourism, and product design) anticipate similar or improved growth statistics, forecasting a robust outlook for design professionals in these sectors.

Need for the B.F.A. in Graphic Design

The need for the new degree is evident through the demand by current practitioners in the profession and interviews with prospective students and their parents. Today, students are well-informed about their educational options, and know that the B.F.A. in Graphic Design is the professional standard for entry-level positions following graduation. Iowa State University, the University of Nebraska-Lincoln, and the University of Minnesota are examples. Students are increasingly concerned that the tuition spent on their higher education is for a high quality, nationally accredited program/degree in order to meet the entry level expectations of the industry.

Professionals in South Dakota are strongly in favor of an accredited, professional graphic design program at SDSU. External reviewers (from NASAD) indicate that for SDSU to remain competitive, the institution must move to a professionally accredited degree, and that SDSU's current regional reputation and students' national success indicate that the next logical step is transition to a professionally accredited degree. Among all employer groups, the B.F.A. is the expected degree for preparing professional graphic designers. For these reasons, it is the degree offered by SDSU's peer institutions. South Dakota industry leaders stand ready to hire qualified graduates of the proposed program as they become available. These include but are not limited to:

- Public Entities
 - State and local government
 - Public and private universities
- Professional Design and Interactive Firms
 - *Lawrence and Schiller Advertising*
 - *Paulsen Advertising*
 - *Blend Interactive*
 - *Fresh Produce*
 - *Lemonly*
 - *Insight Advertising*
 - *Calibre Creative*
 - *James Dugan Advertising*
- Corporate Entities
 - *Daktronics*
 - *Sanford Health*

2. What is the relationship of the proposed program to the University's mission as provided in South Dakota statute and Board of Regents Policy?

The University's mission is to "*provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing and pharmacy, and other courses or programs as the Board of Regents may determine.*" (SDCL 13-58-1)

Furthermore, Board-approved programs currently include "*baccalaureate programs in the agricultural sciences, aviation, education, engineering and technology, human sciences, humanities and liberal arts, nursing, performing and visual arts, pharmaceutical sciences, physical and biological sciences, and social sciences.*" (Board Policy 1:10:2)

Graphic design is a professional program which synthesizes much of the content included in other approved courses. As it is closely related to visual art and the other design disciplines of architecture, interior design and landscape architecture at SDSU, a Bachelor of Fine Arts in Graphic Design is clearly within the statutory and Board policy mission for South Dakota State University.

University Priority and Strategic Plan

The proposed B.F.A. in Graphic Design supports SDSU's strategic plan. The Strategic Plan *IMPACT 2018* (<http://sdstate.edu/impact2018/>) includes goals that are directly related to this program request, including:

- Cultivate aware, engaged, and active citizens well prepared to work in local, state, national and global communities.
- Foster academic rigor and student success through a comprehensive approach to engaged learning, resulting in complexity of thought, in-depth mastery, and lifelong curiosity.
- Involve students with faculty to expand excellence in scholarship and creative works; prepare students to make intellectual contributions to the global community; and build a highly educated workforce to be tomorrow's leaders.
- Increase regional and national distinction of the University.
- Expand artistic and creative activities to enrich cultural life and lift the human spirit.

This proposed degree will help recruit and retain talented, diverse, and committed faculty and staff. In addition, the proposed degree meets the performance indicators for the University's strategic plan by offering an accredited program in graphic design.

The B.F.A. in Graphic Design further supports the Board of Regents 2014 Priorities:

- Enroll and graduate more citizens
- Attract new residents to South Dakota
- Leverage university-based research and development

Further, the proposed degree supports the system strategic goals (Policy 1:21) and State Initiatives, including:

- *Economic Development and Quality of Life*
 - *Contribute to the workforce development and quality of life by expanding academic programs to meet our future workforce needs*
- *Educational Attainment*
 - *Increase college participation rates*
 - *Keep our graduates in the State*
- *Academic Quality and Performance*
 - *Promote high standards for student learning, quality instruction, and research*
 - *Encourage student involvement in research and service*

3. Are there any related programs in the regental system? If there are related programs, why should the proposed program be added? If there are no related programs within the system, enter "None."

The College of Fine Arts at the University of South Dakota offers a B.F.A. in Art Education and a B.F.A. in Studio Art, with a specialization in graphic design.

SDSU proposes a standalone B.F.A. in Graphic Design. The educational and professional differences between design programs concentrated in fine art programs and those in specific

academic design structures is well documented and demonstrated by the integrative and research approach of land grant universities such: Iowa State University, College of Design; The University of Minnesota–Twin Cities, College of Design; North Carolina State University, College of Design.

SDSU’s graphic design program is one part of a larger effort to bring together all design disciplines in order to apply a multi-field, integrative approach to solve complex problems. This occurs when graphic design is aligned professionally with the other design disciplines of architecture, interior design, landscape architecture and visual arts as evidenced by SDSU’s land grant peers. A professional degree strengthens SDSU’s graphic design students so they can fully collaborate with high performing faculty and students in computer science, engineering, agriculture, and economics, as opposed to the current liberal arts degree, which is viewed as an introduction to the discipline.

As part of the land grant mission, graphic design has a significant role to play in extension by bringing design expertise and problem solving to the communities and citizens of South Dakota. The new graphic design degree will accomplish this through:

- Delivering concentrated offerings in graphic design theory, practice, and the addition of design research.
- Conducting engaged research and practice focused on solving society’s most pressing problems.
- Leveraging the expertise and experience of high performing faculty and students to pursue innovation and economic development.
- Expanding the reach of the university nationally.

4. Are there related programs at public colleges and universities in Minnesota, North Dakota, Montana, and Wyoming?¹ If there are related programs in these states list below under each state and explain why the proposed program is needed in South Dakota. If there are no related programs in a state, enter “None” for that state.

Minnesota
University of Minnesota Duluth, School of Fine Arts, Department of Art and Design, B.F.A. Graphic Design
University of Minnesota Twin Cities, College of Design, Department of Design Housing and Apparel, B.F.A. Graphic Design
University of Minnesota, Moorhead, College of Arts Media and Communication, Department of Art and Design, B.F.A. Graphic Design
Montana
Montana State University Bozeman, College of Art and Architecture, School of Art, B.F.A. Graphic Design (<i>concentration</i>)
North Dakota
Minot State University, College of Arts and Science, Department of Art, B.F.A. in Art (<i>graphic design option</i>)

¹ This question addresses opportunities available through Minnesota Reciprocity and the Western Undergraduate Exchange in adjacent states. List only programs at the same degree level as the proposed program. For example, if the proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.

Wyoming (none)

The professional undergraduate degree in graphic design with grounding in fundamental principles and techniques fulfills the strategic goals of South Dakota State University. The B.F.A. is the degree offered by all SDSU peer institutions. Without the B.F.A., SDSU students will be at a disadvantage when competing against students who have the professional degree. It becomes significantly more difficult for the department to attract and retain high performing faculty to meet the research and scholarship mission of high performing land grant institution.

5. Are students expected to be new to the university or redirected from other programs? How many majors are expected in the first years of the program? How many graduates are expected?

It is anticipated that the majority of students in the program will be new to the University. SDSU does not expect that many students from its existing undergraduate programs will be redirected to the program. However, the existing program enjoys enrollment from some students who self-select from related fields; this tendency is expected to continue to some degree, but students will not be actively recruited away from other programs at SDSU.

Program enrollments of 35-40 new students per year are anticipated. This projection is based on the number of students currently in the B.A. and B.S. programs. Students will be recruited from among high school graduates throughout the region, in collaboration with other design programs at SDSU.

Current students seeking the B.A. in graphic design will have the option of completing their degree or moving to the B.F.A. Because the B.F.A. is the professional design degree and significantly increases a student's potential for entry level employment, and graduate school it is anticipated that the majority will aspire to the new degree.

6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? If yes, enter location(s) and intended start date(s). Does the university intend to seek authorization to deliver this entire program by distance technology? If yes, identify delivery method(s) and intended start date(s).

Off-campus	Yes – University Center - Sioux Falls – fall 2015
Distance delivery	No

7. What are the University's plans for obtaining the resources needed to implement the program? Indicate "yes" or "no" in the columns below.

	Development/Start-up	Long-term Operation
Reallocate existing resources	Yes	Yes
Apply for external resources	No	No
Ask Board to seek new State resources	No	No
Ask Board to approve new or	Yes	Yes

increased student fee		
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SDSU faculty and administration will cover the needs of the program through internal staff and fiscal re-allocation. The program will be developed to leverage existing faculty and course offerings. SDSU currently has five faculty members with expertise in graphic design, a sufficient number to meet national accreditation standards. An additional full-time faculty in graphic design will be required at the University Center.

The SDSU lab fee of \$56.40 would need to be implemented at UC – Sioux Falls. Fees are needed to support student learning such as field trips, rental of exhibition spaces, professional printing etc. In addition, a laptop and necessary graphic software requirement would be needed. Currently, almost all graphic design students at the UC own a laptop and subscribe to the software (all advanced students have laptops). It is in the best interest of students to possess these tools as design study and practice is no longer place bound.

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university. *The Appendix should provide the required and elective courses in the program. Catalog pages or web materials may be used. Identify the college or university and explain why the program may be used as one model when the proposed program is developed.*

The curricula for the Bachelor of Fine Arts in Graphic Design at the University of Minnesota (Appendix A) and at Iowa State University (Appendix B) are excellent examples of graphic design programs housed in Colleges of Design. These programs were selected because they are national models of rigorous plans of study that include design theory, design practice, and design research fulfilling the land grant mission. The required courses SDSU plans to offer will be similar to those provided by these programs. Both programs are similar to SDSU in the number of credits required.

Appendix A

Curriculum Example: University of Minnesota

Additional information regarding the Bachelor of Fine Arts in Graphic Design program at University of Minnesota may be found at:

http://design.umn.edu/prospective_students/programs/graphics.html

Degree Requirements:

Required credits to graduate with this degree: 120

Required credits within the major: 80 to 91

Admission Requirements

Students must complete 5 courses before admission to the program.

Freshman and transfer students are usually admitted to pre-major status before admission to this major.

A GPA above 2.0 is preferred for the following:

- 2.50 already admitted to the degree-granting college
- 2.50 transferring from another University of Minnesota college
- 2.50 transferring from outside the University

Admission to pre-major status is decided by a competitive holistic review. Students must maintain an overall GPA of 2.50 during pre-major coursework. In addition, students must receive a minimum grade of C- or better in the required pre-major courses before going through portfolio review (not just a 2.50 GPA). Once students have achieved major status, they must maintain a GPA of 2.00.

Students must be admitted to the pre-major status program to take most of the pre-graphic design coursework.

Required Prerequisites

Pre-Graphic Design Courses

DES 1101W - Introduction to Design Thinking (4.0 Credits)

GDES 1311 - Foundations: Drawing and Design in Two and Three Dimensions (4.0 Credits)

GDES 1312 - Foundations: Color and Design in Two and Three Dimensions (4.0 Credits)

GDES 1315 - Foundations: The Graphic Studio (4.0 Credits)

DES 2101 - Design and Visual Presentation (3.0 Credits)

General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the liberal education requirements. Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

Program Requirements

All coursework must be taken A-F (with the exception of the internship).

Communication Courses

COMM 1101 - Introduction to Public Speaking (3.0 Credits)

or PSTL 1461 - Multicultural Perspectives in Public Speaking (3.0 Credits)

or DES 3309 - Storytelling and Design (3.0 Credits)

WRIT 3562W - Technical and Professional Writing (4.0 Credits)

or ENGL 3027W - The Essay [WI] (4.0 Credits)

or WRIT 3029W - Business and Professional Writing (3.0 Credits)

Art History Courses

ARCH 3411W - Architectural History to 1750 (3.0 Credits)

or ARCH 3412 - Architectural History Since 1750 (3.0 Credits)

or ARTH 1xxx

or ARTH 2xxx

or ARTH 3xxx
 or ARTH 4xxx
 or ARTH 5xxx
 or ADES 4121 - History of Costume (4.0 Credits)
 or IDES 3161 - History of Interiors and Furnishings: Ancient to 1750 (4.0 Credits)

Business, Economics, or Marketing Courses

Students must select one course in either business, economics, or marketing.

ACCT 1xxx
 or ACCT 2xxx
 or ACCT 3xxx
 or ACCT 4xxx
 or ACCT 5xxx
 or APEC 1101 - Principles of Microeconomics (4.0 Credits)
 or APEC 1102 - Principles of Macroeconomics (3.0 Credits)
 or APEC 1251 - Principles of Accounting (3.0 Credits)
 or ECON 1xxx
 or ECON 2xxx
 or ECON 3xxx
 or ECON 4xxx
 or ECON 5xxx
 or MGMT 3xxx
 or MKTG 3xxx
 or PSTL 1511 - Introduction to Business and Society (4.0 Credits)

Photography Courses

ARTS 1701 - Photography (4.0 Credits)
 or GDES 2361 - Design Process: Photography (3.0 Credits)

Major Courses

Basic Design Requirements

GDES 2342 - Web Design (3.0 Credits)
 GDES 2345 - Typography (4.0 Credits)

Advanced Design Requirements

DES 3201 - Career and Internship Preparation for Design (1.0 Credits)
 GDES 2399W - Design and its Discontents: Design, Society, Economy and Culture (3.0 Credits)
 GDES 3312 - Color and Form in Surface Design (4.0 Credits)
 GDES 3351 - Text and Image (3.0 Credits)
 GDES 3352 - Identity and Symbols (3.0 Credits)
 GDES 3353 - Packaging and Display (3.0 Credits)
 GDES 4131W - History of Graphic Design (4.0 Credits)
 GDES 4196 - Internship in Graphic Design (1.0-3.0 Credits)
 GDES 4345 - Advanced Typography (4.0 Credits)
 GDES 4361W - Thesis Studio and Writing (4.0 Credits)
 GDES 4362 - Senior Thesis and Exhibition (4.0 Credits)

Electives

Other GDES topics courses or GDES field study may be used for this requirement. See your adviser.

Take exactly 3 course(s) from the following:

- DES 3131 - User Experience in Design (4.0 Credits)
- DES 3311 - Travels in Typography (3.0 Credits)
- DES 3341 - (un)Wrapping It Up: New Materials for Design, Design for New Materials (3.0 Credits)
- DES 5165 - Design and Globalization (3.0 Credits)
- DES 5168 - Evidence-Based Design (3.0 Credits)

- DES 5185 - Human Factors in Design (3.0 Credits)
- GDES 2350 - Design Material Topics (1.0-4.0 Credits)
- GDES 2361 - Design Process: Photography (3.0 Credits)
- GDES 3311 - Illustration (3.0 Credits)
- GDES 4330 - Surface Fabric Design Workshop (4.0 Credits)
- GDES 4343 - Data Visualization I: Mapping Information (3.0 Credits)
- GDES 4350 - Advanced Design Material Topics (1.0-4.0 Credits)
- GDES 4352 - Design Process: Bookmaking (3.0 Credits)
- GDES 5311 - Illustration (3.0 Credits)
- GDES 5341 - Interactive Design (3.0 Credits)
- GDES 5342 - Web and Interface Design (3.0 Credits)
- GDES 5383 - Digital Illustration and Animation (3.0 Credits)
- GDES 5386 - Fundamentals of Game Design (3.0 Credits)
- GDES 5388 - Graphic Design Research (3.0 Credits)
- GDES 5399 - Theory of Electronic Design (3.0 Credits)
- PDES 3701 - Creativity, Idea Generation, and Innovation (3.0 Credits)
- PDES 3702 - Concept Sketching and Rendering (3.0 Credits)
- PDES 3711 - Toy Product Design (4.0 Credits)

Appendix B

Curriculum Example: Iowa State University

Additional information regarding the Bachelor of Fine Arts in Graphic Design program at Iowa State University may be found at: <http://www.design.iastate.edu/graphicdesign/index.php>

Degree Requirements:

Required credits to graduate with this degree: 123.5

First Year					
Fall	Credits	Spring	Credits		
DSN S 102 or DSN S 131	4	DSN S 102 or DSN S 131	4		
DSN S 183 or General Education	3	DSN S 183 or General Education	3		
DSN S 110 or DSN S 115	3	ENGL 150 or General Education	3		
ENGL 150 or General Education	3	General Education	3		
General Education	3	General Education	3		
General Education	3	LIB 160	1		
	16.5-17		17		
Second Year					
Fall	Credits	Spring	Credits		
ART GR 270	3	ART GR 271	3		
ART GR 275	2	ART GR 276	2		
ART H 280	3	ART H 281	3		
ART GR 281	3	ART GR 272 or General Education	3		
General Education or ART GR 272	3	ENGL 250 or General Education	3		
General Education	3	General Education	3		
	17		17		
Third Year					
Fall	Credits	Spring	Credits	Summer	Credits
ART GR 370	3	ART GR 371	3	ARTGR 480 (or) ARTGR 495	3
ART GR Option	3	ART GR Option	3	Students who elect to participate in the Rome Program need to take additional 3 elective credits to reach the 123.5 needed to graduate.	
ART GR 387	3	ART GR 372	3		
ARTIS, ARTID, LA, or ARCH Studio	3	ART & DSN History	3		
General Education	3	ART GR 377	1		
		DSN S 301	1		
	15		12-14		3

Fourth Year			
Fall	Credits	Spring	Credits
ART GR 470	3	ART GR 471	5
ART GR Option	3	ART GR 481	3
ART & Design History	3	General Education	3
ART GR 485 G	R	ARTIS, ARTID, LA or ARCH Studio	3
General Education	3		
General Education	3		
	15		14

Admission into the B.F.A. in Graphic Design Program is based on departmental resources and will be determined by overall cumulative grade point average following completion of 30 credits including DSN S 110/115, 102, 131, 183, and other general education requirements. A portfolio review and essay will also be significant factors.