



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Undergraduate Degree Program**

UNIVERSITY:	University of South Dakota
MAJOR:	Graphic and Web Design
EXISTING OR NEW MAJOR(S):	New
DEGREE:	Associate of Arts
EXISTING OR NEW DEGREE(S):	Existing
INTENDED DATE OF IMPLEMENTATION:	2017 Fall
PROPOSED CIP CODE:	50.0409
SPECIALIZATIONS:	None
IS A SPECIALIZATION REQUIRED (Y/N):	No
DATE OF INTENT TO PLAN APPROVAL:	Waived
UNIVERSITY DEPARTMENT:	Art
UNIVERSITY DIVISION:	College of Fine Arts

University Approval

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

President of the University

Date

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1. What is the nature/purpose of the proposed program?

The University of South Dakota requests approval for an Associate of Arts in Graphic and Web Design. Graphic Design is the process of visual communication and problem-solving through the use of typography, photography and illustration for commercial communication forms, such as Web Design, Corporate Logos, Advertising, and Packaging Design. The proposed 2-year Associate of Arts in Graphic and Web Design at University Center-Sioux Falls will provide students with critical knowledge as well as functional skills that will enable program graduates for entry into the design filled job market or to continue their studies toward a bachelor's degree. Courses from the A.A. degree will transfer into the B.F.A. in Art and the B.F.A. in Art Education with two years of study completed through the AA (60 credits) and 60 additional credits required to complete the USD BFA Art or ART Education degree. Students in the program will develop a body of creative works that can be added to their portfolio for job applications or future schooling applications.

2. How does the proposed program relate to the university's mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020?

USD's mission as provided in Board Policy 1:10:1 authorizes the institution to provide undergraduate and graduate programs in the liberal arts and sciences and in professional education; degrees are authorized at the associate, baccalaureate, masters, education specialist, and doctoral levels.

The proposed A.A. in Graphic and Web Design is an ideal fit for USD's liberal arts curriculum. In order for a Graphic and Web Design graduate to enhance a career in the field, a graduate of this

program will have a combination of strong technical education in graphic and web design rooted in the essential skills that a liberal arts education at the University of South Dakota provides.

3. Describe the workforce demand for graduates of the program, including national demand and demand within South Dakota.

The field of Graphic and Web Design is multi-faceted and encompasses a broad range of media both digital and print platforms in terms of job growth. Graphic Design overall is expected to grow by only 1 percent, according to the BLS¹. However, factions of the Graphic Design industry are expected to grow at different rates as following: 1) the Digital Platform of Graphic Design – Web Design, App Design (mobile & ecommerce), and User Experience Design – are projected to grow 27 percent from 2014 to 2024², and 2) the Print Platform of Graphic Design – newspaper, periodical, book and directory publishing industry – are expected to decline by 21 percent³. Therefore, classes at the University Center focus on the Digital Platform of Graphic Design as it is growing in popularity in both the education and job market. There are approximately 39 design firms and 43 advertising agencies in Sioux Falls, SD. The USD graphic design program receives significantly higher rates (approx. 95%) of summer design intern opportunities from Sioux Falls. We get about 5% of designer intern opportunities from outside of the Sioux Falls areas (Sioux City, Omaha, Minneapolis, Pierre, and Aberdeen). Rapid City and Sioux Falls are the two most prominent cities in SD for Graphic Design employment. In addition, employment of Graphic Designers in Sioux Falls is expected to grow by 11% between 2012 and 2022.⁴

4. How will the proposed program benefit students?

The University Center-Sioux Falls Graphic and Web Design program educates students to become resourceful designers engaged in reflective, responsible, and sustainable practice with the latest trends in graphic and web design. This will help students improve their employability in mobile technology, interface design and user experience design, and web design industries. In addition, the program will assist students in making a smooth transition to continuation of their BFA in Art degree with specialization in Graphic Design at USD.

5. Program Proposal Rationale:

A. If a new degree is proposed, what is the rationale?

A new degree is not proposed; USD has authorization to offer the Associate of Arts.

B. What is the rationale for the curriculum?

There is currently no Associate's Degree in Graphic and Web Design available in SDBOR system. The addition of the proposed two-year degree in Graphic and Web Design will

¹ <http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>

² <http://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>

³ <http://www.bls.gov/ooh/office-and-administrative-support/desktop-publishers.htm>

⁴ South Dakota Department of Labor & Regulation, Labor Market Information Center, "Graphic Designers," Occupational Employment & Future Employment Outlook, Sioux Falls, SD Metropolitan Statistical Area, available through <http://dlr.sd.gov/lmic/>.

offer an alternative to the four-year degrees available at all other BOR institutions. USD does have certificate programs in Web Design and Graphic Design and a B.F.A. in Art with a specialization in Graphic Design. All of the credits earned in these certificates may be applied to this degree. Additionally, students completing the A.A. in Graphic and Web Design will be allowed to apply the credits to the B.F.A. in Art program.

The proposed Graphic and Web Design curriculum at the University Center consists of classes that are directly transferable to the beginning classes of the B.F.A. in Art degree with specialization in Graphic Design at USD. A student can continue their education toward a 4-year degree if they desire. Classes meet the requirements and competencies of the National Association of Schools of Arts and Design, NASAD. The curriculum gives students many rewarding opportunities with the knowledge, skills, and hands-on experience in the field of Graphic and Web Design to enhance their ability to produce incredible portfolio work to increase their employability at an entry-level graphic and web design position

C. Demonstrate/provide evidence that the curriculum is consistent with current national standards. Complete the tables below and explain any unusual aspects of the proposed curriculum?

D. Summary of the degree program (complete the following tables):

A.A. in Graphic and Web Design	Credit Hours	Credit Hours	Percent
System General Education Requirements	24		
Subtotal, Degree Requirements		24	40%
Required Support Courses (not included above)	15*		
Major Requirements	18		
Major Electives	0		
Subtotal, Program Requirements		33	55%
Free Electives	0	3	5%
Degree Total		60	100%

* ART 111 will fulfill both a system general education requirement as well as a major requirement.

Required Support Courses Outside the Major

(Not general education or institutional graduation requirements)

Prefix	Number	Course Title	Credit Hours	New
ART	111	Drawing I*	3	No
ART	121	Design I	3	No
ART	122	Design II	3	No
ART	212	Drawing IV	3	No
ARTH	100	Art Appreciation	3	No
ARTH	212	History of World Art II	3	No
Subtotal			18	

* ART 111 will fulfill both a system general education requirement as well as a major requirement.

Major Requirements

Prefix	Number	Course Title	Credit Hours	New
ARTD	205	Digital Design	3	No
ARTD	215	Typography	3	No
ARTD	315	Brand Identity	3	No
ARTD	325	Digital and Web Design I	3	No

ARTD	425	Digital and Web Design II	3	No
ARTD	465	Portfolio Design	3	No
Subtotal			18	

Major Electives: List courses available as electives in the program. Indicate any proposed new courses added specifically for the major.

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Credit Hours	New (yes, no)
N/A				
Subtotal				

6. Student Outcomes and Demonstration of Individual Achievement

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? Complete Appendix A – Outcomes using the system form. A structured A.A. in Graphic and Web Design program at the University Center will hone students’ skills through various projects and feedback exchange. Students will practice the following techniques through UC: 1) different design techniques – ideation skill, 2) work with various tools – Web Programming, and 3) design programs – Adobe Creative Cloud. These practice projects will help students build their portfolio with confidence.

- Ideation Skill: Being creative is a fundamental skill for all creative industries, however, it requires many years of practice.
- Adobe Creative Cloud: Illustrator, Photoshop, Dreamweaver, and Muse
- Web Programming: Java Script, CSS, HTML, and jQuery

Individual Student Learning Outcomes:

1. Demonstrate proficiency in a range of computer graphics software: (ex. Adobe Creative Cloud: Illustrator, Photoshop, Dreamweaver, and Muse).
2. Demonstrate critical thinking skills.
3. Demonstrate knowledge of color theory and how to apply it.
4. Understand terminology used in the graphic design industry.
5. Demonstrate Ideation Skills through design thinking techniques.
6. Demonstrate the ability to communicate effectively.
7. Produce a portfolio of work that meets industry and accreditation expectations.

B. Are national instruments (i.e., examinations) available to measure individual student achievement in this field? If so, list them.

N/A

C. How will individual students demonstrate mastery? Describe the specific examinations and/or processes used, including any external measures. What are the consequences for students who do not demonstrate mastery?

An individual student must create a portfolio prior to graduation and exhibit their final show at the University Center Lobby, both of which will be part of the Web Design II curriculum. A professional portfolio gives employers a chance to see student work before they are hired. A portfolio must have a distinctive identity as a designer and collective projects documenting one’s education to enhance employment opportunities. The final exhibit must demonstrate

the student’s practiced skills with one’s chosen design and art form output. Students who do not demonstrate mastery in their Web Design II portfolio will not be allowed to exhibit their work in the UC Lobby until they have demonstrated their readiness. A grade for Web Design II is dependent upon the student’s demonstration of mastery.

7. What instructional approaches and technologies will instructors use to teach courses in the program? Instructor will focus on concepts, website strategy and planning, information architecture, usability, user-centered design, and web programming (JavaScript, HTML, jQuery, HTML, and CSS), which will be covered in the curriculum. The course methods are 1) familiarizing students to picture a digital platform of Graphic Design in their minds, 2) introducing web languages as a part of the design process and a useful tool 3) familiarizing responsive design and compatibility in various digital devices, browsers, and system (Windows and OS), and 4) studying and providing user-centered design.

8. Did the University engage any developmental consultants to assist with the development of the curriculum? Did the University consult any professional or accrediting associations during the development of the curriculum? What were the contributions of the consultants and associations to the development of curriculum?

The program complies with NASAD accreditation standards. In addition, the USD College of Fine Arts Dean’s Office queried professional graphic design employers seeking advice as to whether the A.A. in Graphic and Web Design is an appropriate path for students to take for employment. The questionnaire sought answers that would provide the faculty with a better understanding of the regional market and entry positions. Responses were positive from employers that an A.A. in Graphic and Web Design would open entry positions at the responding companies, based on the curriculum. Scott Lawrence, owner of Lawrence and Schiller Advertising in Sioux Falls, wrote to say that his company does hire people with A.A. degrees in Graphic and Web Design and would like to hire more. Mr. Lawrence stated “graphic design is web design. Traditional work has gone away—everything is web centric these days. You can’t separate the two.” When asked if a certificate program in graphic and web design would be useful for his employees, Mr. Lawrence stated, “Yes, we have basic graphic designers that could use some training.” Sara Steever, President of Paulsen Marketing in Sioux Falls, states, “Our senior designer and partner has an associate degree, but that has been our only hire. We never get applicants with an associate degree. I would absolutely interview and not discriminate against an associate degree because I can tell from their portfolio and interview if they are a good fit for us.”

9. Are students enrolling in the program expected to be new to the university or redirected from other existing programs at the university? Complete the table below and explain the methodology used in developing the estimates.

<i>Estimates</i>	Fiscal Years*			
	1st FY 18	2nd FY 19	3rd FY 20	4th FY 21
Students new to the university	5	5	10	10
Students from other university programs	0	0	0	0
Continuing students		5	5	5
=Total students in the program (fall)	5	10	15	15
Program credit hours (major courses)**	150	300	450	450
Graduates		5	5	10

*Do not include current fiscal year.

**This is the total number of credit hours generated by students in the program in the required or elective program courses. Use the same numbers in Appendix B – Budget.

10. Is program accreditation available? If so, identify the accrediting organization and explain whether accreditation is required or optional, the resources required, and the University’s plans concerning the accreditation of this program.

National Association of Schools of Art and Design, NASAD, is the accreditation body that will review the degree program during the next reaccreditation visit. The resources for classrooms are already in place, as are the USD instructors for the classes. The next USD accreditation review from NASAD is scheduled for the fall 2020. NASAD will require paperwork listing *intent to plan* for the new associate of arts degree as information sharing to start, but review of the degree will take place once we have transcripts of three students who have graduated from the program. We anticipate available transcripts for review by 2021.

11. Does the University request any exceptions to any Board policy for this program? Explain any requests for exceptions to Board Policy.

Section 6 of the Memorandum of Understanding for the University Center-Sioux Falls (approved by the Board of Regents at the April 2016 Board meeting) stipulates that the tuition rate for lower division associate degree courses is \$270/credit hour. This will include ART 111 Drawing I, which will count for a general education course as well as a major course. USD is requesting an exception under section 6.2 of the MOU that allows the Board to approve use of the established self-support rate of \$333.35 for high cost programs. USD specifically requests an exemption to use the \$333.35/credit hour rate for 100- and 200-level courses using the ART and ARTD prefixes. The higher rate for the courses will allow for the program to build in budget to update needed software, hardware, and software services for the equipment mandatory for the program.

12. Complete the following charts to indicate if the university intends to seek authorization to deliver the entire program at any off-campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or intends to seek authorization to deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes	No	If Yes, list location(s)	Intended Start Date
Off-campus	X		UC Sioux Falls	Fall 2017

	Yes	No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery		X		

13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed major. Address off-campus or distance delivery separately.

USD employs an instructor for the graphic and web design courses already. No additional faculty will need to be hired. A Mac lab is already in place at UC and the department will cover software costs. This laboratory will need to be updated with appropriate hardware and software every four years. The budget includes planning for this purpose.

14. Is the university requesting or intending to request permission for a new fee or to attach an existing fee to the program (place an "X" in the appropriate box)?

Yes No

15. New Course Approval: New courses required to implement the new undergraduate degree program may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement:

NO,

The university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

16. Additional Information: None

Appendix A-Graphic Design USD								
Individual Student Outcome	Prefix & Number	Prefix & Number	Prefix & Number	Prefix & Number	Prefix & Number	Prefix & Number	Prefix & Number	Prefix & Number
Demonstrate proficiency in a range of computer graphics software: (ex. Adobe Creative Cloud: Illustrator, Photoshop, Dreamweaver, and Muse)	ARTD 205	ARTD 315	ARTD 325	ARTD 425	ARTD 465			
Demonstrate critical thinking skills	ART 111	ART 121	ART 122	ARTD 205	ARTD 215	ARTD 315	ARTD 325	ARTD 425
Demonstrate knowledge of color theory and how to apply it.	ART 122	ARTD 205	ART 212	ARTD 315	ARTD 325	ARTD 465		
Understand terminology used in the graphic design industry.	ARTD 205	ARTD 315	ARTD 325	ARTD 425	ARTD 465			
Demonstrate Ideation Skills through design thinking techniques.	ART 111	ART 121	ART 122	ARTD 205	ARTD 215	ARTD 315	ARTD 325	ARTD 425
Demonstrate the ability to communicate effectively.	ART 111	ART 121	ART 122	ARTD 205	ARTD 215	ARTD 315	ARTD 325	ARTD 465
Produce a portfolio of work that meets industry and accreditation expectations.	ARTD 205	ARTD 315	ARTD 325	ARTD 425	ARTD 465			
<i>Expand the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.</i>								

University of South Dakota, Associate of Arts in Graphic Design and Web Design

1. Assumptions

Headcount & hours from proposal

Fall headcount (see table in proposal)

Program FY cr hrs, On-Campus

Program FY cr hrs, Off-Campus

	1st FY18	2nd FY19	3rd FY20	4th FY20
Fall headcount (see table in proposal)	5	10	15	15
Program FY cr hrs, On-Campus	0	0	0	0
Program FY cr hrs, Off-Campus	150	300	450	450

Faculty, Regular FTE

See p. 3

Faculty Salary & Benefits, average

See p. 3

Faculty, Regular FTE	1.00	1.00	1.00	1.00
Faculty Salary & Benefits, average	\$50,000	\$50,000	\$50,000	\$50,000

Faculty, Adjunct - number of courses

See p. 3

Faculty, Adjunct - per course

See p. 3

Faculty, Adjunct - number of courses	0	0	0	0
Faculty, Adjunct - per course	\$0	\$0	\$0	\$0

Other FTE (see next page)

See p. 3

Other Salary & Benefits, average

See p. 3

Other FTE (see next page)	0.00	0.00	0.00	0.00
Other Salary & Benefits, average	\$15,552	\$15,552	\$15,552	\$15,552

2. Budget

Salary & Benefits

Faculty, Regular

\$65,552

\$65,552

\$65,552

\$65,552

Faculty, Adjunct (rate x number of courses)

\$0

\$0

\$0

\$0

Other FTE

\$0

\$0

\$0

\$0

S&B Subtotal

\$65,552

\$65,552

\$65,552

\$65,552

Operating Expenses

Travel

\$0

\$0

\$0

\$0

Contractual Services

\$0

\$0

\$0

\$0

Supplies & materials

\$0

\$0

\$0

\$0

Capital equipment

\$0

\$0

\$0

\$0

OE Subtotal

\$0

\$0

\$0

\$0

Total

\$65,552

\$65,552

\$65,552

\$65,552

3. Program Resources

Off-campus support tuition/hr, net of HEF

	\$295.01	\$295.01	\$295.01	\$295.01
	or	or	or	or
UG	\$211.07	\$211.07	\$211.07	\$211.07

Off-campus tuition revenue

hrs x amt

\$37,956*

\$75,912*

\$113,868*

\$113,868*

*** Half of the credit hours in the program are offered under the reduced UCSF rate of \$270/credit hour and half under the self-support rate of \$333.35/credit.**

On-campus support tuition/hr, net of HEFF

UG	\$211.07	\$211.07	\$211.07	\$211.07
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On-campus tuition revenue

hrs x amt

\$0

\$0

\$0

\$0

Program fee, per cr hr (if any)

\$0.00

\$0

\$0

\$0

\$0

Delivery fee, per cr hr (if any)

\$0.00

\$0

\$0

\$0

\$0

University redirections

\$0

\$0

\$0

\$0

Community/Employers

\$0

\$0

\$0

\$0

Grants/Donations/Other

\$0

\$0

\$0

\$0

Total Resources

\$31,661

\$63,322

\$126,644

\$158,304

Resources Over (Under) Budget

(\$27,596)

\$10,360

\$48,316

\$48,316

Provide a summary of the program costs and resources in the new program proposal.

Estimated Salary & Benefits per FTE		Faculty	Other
Estimated salary (average) - explain below		\$50,000	\$0
University's variable benefits rate	(see below)	0.1433	0.1433
Variable benefits		\$7,165	\$0
Health insurance/FTE, FY17		\$8,387	\$0
<i>Average S&B</i>		\$65,552	\$0

Explain faculty used to develop the average salary & fiscal year salaries used. Enter amount above.

The FY17 salary of one individual currently teaching graphic design at the University Center.

Explain adjunct faculty costs used in table:

No adjunct faculty will be used.

Explain other [for example, CSA or exempt] salary & benefits. Enter amount above.

No additional other will be used.

Summarize the operating expenses shown in the table:

The program has built in a funds within the budget to update laboratory facilities with needed software and hardware needed to facilitate the program. Computers will need to be updated every 4 years.

Summarize resources available to support the new program (redirection, donations, grants, etc).

The art department O/E on campus at USD.

State-support: Change cell on page 1 to use the UG or GR net amount.

Off-Campus Tuition, HEFF & Net	FY17			Change cell on page 1
	Rate	HEFF	Net	
Undergraduate	\$333.35	\$38.34	\$295.01	Change cell on page 1
Graduate	\$442.05	\$50.84	\$391.21	
Externally Supported	\$40.00			

State-support: Change cell on page 1 to use the UG or GR net amount for your university.

On-Campus Tuition, HEFF & Net	FY17			
	Rate	HEFF	Net	
UG Resident - BHSU, DSU, NSU	\$232.80	\$26.77	\$206.03	Change cell on page 1
UG Resident - SDSU, USD	\$238.50	\$27.43	\$211.07	to point to your net
UG Resident SDSMT	\$244.80	\$28.15	\$216.65	
GR Resident - BHSU, DSU, NSU	\$304.60	\$35.03	\$269.57	Change cell on page 1
GR Resident - SDSU, USD	\$313.15	\$36.01	\$277.14	to point to your net
GR Resident - SDSMT	\$318.45	\$36.62	\$281.83	
UG Nonresident - BHSU, DSU, NSU	\$330.00	\$37.95	\$292.05	Change cell on page 1
UG Nonresident - SDSU, USD	\$346.20	\$39.81	\$306.39	to point to your net
UG Nonresident SDSMT	\$383.40	\$44.09	\$339.31	
GR Nonresident - BHSU, DSU, NSU	\$576.00	\$66.24	\$509.76	Change cell on page 1
GR Nonresident - SDSU, USD	\$602.05	\$69.24	\$532.81	to point to your net
GR Nonresident - SDSMT	\$639.15	\$73.50	\$565.65	
UG Sioux Falls Associate Degree	\$270.00	\$31.05	\$238.95	Change cell on page 1

Variable Benefits Rates

University	FY17	
BHSU	14.33%	Change the benefits rate cell in the table on page 2 to point to the rate for your university.
DSU	13.96%	
NSU	13.99%	
SDSM&T	13.86%	
SDSU	14.03%	
USD	13.99%	

Rates updated August 2016 (JP)