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Executive Summary

The BFA degree in Graphic Design combines technical competencies with creative abilities. Throughout the program students gain a strong understanding of design principles, theories of communication, and strategies for creative problem solving. The four-year BFA in Graphic Design teaches students to build an informed design process that enables them to pursue real-world design opportunities for well-paid careers and the ability to move into design management and art direction positions. In our visual culture, all businesses and non-profit organizations need graphic designers for their communications needs. The primary goal is to educate students to be effective and evocative visual communicators. Students develop technical skills and computer program knowledge (currently Adobe Creative Cloud programs) along with competencies of collaboration, research, writing, project management, and visual literacy.

While the School of Visual Studies proposes a new BFA in Graphic Design, MU has offered the ability for students to graduate as graphic designers by offering graphic design as one of the concentrations within the BA and BFA in Art degree programs. Other Art concentrations include Painting and Drawing, Ceramics, Fibers, Printmaking, Photography, and Sculpture. As has been the case at many universities across the US, there have been a strong increase in the numbers of art students interested in careers in Graphic Design. We propose the stand alone BFA in Graphic Design for three reasons: 1) High school students, parents, as well as admissions officers, have had a difficult time finding Graphic Design at MU because it not listed as a degree, just as course offerings within the Art BA and BFA degree programs; 2) the general Art degree program requires more art studio courses that doesn't leave room to require the additional graphic design courses needed for successful careers in design; and 3) the current graphic design students within the Art BFA program requested a named degree on their transcripts to help them build successful design careers. This new degree will move us decidedly into the 21st century.

1. Introduction

The BFA in Graphic Design program will be a 120-credit degree for those seeking careers in design and visual communications. After completing the Art Foundation courses, students take Introduction to Typography in fall semester of the sophomore year. The students submit their work in a portfolio review process to be admitted into the BFA in Graphic Design program. The faculty will select two cohorts of 25 students each (total of 50 students per year) who will continue with the series of related studio and seminar courses in sequential order that moves them through the curriculum to the capstone year preparations for careers.

Graphic design is the creation of visual compositions to solve problems and communicate ideas through typography, imagery, color and form. In the BFA in Graphic Design program

students learn the basic foundational skills of drawing, design, and a course introducing students to the software programs used by designers (Adobe Creative Cloud). Next, students study typography, layout and composition along with the study of design methods followed by interactive media (UX and motion graphics), corporate identity and branding, packaging, design systems, and professional portfolio development and their capstone projects. Students also take several courses in Art, depending on their interests, such as photography, printmaking, illustration. The students study art history and the history of graphic design. Within their design and art courses (and their general education courses) they learn to conduct research, to write, to solve problems using the Design Thinking methodology, and to work in collaborative groups.

2. University Mission & Program Analysis

2.A. Alignment with Mission & Goals

The BFA in Graphic Design will provide highly trained designers to meet the design needs of businesses and nonprofit organizations across the state of Missouri and beyond, enhancing economic development in the state. Design is crucial for the success of all businesses and organizations. Graphic Design students are trained to conduct research, to communicate, and to collaborate with others in the design team and with clients.

Alignment with Campus Strategic Plan

The BFA in Graphic Design degree addresses three pillars of the MU Strategic Plan that also meet the goals of the College of Arts and Science and the School of Visual Studies:

Pillar 1: Excellence in Student Success

This BFA in Graphic Design degree program is designed to provide students with a structured degree program that leads directly to careers. As outlined in the Graphic Design Learning Objectives: Students will be able to skillfully employ the tools and technology that will prepare them for design practice and management in collaborative, client-based environments. The students will graduate with a professional portfolio of work as they transition to the job market. High Impact practices like real world class projects working with clients both on and off campus, working with MU graphic design alums in design careers each semester, and internships will provide students exceptional learning opportunities.

Pillar 2: Research and Creative Works

The experiences offered by this degree provide students with opportunities for research and real-world experiences. Two of the Learning Objective for this degree: 1. Students will demonstrate an understanding of the design process, critical thinking skills, research methodologies and creative ideation as a means of problem-solving and enhancing visual communication. 2. Students will be able to skillfully employ the tools and technology that will prepare them for design practice and management in collaborative environments.

Entrepreneurial and start-up businesses need graphic designers. The entrepreneurial interface of engineering, healthcare, and business requires graphic designers.

Pillar 3: Engagement and Outreach

A fourth Learning Objective of the BFA in Graphic Design: Students will interpret the social, moral, and ethical consequences of their design decisions and work to become socially and culturally responsible decision makers within the larger global community. Graphic Design touches all people everywhere in education, in homes, and in jobs. Our students will come to their careers prepared to consider the social, moral, and ethical consequences of the designs they create and solve design problems.

Program Priority

Graphic Design is currently a popular major as a concentration in the BFA in Art at Mizzou and will draw more new students to Mizzou once it becomes a stand-alone degree we can promote. Because graphic design is an important aspect of all businesses, there is a need for highly trained designers with cutting edge skills and research and communication experiences. Even here at Mizzou, the School of Visual Studies office frequently receives calls and emails from researchers, faculty, and offices requesting design student for jobs and projects here on campus. MU can be known for sending the best trained designers out into the workforce after graduation.

2.B. Duplication within Campus, Across UM System

The University of Missouri-St. Louis (UMSL) and the University of Missouri-Kansas City both offer related degrees. UMSL offers graphic design as an emphasis within the BFA in Art degree. UMKC offers graphic design and related courses within their BA in Media, Art and Design degree that began in 2020. However, the BFA in Graphic Design will be the only program in the UM System with a singular focus on graphic design.

Both UMSL's Chair of Art and UMKC's Associate Dean and Associate Professor in Media, Art & Design, wrote letters of support for the new BFA in Graphic Design at MU.

The School of Visual Studies faculty and students have collaborated with both institutions and plan to increase collaborations. As the UMKC letter states: "This excellent BFA in Graphic Design will be a complementary program to our offerings here at UMKC. The proposed program and UMKC's program in Media, Art and Design both serve a growing area in the workforce but target different geographic markets. We hope that we can identify areas of inter-campus collaboration with this exciting new degree program by exploring course shares for electives in graphic design."

2.C. Duplication & Collaboration within the State

The following institutions have a similar program name as the one proposed.

Maryville University of Saint Louis	Missouri Western State University
Northwest Missouri State University	Columbia College
Park University	Webster University
Kansas City Art Institute	Drury University
Culver Stockton College	

Rationale

In comparison, the University of Missouri-Columbia undergraduate enrollment was 31,412 in 2021, and approximately 20 graduates with a BFA or BA in Art and a focus in Graphic Design. We anticipate 50 BFA in Graphic Design graduates per year by 2027.

There are jobs in the field of graphic design for all of the graduates of the graphic design programs offered in Missouri. According to the Bureau of Labor Statistics BLS, there are about 3,710 graphic designers in the state, and there are expected to be 480 openings each year. That does not include related fields such as art directors, media and communication workers, commercial designers, special effects designers, game and app designers, and other designers.

The BFA in Graphic Design at MU will be a degree from the state's Land Grant Institution and will be enhanced by Mizzou's reputation. We want to distinguish ourselves by providing the top graphic designers steeped in undergraduate research and creative design scholarship. Our goal is to be one of the top graphic design programs in the country.

Feasibility

While future collaboration efforts are being explored, it is important to highlight a culture of collaboration between MU, UMKC, and UMSL in the area of graphic design. For example, MU and UMKC are involved with Digistory KC and in the Kansas City Institute for Media, Animation & Graphic Innovation Education (KC-IMAGINE) program, which are dedicated to making investments and promoting collaboration in this area in the Midwest. Additionally, MU and UMSL collaborated on a project with UMSL's Art Department exhibiting their graduating seniors' art works as part of our Art in Storefronts initiative in 2022.

MU and UMSL have also explored a joint Art History minor, which could include the History of Graphic Design course. The School of Visual Studies' Art on the Move initiative (mission to bring MU student, alumni, and faculty art to every county in Missouri) has an ongoing relationship with MU Extension's Community Arts and includes graphic design students as well as all students in SVS.

Collaboration with other programs in the other state is not planned at this time.

3. Business-Related Criteria & Justification

3.A. Market Analysis

The program will meet Market Demand, Societal Need, and Student Demand.

3.A.1. Rationale & Workforce Demand

There is significant market demand for a new undergraduate degree in Graphic Design, based on a market assessment conducted using *Lightcast*. Students will be competitive for a significant number of positions in a field that is expected to grow substantially in the years ahead:

- In Missouri, there are 4,010 Graphic Design jobs with 423 annual openings. The median pay is \$49,600 annually, and the number of jobs is expected to grow by 12.6% over the next decade.
- In Missouri and its 8 surrounding states, there are 32,258 Graphic Design jobs with 3,564 annual openings. The median pay is \$52,900 annually, and the number of jobs is expected to grow by 16.5% over the next decade.
- Across the country, there are 284,052 Graphic Design jobs with 32,795 annual openings. The median pay is \$63,500 annually, and the number of jobs is expected to grow by 20.3% over the next decade.

In each case, the number of degree conferrals is far below that of the number of annual job openings, indicating that there is additional room to grow and produce more graduates in this field. This will become increasingly important as businesses rely more on websites, social media, and digital content, and as the pace of change in these areas increases.

Our program, in its current iteration and its proposed form, will be uniquely situated to meet workforce needs. The School of Visual Studies now has an Internship Coordinator to build connections with local, regional, and national partners. Student internships enhance learning, provide students with real-world experiences, and pave the way for post-graduation employment. As just one example, the School is working with the Kansas City Institute for Media, Animation, and Graphic Innovation in Education (KC IMAGINE) to promote partnerships between MU and business and civic organizations in the area. Lee Ann Garrison, Director of the School of Visual Studies, was invited to serve on the KC IMAGINE Advisory Board and is on the subcommittee focused on internships and career opportunities.

Meeting Missouri's Needs

In Missouri, according to the data from Lightcast Occupation Overview, between 2021 and 2032, jobs for Graphic Designers are expected to increase by 10.45%, Web and Digital Interface Designers by 45.25%, Art Directors by 27.25%, and Special Effects Artists and Animators by 14.47%.

The Bureau of Labor Statistics predicts 480 annual job openings for graphic designers in the State of Missouri.

Graphic designers are trained to communicate ideas through various media, both traditional print media and digital media. Over the past few years, SVS Graphic Design Faculty have had discussions with their alumni network to discern where our program is successful and where it needs to be further refined. The consensus is that we need to add to our offerings within the program to give the students a competitive edge. Many of our alumni interview recent graduates so they can compare our students' portfolios to those of students from other schools in the region.

We are working with a new organization in Kansas City, KC IMAGINE (Kansas City Institute for Media, Animation, and Graphic Innovation in Education) established as a program to promote collaboration between stakeholders in our region's digital media industry. KC-IMAGINE brings together area leaders from educational, business and civic organizations to explore ways to improve how we prepare talent to serve the region's digital media industry. Their goal is "To establish the Kansas City area with a world-class digital media industry that succeeds through its robust talent pipeline and the innovation of its entrepreneurs." Lee Ann Garrison, Director of the School of Visual Studies, was invited to be member of the KC IMAGINE Advisory Board, and she is on the subcommittee working to create internships and career opportunities for MU students.

In 2022, Missouri Representative Emanuel Cleaver announced a \$2M award to restore the studio at the Digital Storytelling Center of Kansas City for the benefit and enrichment of the public. The funding will be used to restore this historic studio for members of the public and provide enrichment for the surrounding neighborhood. This facility will become a center for digital media training, job creation, and entrepreneurship serving low-income people in the immediate community and the KC metro." MU is in on the ground floor of this project. The asked our involvement because they want our students in their pipeline from schools to industry. We predict this initiative will create many internship opportunities for SVS students which can lead to jobs after graduation. Graphic Design students are already in demand in the growing creative economy in both Kansas City and St. Louis.

Wage Analysis

Graphic designers create designs either by hand or using computer software packages. Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

The median annual wage for graphic designers was \$59,970 10 in May 2021. The median wage is the wage at which half the workers in an occupation earned more than that amount, and half earned less. The lowest 10 percent earned less than \$31,310, and the highest 10 percent earned more than \$98,260.

In May 2022, the median annual wages for graphic designers in the top industries in which they worked were as follows:

1. Industries with the highest concentration of employment in Graphic Designers:
 - o \$67,410 Specialized design services

- \$67,850 Advertising, public relations, and related services
 - \$53,460 Newspaper, periodical, book, and directory publishers
 - \$45,070 Printing and related support activities
 - \$48,960 Other Miscellaneous Manufacturing
2. Top paying industries for Graphic Designers:
- \$101,470 Motion Picture and Video Industries
 - \$ 97,450 Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
 - \$ 96,760 Monetary Authorities-Central Bank
 - \$ 93,760 Computer and Peripheral Equipment Manufacturing
3. In publishing industries (except Internet) the high pay is \$123,870.

Graphic designers are needed for web design and digital interface design. The projected growth is 23% from 2021-2031, a much faster than average growth for all occupations. The median annual wage was \$79,890 in 2021.

A degree in Graphic Design also prepares students to move up in their fields to such jobs as Art Directors with median pay for those with a bachelor's degree: \$100,890. For Art Directors in Motion picture and video industries the media is \$137,380. (2021 data)

For graphic designers interested in motion graphics and animation, they can specialize in special effects and animation. The median annual wage for special effects artists and animators was \$78,790 in May 2021. Employment of special effects artists and animators is projected to grow 5 percent from 2021 to 2031, about as fast as the average for all occupations.

Note: All Occupations includes all occupations in the U.S. Economy.

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics
<https://www.bls.gov/oes/current/oes271024.htm>

Summary of Support

Missy Martinette Pinkel, an alumnus who focused on graphic design for her BFA in Art degree, started her own small graphic design business after graduating from Mizzou and is now the owner and publisher of L O PROFILE Magazine, Studio M Publishing, LLC, in Lake Ozark, Missouri. She is also a member of the School of Visual Studies Advisory Board and wrote in support of the new BFA in Graphic Design: "A BFA in Graphic Design degree is highly sought after when searching for candidates for employment not only for an artistic director/designer for a publishing company but now these qualifications are crucial in all fields of Strategic Communications, Media Marketing, Digital, Social and Online Creative Development. The University of Missouri can raise its potential in qualified graduates by improving its learning environment not only in facilities but in equipment. With remote professional positions and freelance opportunities greater than ever, building on an entrepreneurship program is key as well."

The School of Visual Studies also received letters of support for the new BFA in Graphic Design degree from alumni of the Graphic Design focus in the Art BA or BFA from Mary

Fama, Beth Snyder, Josh Davis, Dale Ley, and Sabrina Tinsley, all attached. Ron Green, Hallmark retiree, School of Visual Studies Advisory Board member, and lead in KC IMAGINE and DigiStory KC, a non-profit organization devoted to creating a pipeline from schools to internship to jobs to build the creative economy in Kansas City, Mo, also wrote a letter of support, attached. Arts faculty from both the University of Missouri-St. Louis and the University of Missouri-Kansas City wrote letters of support, attached.

3.A.2. Student Demand

In the arts schools across the US, over the last 20 years, the student demand for graphic design has increased dramatically. Even with the graphic design area buried within the current BFA in Art degree, those who take the graphic design plan within the art degree have close to a 100% graduation rate. Currently the vast majority of Admissions visits for the Art degree program are from high school students and their parents wanting to learn about the graphic design area. As a land grant, R-1 institution, MU should have a much higher first year enrollment than it does for Art and Graphic Design, but without a degree in Graphic Design, high school students looking for the program do not know it exists at MU. Currently too many students discover the graphic design area within art after coming to MU for other majors. It often means they must stay longer than four years to complete the course work needed for careers in design. 100% of the current students who are taking the Graphic Design courses for the BFA in Art support the new BFA in Graphic Design. The new BFA in Graphic Design degree will graduate 50 students in four years (if they select graphic design as freshmen) without the need for additional studio space.

Table 1a. Student Enrollment Projections – total enrollment

Year	1	2	3	4	5
Full-time	50	100	150	200	200
Part-time	0	0	0	0	0
Total	50	100	150	200	200

Justification for Projections

The SVS believes the program will be successful because Graphic Design has been a concentration within the BFA in Art for three decades. The emphasis already attracts 30-40 students per year toward our goal of 50 students per year. It is currently a successful program, but it is not a visible program at MU. High school and transfer students are looking for degrees in Graphic Design now.

In the current program with the emphasis area, we admit two cohorts of 15-20 students each year. The total enrollment in the emphasis area is approximately 80, with 18-20 graduates per year. With the new BFA in Graphic program, we plan to maintain two cohorts and increase the number of students to 25 in each of the two cohorts, so 50 students each year. We expect the total enrollment in the program will increase to approximately 200, with 50 graduates per year once the program is fully up and running.

Table 1b. New Student Enrollment Projections – total enrollment

Year	1	2	3	4	5
Full-time	20	25	40	50	50
Part-time	0	0	0	0	1
Total	20	25	40	50	50

Explanation

Graduations in the first year will be those who are currently in the Graphic Design concentration area of the Art BFA degree. The number of seniors, including new students, plus internal and external transfer students, will increase with the visibility of the new BFA in Graphic Design degree in the second and third years. By the 4th year, the program should reach its capacity of 50 students in each cohort.

Table 1c. Projected Number of Degrees/Certificates Awarded

Year	1	2	3	4	5	6	7	8	9	10
Completions	20	30	40	50	50	50	50	50	50	50

3.B. Financial Projections**Resources**

The School of Visual Studies is prepared to offer the BFA in Graphic Design with the current Faculty, Staff and Facilities available. At this time, we can admit 25 students into the program as a cohort. In order to double the program as planned, accepting two cohorts of 25 students in year two, we will need to hire one additional faculty member (TT or NTT) in order to offer additional sections of each class. Graphic Design students work in a cohort and take a strategically planned series of courses to graduate in four years. Doubling the cohorts would lead to 50 students graduating each year with a BFA in Graphic Design.

Expenses

To be able to teach a second cohort of 25 students (total 50) each year, we will need one new faculty member starting in year two. If the salary is \$70,000, benefits \$28,000, and startup \$2,500 per year for year 1, plus the one-time cost of a new laptop at \$4,000, the second year is projected to be \$104,500. Potentially, we may need an increase of 25% of an academic advisor after year two, but this is not a given since our current academic advisor can handle 25 additional students. If that were to happen, that would increase year two by \$12,500 salary and \$1,208 in benefits. That will increase year two to \$117,208.

New Revenue

The School of Visual Studies in the new Tier 2 tuition at \$7,961.24/semester for full time Missouri Residents, and \$617 per credit. Total Revenue for the first year with 50 students enrolled in the new BFA in Graphic Design (including tuition and scholarship allowances) will be \$266,544 and increasing to \$302,414 by the third year.

3.B.1. Additional Resources Needed

The School of Visual Studies will need to hire an additional full time faculty member and potentially increase academic advising by .25 FTE. Both can be covered by tuition revenue. The School previously had an Arts Fee attached to each credit, but with the new Tiered Tuition model, the School of Visual Studies was placed in Tier 2 with slightly higher tuition and the Arts Fee was discontinued along with all additional fees for students at the University. The Tier 2 tuition is adequate to cover the needs of the program (with its smaller class sizes and studio spaces).

Zero Cost

The School of Visual Studies Graphic Design program requires no NonCapital Maintenance & Repairs because there is no predicted costs. The program uses no specialized equipment. All students in the School of Visual Studies have a laptop requirement for their own laptops. The faculty require no Travel & Training (and can apply for travel funding through a donor fund). There are no miscellaneous expenses. There are no professional and consulting expenses associated with this new degree proposal. The current two School of Visual Studies Graphic Design studio classrooms can handle all classes in the new BFA in Graphic Design with its additional 25 students per year, so there is no new space required.

3.B.2. Revenue

At 25 new students to MU, the additional tuition revenue would be \$133,272 based on current tuition of \$617 per credit, assuming 12 credits per semester, and minus MU's discount rate of 28%. Other than the class size limit of 25 students per class, a BFA in Graphic Design is not an expensive program to run.

The university does not add additional financial support for the degree program. Other than minor donor funds for scholarships and some additional extracurricular expenses (speaker fees, etc.) and limited travel awards for faculty research, the School of Visual Studies has no additional revenue.

3.B.3. Net Revenue

Including MU campus overhead allocations, the cumulative margin will be negative in Years 0-2, then begin to move into a positive cumulative margin of \$21,673 in year 3 with the prediction of a cumulative margin of \$420,309 by year 7.

Table 2. Financial Projections for Proposed Program for Years 1 Through 5

	Year 1	Year 2	Year 3	Year 4	Year 5
1. Expenses per year					
A. One-time					
<i>New/Renovated Space</i>	0	0	0	0	0
<i>Equipment</i>	0	0	0	0	0
<i>Library</i>	0	0	0	0	0
<i>Consultants</i>	0	0	0	0	0
<i>Other(Faculty Start Up)</i>	2,500	2,500	2,500	2,500	0
Total one-time	\$2,500	\$2,500	\$2,500	\$2,500	0
B. Recurring					
<i>Faculty</i>	\$70,000	\$71,400	\$72,828	\$74,285	\$75,770
<i>Staff (.25 Advisor)</i>	12,000	12,240	12,485	12,734	12,989
<i>Benefits</i>	29,208	29,793	30,388	30,996	31,616
<i>Equipment</i>	7,000	0	0	3,000	4,000
<i>Library</i>	0	0	0	0	0
<i>Other</i>	3,000	3,060	3,121	3,184	3,247
Total recurring	\$121,208	\$116,493	\$118,822	\$124,199	\$127,622
Total expenses (A+B)	\$123,708	\$118,993	\$121,322	\$126,699	\$127,622
2. Revenue per year					
<i>Tuition/Fees</i>	\$266,220	\$548,413	\$823,762	\$1,131,300	\$1,165,239
<i>Institutional Resources</i>					
<i>State Aid -- CBHE</i>					
<i>State Aid -- Other</i>					
Total revenue	\$266,220	\$548,413	\$823,762	\$1,131,300	\$1,165,239
3. Net revenue (loss) per year	\$142,512	\$429,421	\$702,440	\$1,004,601	\$1,037,616
4. Cumulative revenue (loss)	\$142,512	\$571,932	\$1,274,372	\$2,278,974	\$3,316,590

3.B.4. Financial and Academic Viability

Table 3. Enrollment for Financial and Academic Viability

Enrollment	Minimum for Financial Viability	Minimum for Academic Viability
Full-time	160	160
Part-time	0	0
Total	160	160

Explanation of Viability Projections

A minimum of 160 students (40 students per year) is the minimum required for the program to be financially and academically viable. A program of this size will have a strong reputation, will be able to provide high-quality learning experiences, and will bolster students' employment prospects after graduation.

3.C. Business Plan: Marketing, Student Success, Transition & Exit Strategies

3.C.1. Marketing Strategy

The School of Visual Studies believes there is a pent-up demand for a graphic design BFA degree at Missouri's R1 land grant institution. We will develop a focused recruiting campaign to target Missouri high schools and community colleges and continue to work with the College of A&S recruiters and MU Admissions. The School will update its website with easy access to information about the Graphic Design program. The School will take advantage of social media to market the new BFA in Graphic Design.

A targeted marketing initiative is to connect with graphic design teachers at community colleges in St Louis, St Charles, and Kansas City to discuss the best way to create easy transfer and articulation agreements between their associate degree program and our bachelor's degree program at Mizzou. Our hope is to create a smooth transition and allow transfer students to better compete for design jobs with a bachelor's degree in graphic design.

Over the past few years, one Graphic Design alumni who teaches graphic design courses at the Columbia Area Career Center brings a group of students to campus to sit in on our writing-intensive capstone course ARTGD_VS 4976W - Design - Senior Seminar. The students have the opportunity to listen to the guest speaker slated for that day, tour Graphic Design and Art facilities, and talk to current Graphic Design students about our program. We plan to expand this approach and invite students from other selected high schools and community colleges.

Initial Marketing Plan

The School of Visual Studies is in the final process of producing a flyer with pertinent Graphic Design information about the program and careers after graduation to mail to state high school art teachers and counselors and to provide to MU Admissions and College of A&S recruiters. We will also leverage our School of Visual Studies' Art on the Move initiative that sends students and alumni back to their home counties and high schools in Missouri for exhibitions and talks.

We continue to add content to the Graphic Design page on the School of Visual Studies website. The Graphic Design faculty know that the possibilities for adding more marketing materials will boost recruitment efforts. This is part of what they teach in Graphic Design courses. We plan to add video testimonials from graduating seniors in Spring 2024 and more Alumni Success Stories to the School of Visual Studies website. The testimonials will show senior students speaking about experiences at Mizzou in the Graphic Design program and alumni speaking about their exciting careers after graduation.

The Graphic Design faculty will continue to build on their successful career placements after graduation and continue to build connections and their reputation with Missouri employers. We are confident we can build our reputation as the top Graphic Design degree program in Missouri.

Individual Responsible for Marketing

The majority of the marketing effort will be handled by the design faculty. Ric Wilson, Associate Professor and Graphic Design Program Coordinator, and Deborah Huelsbergen, Curator's Distinguished Professor, have a combined 40 years' experience in design and marketing. Lee Ann Garrison, Director of the School of Visual Studies, who has taught graphic design history for 25 years, will be another asset. We will also work with the College of Arts & Science Communications team and the support staff in the School of Visual Studies to help with marketing materials and coordination.

Projected program growth

The current BFA in Art with its concentration area in Graphic Design is already very popular and graduates approximately 20 students each year. We believe we can more than double that cohort to 50 students per year within the first four years. We will begin the new BFA in Graphic Design with students in the program (because the courses will remain the same) and build from there. Growth and reputation will occur with increased visibility at MU by having a degree in Graphic Design, increasing the visibility of the BFA in Graphic Design on the MU School of Visual Studies (SVS) web page and listed as a degree on MU's webpage, developing promotional materials, increasing recruitment through high school and community college connections and visits, working with the SVS Art on the Move program to connect current students and alums to their home counties in Missouri, and continuing to develop a close connection to KC IMAGINE and Missouri's Workforce Development.

The BFA degree program will be capped at two cohorts of 25 each, or 50 students, accepted each year. Students will be selected during the portfolio review at the end of the required ARTGD_VS 2410 Introduction to Typography course. This assures quality programming and high demand for our graduates.

We currently accept close to this number into the current Graphic Design concentration area embedded within the BA and BFA in Art degree program. This underscores that, while this is a new degree program proposal, the courses and demand have a long history at MU. The proposal for a new BFA in Graphic Design will allow students interested in careers in Graphic Design to be able to find Graphic Design as a major at MU much more easily, both on our School of Visual Studies website and from seeing as a distinct major on MU's website.

Marketing Costs

A good estimate for new marketing costs would be \$1000 per year for at least the first two or three years to get word out about the new degree program.

3.C.2. Student Success Plan

The School of Visual Studies knows from the 30-year history of offering a concentration in Graphic Design in the BA and BFA in Art that once our students pass the preliminary portfolio review at the conclusion of the introductory Graphic Design course, ARTGD_VS 2410 Introduction to Graphic Design, they are one of the cohort and considered to be an important part of our program. The faculty invest heavily in these students who understand the high expectations and know that the results of their hard work will lead to excellent job prospects. MU graphic design students have an excellent reputation, and we retain all our students through graduation with few exceptions such as illness or severe family problems. These occurrences are rare. All graphic design students graduate with excellent portfolios and want to take all the classes that we require to graduate.

The Graphic Design capstone course is structured so that it features one to four of our Graphic Design alumni during each semester. These are successful creative directors, art directors, designers and product designers at small and large companies, such as Amazon, Build a Bear, and Warner Music. Some own their own company or have other successful positions. They have won numerous awards including Emmys, Grammys, Addy's, and other awards in the design field. Our students are enthusiastic to hear about our alumni and their successes and many look forward to coming back to the class as a speaker once they graduate and are in a successful career.

Achieving Enrollment Outcomes

The School of Visual Studies knows at a minimum we will continue to enroll students in Graphic Design each year as we have for decades within the BFA in Art concentration. We believe, through increased visibility and added classes for this professional degree, that enrollment will grow. We will also increase recruitment efforts within the school, work with the College of Arts & Science recruiters, and provide promotional materials to MU recruiters and admissions.

3.C.3. Transition Plan

The School of Visual Studies director and the faculty in graphic design have the primary responsibility for the new BFA in Graphic Design. Because graphic design courses have been a media concentration in the Art BFA for over 25 years and during that time chairs or directors have changed and graphic design faculty have retired and new graphic design faculty hired, we have a track record of maintaining the program and foresee no problems that could disrupt the program and its continuing success.

3.C.4. Exit Strategy

The School of Visual Studies does not predict the need for an exit strategy. Should the program not meet its academic and financial viability projections after 6 years, the program will be reevaluated and potentially put on hiatus. We would be able to move Graphic Design back to a media area within the Art BA and BFA programs so students in the program could continue and complete their degrees studying graphic design and future students could attend MU to study graphic design, as they do now.

Our program is over 25 years old and has always been very successful at attracting students, even as a media area within the BFA in Art degree. We believe with a designated BFA degree in Graphic Design, we will strengthen and build on our past, bring new students to MU, and become a destination graphic design program in the state of Missouri and surrounding states.

The worst-case scenario means students would return to taking graphic design courses within the BA or BFA in Art (where graphic design students are now). This new degree is meant to strengthen a successful program within the Art BA or BFA and to make Graphic Design visible to high school students looking for a college with a Graphic Design program.

Nationally, graphic design has consistently been the most popular majors in art departments for the last 30 years. The Graphic Design program provides students with a portfolio and degree that will result in a job, unlike many other art media areas. From experience we know that students who are not accepted into the Graphic Design program stay at the university and identify other majors, most often in the other arts areas within the School of Visual Studies. We will also continue the Graphic Design area within the BA in Art degree and those not accepted into the BFA in Graphic Design can select a BA. They can gain graphic design skills, but with fewer studio courses in design that lead to a professional degree. These BA students often double major in departments such as Communication, Business, English, and Journalism and go on to careers that benefit from a design background.

4. Institutional Capacity

Because we already have students enrolled in all the courses, and we have the space for additional students, the cost to add this BFA in Graphic Design is minimal. We will need one additional faculty member. As shown in the financial documents attached, the startup costs for the new faculty member should show a minimal deficit at the beginning and the program should be running a small surplus by year 3 that increases each year.

5. Program Goals and Objectives

5.A. Program Outcomes

The program's goals and objectives are to create talented, skilled, visually literate problem solvers who will be highly sought after in numerous professional fields, including but not limited to: graphic design, marketing and advertising, packaging, corporate brand identity, web, user experience design (UX) and user interface design (UI), print and publication design, lettering, calligraphy and typographic design, environmental design, multimedia and animation design, trade show design, graphic illustration, sales and account management, apparel design, product design, toy design and data visualization and infographic design.

Overall Description of Student Learning Objectives

Students will demonstrate and understand the design process, typography, communication, conceptual problem solving, historical analysis and critical thinking. Additionally, they will be skilled in using the tools and technology that is used in a professional environment as well as being social, ethical, and culturally responsible citizens of the global community. Students will be prepared to enter a successful career in graphic design upon graduation.

	Student Learning Objectives
1	Students will demonstrate an understanding of the design process, critical thinking skills, research methodologies and creative ideation as a means of problem-solving and enhancing visual communication.
2	Students will develop a thorough understanding of the form and function of typography and methodologies for successfully communicating ideas, narratives, concepts, and/or identities through various media.
3	Students will demonstrate an understanding of the history, theory and criticism of graphic design and the impact that historical analysis plays in contemporary practice.
4	Students will be able to skillfully employ the tools and technology that will prepare them for design practice and management in collaborative environments.
5	Students will interpret the social, moral and ethical consequences of their design decisions and work to become socially and culturally responsible decision makers within the larger global community.
6	Students will create a professional portfolio to be prepared to interview and move into a graphic design career.

5.B. Program Design & Content

The BFA in Art with concentration in Graphic Design curriculum has been used for over 12 years within the BFA in Art degree program to train students interested in careers in Graphic Design. The 5 original graphic design courses will remain the same with the addition of several established elective courses changed to required courses. The electives were created over time to add Graphic Design courses needed for careers. Many current students already take these electives to enhance their skill sets for careers. With this new BFA proposal, all students will be required to take all the courses in the program to elevate Graphic Design students' portfolios and preparation for careers and vastly improve their creative thinking, problem-solving and understanding of the design process. The new degree requires the current Graphic Design Electives: ARTGD_VS 1400 Digital Tools and Concepts (creative digital computer programs), ARTGE_VS 2430 Calligraphy and Handlettering, ARTGE_VS 3410 Interactive Media, ARTGE_VS 3440 Packaging Design Systems, ARTGE_VS 3443 Letterpress, and the new course ARTGE_VS 4420 Advanced Interactive Media, currently in the approval process.

5.C. Program Structure

Program Curriculum

The School of Visual Studies' Graphic Design BFA program offers opportunities for students to become talented, skilled, visually literate problem solvers who will be highly sought after in numerous professional fields, including but not limited to: graphic design, marketing and advertising, packaging, corporate brand identity, web user experience design (UX) and user interface design (UI), print and publication design, lettering, calligraphy and typographic design, environmental design, multimedia and animation design, trade show design, graphic illustration, sales and account management, apparel design, product design, and data visualization and infographic design. Through a variety

of graphic design courses, students learn critical thinking skills, creative problem solving, and become life-long learners. Course offerings include typography, print design, interactive design, packaging design and identity and branding design. The BFA is considered a professional degree intended to provide a solid foundation for a career in graphic design. Businesses are looking for creative thinkers who are technically proficient and innovative problem solvers, skills acquired in the BFA degree.

Program Requirements

Graphic Design majors earning a BFA degree complete School of Visual Studies foundations courses, BFA core requirements, and School of Visual Studies Graphic Design courses. Students enrolled in the BFA degree program may not include graphic design, art or art history courses with a grade of D.

All Graphic Design students are assigned a School of Visual Studies academic advisor. Students are encouraged to meet regularly with the advisor to plan a program of study.

The graduation plan consists of 66-72 credit hours in Graphic Design and Studio Art courses and 12 credit hours of Critical Studies courses. A maximum number of 72 hours of course work may be taken in Graphic Design and Studio Art. Students must complete 35 major and art history credit hours at MU.

Studio courses with a grade of "D" or "F" may not be included in the graduation plan. 30 hours of the 120 needed to graduate must be numbered 3000 and above.

In addition, students must complete all College of Arts and Science and University graduation requirements, including University general education.

All students wishing to pursue a BFA degree in Graphic Design will need to pass the Graphic Design BFA Portfolio Review. A student will need to have completed the SVS Foundation Courses ([ART VS 1020](#): Introduction to Visual Studies, [ART VS 1030](#): 2D Methods and Materials, [ART VS 1040](#): 3D Methods and Materials, [ART VS 1050](#): Drawing Materials & Methods, [ARTGD VS 1400](#) Digital Tools and Concepts), and [ARTGD VS 2410](#): Intro to Typography before submitting a portfolio (it is acceptable to be enrolled in the last class(es) the semester the portfolio is submitted) for the BFA.

Foundation Courses (15 Credit Hours)

ART VS 1020	Introduction to Visual Studies	3
ART VS 1030	2-D Materials and Methods	3
ART VS 1040	3-D Materials and Methods	3
ART VS 1050	Drawing: Materials and Methods	3
ARTGD VS 1400	Digital Tools and Concepts	3

Core Requirements (9 Credit Hours)

ART VS 2730	Screen Printing	3
ART VS 2600	Digital Photography	3
ART VS 2310	Papermaking and Artists' Books	3

Graphic Design Course Requirements (33 Credit Hours)

ARTGD VS 2410	Introduction to Typography	3
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Graphic Design Portfolio Review after [ARTGD VS 2410](#)

ARTGD VS 2420	Design Methods and Production	3
ARTGD VS 2430	Calligraphy and Hand Lettering	3
ARTGD VS 3410	Interactive Media	3
ARTGD VS 3440	Packaging Design Systems	3
ARTGD VS 3442	Corporate Identity and Branding	3
ARTGD VS 3443	Letterpress	3
ARTGD VS 4400	Design Systems	3
ARTGD VS 4410	Professional Portfolio Development	3
ARTGD VS 4420	Advanced Interactive Media	3
ARTGD VS 4976	Design - Senior Seminar	3
or ARTGD VS 4976W	Design - Senior Seminar - Writing Intensive	

School of Visual Studies Studio Electives (Select 9-15 Credit Hours)

DST VS 1880	Introduction to Digital Media Production	3
ART VS 2100	Hand-Built Ceramics	3
ART VS 2210	Beginning Color Drawing	3
ART VS 2240	Comics and Cartooning: Writing with Pictures	3
ART VS 2700	Etching and Relief Printmaking	3
ART VS 2800	Beginning Sculpture	3
DST VS 2885	Digital Storytelling Animation Production I	3
ART VS 3030	Undergraduate Internship in Art	1-3
ART VS 3100	Wheel-Thrown Ceramics	3
ART VS 3230	Beginning Illustration	3
ART VS 3300	Fibers and Material Studies	3
ART VS 3600	Black and White Photography	3
ART VS 3700	Intermediate Printmaking	3
ART VS 3800	Intermediate Sculpture	3
ARTGD VS 3430	Advanced Calligraphy and Hand Lettering	3

Critical Studies Requirements (12 Credit Hours)		
ARH_VS 1130	Introduction to the History of Art	3
ARH_VS Course numbered 2000+ in Art History		3
ARH_VS Course numbered 3000+ in Art History		3
ARTGD_VS 3441	The History of Graphic Design	3
or ARTGD_VS 3441H	The History of Graphic Design - Honors	

Additional Faculty

Level	Number
Tenure Track	1
Non-Tenure Track	0
Post-Doc Fellows	0
Grad Tchng/Research Asst	0
Adjunct	0

Residency Requirements

Students take the majority of required courses on the MU campus. A very few required courses such as ARTGD_VS 1400 Digital Tools and Concepts and ARTGD_VS 3441 The History of Graphic Design are occasionally taught online.

Internship, thesis or other capstone

Internships are recommended but not required. Internships count in Electives.

The Graphic Design capstone course is ARTGD_VS 4976 Design Senior Seminar taken after or concurrently with ARTGD_VS 4410 Professional Portfolio Development. All students participate in a final, mandatory, formal portfolio review that includes design work and written communications.

Unique features

None

Admission Requirements

None. All students admitted to MU can enter the BFA in Graphic Design. There is a Graphic Design Portfolio Review after ARTGD_VS 2410 Introduction to Typography. Students must pass the Portfolio Review to continue.

5.D. Program Goals and Assessment

Process for Assessment

The required Graphic Design Portfolio Review after Foundations courses and ARTGD_VS 2410 Introduction to Typography allows faculty to assess learning outcomes in the early courses. Annually, the Graphic Design faculty will meet to review student portfolios of design course work after admission to upper level courses through the Portfolio Review, again reviewing outcomes, to revise course materials as needed. The final Portfolio Review occurs in the Capstone course, ART_GD 4976 Design - Senior Seminar. Graphic Design faculty meet regularly with alumni and receive feedback about courses and potential improvement to courses alumni identify once working in their careers.

Retention and Graduation Rate Goals

Because this BFA in Graphic Design program has been offered within the BFA in Art degree for many years, experience shows that once students enter the Graphic Design concentration, very few students drop out. Graphic Design students are motivated to enter their chosen careers and a degree is required for most positions.

The goal for retention and graduation is to graduate 99% of the students selected into the BFA in Graphic Design in the Graphic Design Portfolio Review in the sophomore year.

Licensure, certification or registration

No

5.E. Student Preparation

The BFA in Graphic Design does not require any specialized admission procedure or student qualifications. Any student with the credentials to be admitted to the University of Missouri has the potential to successfully complete the BFA in Graphic Design degree. High school courses in art and/or graphic design are helpful but not required. Students admitted to MU in Graphic Design will take the School of Visual Studies Foundations courses followed by ARTGD_VS Introduction to Typography. Students will submit a portfolio of work to the Graphic Design Portfolio Review after completing Introduction to Typography. Graphic Design faculty will select the top 50 students to enter the rest of the courses in Graphic Design. This is a sustainable number of students in the degree program and also meets the industry needs in Missouri for new Graphic Designers in quality careers after graduation.

Specific Population to be served

Not applicable

5.G. Alumni and Employer Survey

Graphic Design faculty currently are in close contact with many alumni and often invite them back each semester to meet with students either in person or through Zoom. This provides consistent feedback for the degree program.

Feedback from alumni is an important aspect of the BFA in Graphic Design degree. Faculty will have a regularly occurring exit survey for all graduates in order to seek input regarding their satisfaction and potential revisions to the curriculum. Graphic Design faculty will continue to conduct periodic surveys of alumni and employers for assessment feedback. If satisfaction rates are not high, faculty will continue to modify projects within courses and/or revise courses to meet the needs of professionals in the field.

Feedback from employers is also an important aspect of the BFA in Graphic Design degree so modifications to the program can be made to meet industry needs. Graphic Design faculty will continue to conduct periodic surveys of employers for assessment feedback. If satisfaction rates are not high or new skill sets need to be added, faculty will continue to modify projects within courses and/or revise courses to meet the needs of professionals in the field.

5.F. Faculty and Administration

Responsible Person and Department

Lee Ann Garrison, Director School of Visual Studies will oversee the program.

There are no plans to hire a director specific to the BFA in Graphic Design program. Graphic Design faculty rotate the position as Coordinator of Graphic Design and are responsible for creating semester course schedules and proposing any course or curriculum updates.

Instructional Needs

There are currently three full time faculty, one faculty member who teaches one course per year, and two adjunct faculty teaching one course each per semester in Graphic Design. The program will require one additional faculty member (NTT) to teach all the graphic design courses in the degree program to reach the capacity of 50 graduates per year.

Faculty Listing

Name	Position	Percentage of Time Dedicated to Program
Richard Wilson	Associate Professor	100%
Deborah Huelsbergen	Curator's Distinguished Professor	100%
Retirement replacement in the process to be hired for fall 2024	Assistant Professor	100%
New Graphic Design Faculty to be hired for new degree	Assistant Professor	100%
Sawyer Wade	Adjunct Instructor	10%
Kevin Shults	Adjunct Instructor	10%

Credentials for Teaching Assignment

Faculty teaching full time in the Graphic Design program must have a terminal degree in Design or related field and experience working in the design industry (2 years minimum).

Faculty Involvement

95% of credit hours in the major that will be assigned to full-time faculty. All faculty teaching in Graphic Design are expected to advise and mentor students outside the classroom. Faculty should be involved in professional national organizations such as AIGA, American Institute of Graphic Arts, and SECAC, a national non-profit organization devoted to education and research in the visual arts. Those provide opportunities to engage with other faculty at professional conferences and events.

These organizations provide opportunities for faculty to present not only creative design research but also pedagogical research. We expect faculty to also take advantage of campus opportunities to strengthen teaching skills through the Campus Writing Program and the MU Teaching for Learning Center.

5.H. Accreditation

The School of Visual Studies has just begun the accreditation self-study process. Typically, it takes about 4-5 years to receive accreditation. Anticipated accreditation by 2026 or 2027.

6. Appendices

- BFA 4-year Semester Plan
- Colleges/Universities with Similar Programs
- Letters of Support