



UNC CHARLOTTE

Office of the Chancellor

9201 University City Blvd, Charlotte, NC 28223-0001
t/ 704.687.5700 f/ 704.687.1700 www.uncc.edu

January 21, 2020

Dr. Kimberly van Noort
Vice President for Academic Programs and Instructional Strategy
University of North Carolina
Post Office Box 2688
Chapel Hill, North Carolina 27515-2688

Dear Kim:

Enclosed is UNC Charlotte's Request to Establish a B.F.A. in Graphic Design. The proposed program expands upon our successful concentration in Graphic Design and is a professional degree that will prepare students for a diverse range of potential careers in the growing field of visual communications.

Thank you for your consideration of this request. I would be pleased to respond to any questions that you may have.

Cordially,

Philip L. Dubois
Chancellor

cc: Joan F. Lorden, Provost and Vice Chancellor for Academic Affairs
Brook Muller, Dean, College of Arts + Architecture
Rollinda Thomas, Associate Vice President for Academic Programs





THE
UNIVERSITY OF
NORTH CAROLINA
SYSTEM

Request to Establish New Academic Degree Program

The following approvals must be obtained prior to sending the Request to Establish a New Academic Degree Program to the UNC System Office.

Institution The University of North Carolina at Charlotte

Degree Program Title (e.g. M.A. in Biology) BFA in Graphic Design

Reviewed and Approved By (Name and title only. No signature required in this section.)

Check box to indicate participation in review. (Provost is required.)

- Provost:** Joan F. Lorden
- Faculty Senate Chair (as appropriate):** Joel Avrin
- Graduate Council (as appropriate):**
- Undergraduate or Graduate Dean (as appropriate):**
- Academic College Dean:** Brook Muller
- Department Chair:** Lydia Thompson
- Program Director/Coordinator:** David Brodeur

New Academic Program Process

New academic programs are initiated and developed by the faculty members. Approval of the Request to Establish a New Academic Degree Program must be obtained from department chairs and college deans or equivalent administrators before submission to the UNC System Office review.

Directions: Please provide a succinct, yet thorough response to each section. Obtain the Provost's signature and submit the proposal to the UNC System Vice President for Academic Program, Faculty, and Research, for review and approval by the UNC System Office. Once the Request to Establish is approved, UNC System Office staff can submit the proposal for review and approval by the UNC Board of Governors.

Request to Establish a New Academic Degree Program

Institution	The University of North Carolina at Charlotte
Joint Degree Program (Yes or No)? If so, list partner campus.	No
Degree Program Title (e.g. M.A. in Biology)	BFA in Graphic Design
CIP Code and CIP Title (May be found at National Center for Education Statistics)	50.0409 Graphic Design
Require UNC Teacher Licensure Specialty Area Code (Yes or No). If yes, list suggested UNC Specialty Area Code(s).	No
Proposed Delivery Mode (campus, online, or site-based distance education). Add maximum % online, if applicable.	Campus
If requesting online delivery, indicate if program (or one or more courses) will be listed in UNC Online.	N/A
If requesting site-based delivery, indicate address(es), city, county, state, and maximum % offered at site.	N/A
Proposed Term to Enroll First Students (e.g. Spring 2019)	Fall 2020

Do the following sections of your previously submitted and approved Letter of Intent to Develop a New Academic Degree Program document require any change or updated information? If yes, note the items and explain.

Category	Yes or No	Explanation (if applicable)
SACSCOC Liaison Statement	No	
Review Status (campus bodies that reviewed and commented on Letter of Intent)	No	
Program Summary	No	
Student Demand	No	
Societal Demand	No	

I. Program Planning and Unnecessary Duplication:

- a. List all other public and private four-year institutions of higher education in North Carolina currently operating programs similar to the proposed new degree program, including their mode of delivery. Show a four-year history of enrollments and degrees awarded in similar programs offered at other UNC institutions (using the format below for each institution with a similar program). Programs at UNC institutions may be found on the UNC System [website](#).

Institution	Appalachian State University			
Program Title	BFA in Graphic Design			
	2015	2016	2017	2018
Enrollment	232	228	270	289
Degrees Awarded	58	39	30	40
Institution	North Carolina State University			
Program Title	B in Graphic Design			
	2015	2016	2017	2018
Enrollment	No data	119	117	115
Degrees Awarded	31	26	26	28
Institution	Elizabeth City State University			
Program Title	BS in Graphic Design			
	2015	2016	2017	2018
Enrollment	30	30	36	44
Degrees Awarded	7	11	5	7

Data source for above: UNC System InfoCenter website - Enrollment and Degrees sections:
<https://www.northcarolina.edu/infocenter#interactiveData>

- b. Describe what was learned in consultation with other programs regarding their experience with student demand and job placement. Indicate how their experiences influenced your enrollment projections.

In conversations with Appalachian State University, which has the most similar program to what we propose, it was stated that approximately 60-75 students per year take introductory courses in graphic

design, with 25-35 admitted into the degree program. The introductory graphic design courses have waitlists due to high student interest. Approximately 25-30 students graduate from the program each year. Faculty and administrators at Appalachian State note that “anecdotally we know our students are finding work around the state and beyond.”

Elizabeth City State University communicated that there “is an expressed demand for this major... and we have been fortunate in placing our graduates in a variety of positions that use their skills, as well as in graduate school. However, this generally has required students to move out of this area [to Raleigh or Hampton Roads, Virginia].”

The data and experiences of these peer programs, combined with our current enrollment in our concentration-based program, affirms that our enrollment projections are sound.

Further, as we noted in our Letter of Intent, graduates of our current concentration-based program are quite successful in gaining employment in the field. In the Fall of 2017, we sent out a Google Survey to all graphic design concentrate alumni whom we could develop contact information for and received a total of 180 responses. The survey included questions about location, employer and job title, and perceptions of trends in the field of graphic design. Notably, 89% of the respondents are currently employed in a design, marketing or advertising position.

- c. Identify opportunities for collaboration with institutions offering related degrees and discuss what steps have been or will be taken to actively pursue those opportunities where appropriate and advantageous.

The key collaborative opportunities we have identified target North Carolina community colleges. A high proportion of students we serve at UNC Charlotte are transfer students. Many of those students have transferred from community colleges in our region, such as Central Piedmont Community College or Rowan Cabarrus Community College. In the proposed degree, 15 credits of studio art and art history coursework would continue to transfer from 31 NC community colleges to UNC Charlotte in accordance with the Comprehensive Articulation Agreement (CAA) of August 2016. Since the CAA transfer course list was expanded in 2018 and 2019, we are considering adding another 9-12 credits worth of pre-major courses that will transfer.

Furthermore, as we establish new courses in our proposed degree, we intend to collaborate with faculty at community colleges to maintain clear lines of communication about our course content and skills expectations for incoming students. We take time to graduation considerations very seriously in our program and foresee enhanced relationships with our community college partners as essential to improving the transfer student experience.

Given the demand within similar programs in the UNC System, we would entertain collaborative opportunities through Distance Education courses and summer session opportunities as appropriate.

- d. Present documentation that the establishment of this program would not create unnecessary program duplication. In cases where other UNC institutions provided similar online, site-based distance education, or off-campus programs, directly address how the proposed program meets unmet need.

Graduation trends data from the Institutional Research Analytics group at UNC Charlotte reveal that a significant portion of degrees awarded by UNC Charlotte are completed by students who come from Mecklenburg and surrounding counties. The establishment of a BFA in Graphic Design at UNC Charlotte would provide the only in-person, on-campus professional degree in the discipline for the Charlotte metro region. In this way, the program meets the unmet need of students in this region who are seeking

the best professional training for entering the field. Appalachian State University, a two-hour drive from UNC Charlotte, provides the most similar degree to the one we are proposing as their program is also an in-person, on-campus BFA in Graphic Design, with Elizabeth City State University and North Carolina State University also providing on-campus Bachelor's programs specifically focused on graphic design. However, our program will serve a significant population of students who are choosing to attend North Carolina's urban research university and seeking preparation to become professional designers.

e. Admission. List the following:

- i. Admissions requirements for proposed programs (indicate minimum requirements and general requirements).

To become a BFA candidate in Graphic Design, students must:

Be accepted to UNC Charlotte;

Submit a digital portfolio of work by annual Fall deadlines;

Be accepted into the graphic design major pending a review of the portfolio submission.

(Note: Students currently enrolled at UNC Charlotte must also have a cumulative GPA of 2.5)

- ii. Documents to be submitted for admission (listing)

A digital portfolio of works (a complete description of the portfolio requirements is linked at <https://coaa.uncc.edu/art-art-history/admissions>)

Required admissions materials for UNC Charlotte –

For freshmen : <https://admissions.uncc.edu/freshmen/application-requirements>

For transfer students : <https://admissions.uncc.edu/transfers/transfer-requirements>

f. Degree requirements. List the following:

- i. Total hours required. State requirements for Major, Minor, General Education, etc.

The degree requires 120 total hours, with 78 credits in the major, 5 credits in the College requirements and 37 credits in general education courses. This proportion of major credits is required by our national accrediting body, the National Association of Schools of Art and Design.

General Education Requirements (37 credits)

College of Arts + Architecture Requirements (5 credits)

COAA 1101 Student Success in the Arts

XXXX 1201 Foreign Language

Major Requirements (78 credits)

ARTB 1201 2D Design

ARTB 1202 3D Design

ARTB 1203 Drawing I

ARTB 1204 Digital Foundations

ARTH 1211 Art History Survey I

ARTH 1212 Art History Survey II

ARTX 2000 2000-Level Art Elective

ARTX 2000 2000-Level Art Elective

ARTX 2000	2000-Level Art Elective
ARTM 2105	Digital Media I
ARTH 2110	Contemporary Art History
ARTG 2180	Design Thinking
ARTG 2181	Graphic Design I
ARTG 2182	Typography I
ARTX 3000	3000-Level Art Elective
ARTG 3183	Graphic Design II
ARTG 3184	Typography II
ARTG 3185	UX/UI Design Strategies
ARTG 3186	Communication Design
ARTM 3205	Interactive Art & Design
ARTG 4180	Print Production
ARTG 4182	Design Research
ARTA 4600	Senior Seminar
ARTG 4982	Graphic Design Projects
ARTH XXXX	Any Art History

TOTAL: 120

- ii. Other requirements (e.g. residence, comprehensive exams, thesis, dissertation, clinical or field experience, “second major,” etc.).

There are no other requirements for the proposed program.

- g. Enrollment. Estimate the total number of students that would be enrolled in the program during the first year of operation and in each delivery mode (campus, online, site, etc.)

	Campus	Online	Site	Full-Time	Part-Time
Year 1	80	0	0	75	5
Year 4	100	0	0	90	10

- h. For graduate programs only, please also answer the following:

Grades required	N/A
Amount of transfer credit accepted	N/A
Language and/or research requirements	N/A
Any time limits for completion	N/A

- i. For all programs, provide a degree plan showing the sequence of courses to be taken each year. List courses by title and number and indicate those that are required. Include an explanation of numbering system. Indicate new courses proposed. A possible format is offered below as an example. If your institution uses a different format that provides the required information, it may be submitted instead.

Please see **Appendix B: Four Year Degree Plan**. Course numbering is in accordance with UNC Charlotte Academic Policy: Course Numbering and Status (<https://provost.uncc.edu/policies-procedures/academic-policies-and-procedures/course-numbering-and-status>).

II. Faculty

- a. (For undergraduate and master's programs) List the names, ranks and home department of faculty members who will be directly involved in the proposed program. The official roster forms approved by SACSCOC may be submitted. For master's programs, state or attach the criteria that faculty must meet in order to be eligible to teach graduate level courses at your institution.

David Brodeur
Associate Professor, Area Coordinator for Graphic Design
Department of Art & Art History

Robert Campbell
Associate Professor
Department of Art & Art History

Heather Freeman
Professor
Department of Art & Art History

Eldred Hudson
Professor
Department of Art & Art History

Jeff Murphy
Associate Professor
Department of Art & Art History

Cynthia Frank
Full-time Lecturer
Department of Art & Art History

- b. (For doctoral programs) List the names, ranks, and home department of each faculty member who will be directly involved in the proposed program. The official roster forms approved by SACSCOC may be submitted. Provide complete information on each faculty member's education, teaching and research experience, research funding, publications, and experience directing student research including the number of theses and dissertations directed.

N/A

- c. Estimate the need for new faculty for the proposed program over the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs.

The teaching responsibilities for the program will be wholly absorbed by the faculty listed above. These faculty are currently responsible for delivering graphic design courses, which will continue. As the proposal transforms a concentration-based program into a standalone degree program, there is no expected weakening of existing programs. The number of proposed new courses is small compared to the total course programming of the Department of Art and Art History and thus minor adjustments in teaching schedules will cover all new programming.

- d. Explain how the program will affect faculty activity, including course load, public service activity, and scholarly research.

Course loads will continue as currently constructed, with tenured or tenure track faculty teaching a 2/3 load per the University standard. Full-time lecturers will teach a 4/4 load. Public service activity and scholarly research will both be positively impacted by the addition of at least one 3000-level and one 4000-level course in the discipline. Additional contact hours with advanced students in the discipline will increase the opportunities for community engagement activities as well as collaborative student involvement in faculty research.

III. Delivery Considerations. Provide assurances of the following (not to exceed 250 words per lettered item):

The proposed program will be delivered in-person and on-campus only.

- a. *Access* (online, site-based distance education, and off-campus programs). Students have access to academic support services comparable to services provided to on-campus students and appropriate to support the program, including admissions, financial aid, academic advising, delivery of course materials, and placement and counseling.

N/A

- b. *Curriculum delivery* (online and site-based distance education only). The distance education technology to be used is appropriate to the nature and objectives of the program. The content, methods and technology for each online course provide for adequate interaction between instructor and students and among students.

N/A

- c. *Faculty development* (online and site-based distance education only). Faculty engaged in program delivery receive training appropriate to the distance education technologies and techniques used.

N/A

- d. *Security* (online and site-based distance education only). The institution authenticates and verifies the identity of students and their work to assure academic honesty/integrity. The institution assures the security of personal/private information of students enrolled in online courses.

N/A

IV. Library

- a. Provide a statement as to the adequacy of present library holdings for the proposed program to support the instructional and research needs of this program.

Jenna Rinalducci, the Arts & Architecture Librarian for UNC Charlotte notes that “the current library holdings are sufficient to support a BFA in Graphic Design.

The university has relevant print holdings in both Atkins Library and supporting materials in the Charles C. Hight Architecture Library. The library also has relevant electronic holdings in the categories of both monographs and periodicals. In addition, the library offers audio-visual equipment for check out to students and faculty in both locations.

The library has several relevant electronic databases, including the subject-specific databases Art & Architecture Complete, and Arts & Humanities Databases from ProQuest, and ProQuest Arts Premium Collection. The library also provides access to the image database Artstor, which includes over two million images. Approximately 31,000 of those images are related to graphic design and illustration. In addition, there are several relevant interdisciplinary databases such as JSTOR and Academic Search Complete.

The following tables show relevant books, e-books, journals, and videos offered by the library.”

Relevant Architecture Terminology & Library Holdings

LC Subject Heading and Keyword Terms	Print Books	E-Books	Journals	Videos
Graphic arts	2171	1777	182	168
Graphic arts - history	971	199	10	33
Commercial art	268	44	46	44
Designers	407	70	2	4
Graphic design - typography	220	47	9	2
Graphic design	489	106	42	46

- b. If applicable, state how the library will be improved to meet new program requirements for the next four years. The explanation should discuss the need for books, periodicals, reference material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

Ms. Rinalducci notes that “If gaps in the collection are identified as the program is implemented, materials may be purchased using library funds allocated to the College of Arts & Architecture. In addition, books or articles that are not held by the library may be requested through interlibrary loan, a free service for students, faculty, and staff. Faculty input will be sought when purchasing new titles for the program as needed.”

- c. Discuss the use of other institutional libraries.

The J. Murrey Atkins Library at UNC Charlotte provides access to materials at other libraries in the state and region through Interlibrary Loan.

- d. For doctoral programs, provide a systematic needs assessment of the current holdings to meet the needs of the program.

N/A

V. Facilities and Equipment

- a. Describe facilities available for the proposed program.

The current concentration-based program has two dedicated computer labs, with 48 available digital workstations, that serve as the primary classrooms for delivery. An additional computer lab, with 24 available digital workstations, as well as flexible studio-based classrooms within the Department of Art & Art History can also be available to deliver classes, as needed.

- b. Describe the effect of this new program on existing facilities and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

At the onset of program delivery, the facilities will be adequate. If enrollment grows significantly through the succeeding years, additional studio-based or computer-capable spaces may need to be found on campus.

- c. Describe information technology and services available for the proposed program.

As graphic design products are significantly developed via software, the current concentration-based program already uses a substantial amount of computers, software and network services needed for the proposed program. As mentioned above, the program currently has two dedicated computer labs, which offer secure, 24-hour access to the full range of Adobe software to students. Additionally, other discipline-specific software and devices, such as digital tablets and cameras, are available to students on a check-out basis. A growing number of students are also investing in their own digital devices, including personal subscriptions to Adobe software.

- d. Describe the effect of this new program on existing information technology and services and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

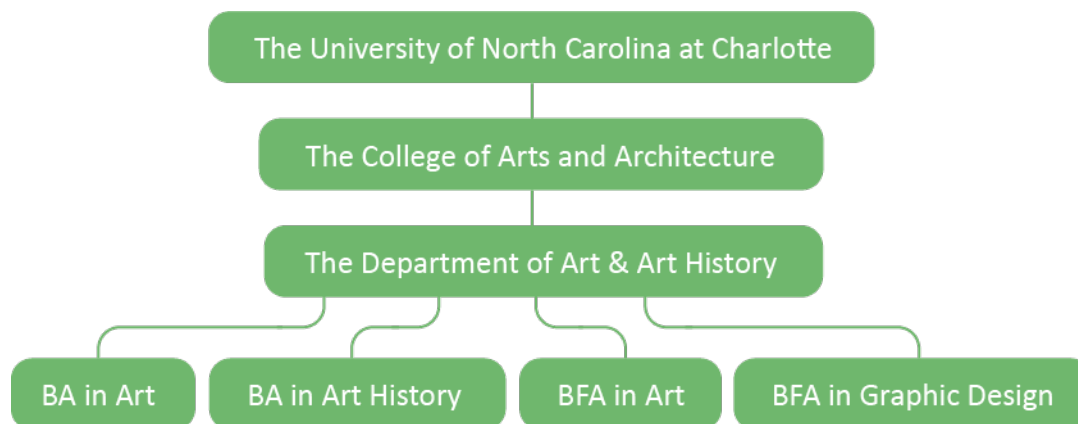
The College of Arts + Architecture, within which the Department of Art & Art History resides, has dedicated information technology (IT) staff, which currently assists our concentration-based programming. They would continue to assist as the program transitions to a degree-based program. There is also a University-level IT department, Information Technology Services (ITS), which will also assist in the delivery of services as the University continues to transition to a more centralized IT model. The College and University-level IT departments serve substantially larger populations than the current, concentration-based graphic design program, so even a significant increase in enrollment would be manageable by campus-based IT services and our current software license model.

VI. Administration

- a. Describe how the proposed program will be administered, giving the responsibilities of each department, division, school, or college. Explain any inter-departmental or inter-unit administrative plans. Include an organizational chart showing the "location" of the proposed new program.

The proposed program will be administered by the Department of Art & Art History, which administers the current concentration-based program. All faculty in the degree-based program would continue to serve

under the Chair of the Department as well as the Dean of the College of Arts + Architecture.



- a. For joint programs only, include documentation that, at minimum, the fundamental elements of the following institutional processes have been agreed to by the partners:

N/A

- i. Admission process
- ii. Registration and enrollment process for students
- iii. Committee process for graduate students
- iv. Plan for charging and distributing tuition and fees
- v. Management of transcripts and permanent records
- vi. Participation in graduation
- vii. Design of diploma

VII. Additional Program Support

- a. Will additional administrative staff, new master's program graduate student assistantships, etc. be required? If so, please briefly explain in the space below each item, state the estimated new dollars required at steady state after four years, and state the source of the new funding and resources required.

All current staff of the Department of Art & Art History would serve the degree-based program as they currently do the concentration-based program. These administrative staff include the Chair, Associate Chair, Foundations Coordinator, Academic Advisor, Facilities Manager, Office Manager and Student Services Coordinator, among others.

VIII. Accreditation and Licensure

- a. Where appropriate, describe how all licensure or professional accreditation standards will be met, including required practica, internships, and supervised clinical experiences.

The current concentration-based program is part of a National Association of Schools of Art & Design (NASAD) accredited degree, the BFA in Studio Art at UNC Charlotte. The current concentration and the proposed program offer internship experiences, which many students elect to complete, however, internships are not required by our accrediting body. Our requirements for a 3-credit internship experience are: that a student completes 120 hours in a semester and that there is direct mentorship by a graphic design professional approved by the department.

- b. Indicate the names of all accrediting agencies normally concerned with programs similar to the one proposed. Describe plans to request professional accreditation.

NASAD is the accrediting body for graphic design degree programs. The current concentration is accredited. We have developed the proposed degree in accordance with NASAD standards and would seek accreditation for the degree during our next NASAD review in 202X.

- c. If the new degree program meets the SACSCOC definition for a substantive change, what campus actions need to be completed by what date in order to ensure that the substantive change is reported to SACSCOC on time?

The proposed program does not meet the SACSCOC definition for substantive change (see Appendix A: Letter of Intent).

- d. If recipients of the proposed degree will require licensure to practice, explain how program curricula and title are aligned with requirements to “sit” for the licensure exam.

Degree recipients will not require licensure to practice graphic design.

IX. Supporting Fields

- a. Discuss the number and quality of lower-level and cognate programs for supporting the proposed degree program.

Studio art and art history courses are necessary and valuable to support the program according to NASAD standards. Those courses currently offered in the Department meet NASAD standards and do not require improvement or expansion.

- b. Are other subject-matter fields at the proposing institution necessary or valuable in support of the proposed program? Is there needed improvement or expansion of these fields? To what extent will such improvement or expansion be necessary for the proposed program?

As the practice of graphic design presents a diverse array of communication challenges, successful outcomes benefit from conversance in fields such as business, marketing, sociology, anthropology, psychology, and others that examine human motivation. As UNC Charlotte is a large urban research institution, students are presently able to select effective courses in those fields through their General Education classes. There would be no needed improvement or expansion of those fields for the proposed program.

- X. Additional Information.** Include any additional information deemed pertinent to the review of this new degree program proposal.

N/A

XI. Budget

- a. Complete and insert the Excel budget template provided showing incremental continuing and one-time costs required each year of the first four years of the program. Supplement the template with a budget narrative for each year.

Please see **Appendix C: Budget**.

b. Based on the campus' estimate of available existing resources or expected non-state financial resources that will support the proposed program (e.g., federal support, private sources, tuition revenue, etc), will the campus:

I.b.i. Seek enrollment increase funds or other additional state appropriations (both one-time and recurring) to implement and sustain the proposed program? If so, please elaborate.

N/A

I.b.ii. Require differential tuition supplements or program-specific fees? If so, please elaborate.

N/A

I.b.ii.1. State the amount of tuition differential or program-specific fees that will be requested.

I.b.ii.2. Describe specifically how the campus will spend the revenues generated.

I.b.ii.3. Does the campus request the tuition differential or program-specific fees be approved by the Board of Governors prior to the next Tuition and Fee cycle?

c. If enrollment increase funding, differential tuition, or other state appropriations noted in the budget templates are not forthcoming, can the program still be implemented and sustained and, if so, how will that be accomplished? Letters of commitment from the Chancellor and/or Chief Academic Officer should be provided.

N/A

XII. Evaluation Plans

a. What student learning outcomes will be met by the proposed program and how will student proficiency be measured? These items may be updated as necessary to meet student and program needs.

Program Student Learning Outcomes	Measurement Instrument	Criteria for Proficiency (score, percentage, level of performance, etc.)
SLO One - Students will actively research, ideate, and prototype toward a viable solution for a given design problem.	Effectiveness Measure – Ideation materials, in digital slideshow format, from one 2000-level and one 4000-level course	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.
SLO Two - Students will skillfully use visual form to develop design outcomes.	Effectiveness Measure – Completed design deliverable, in digital slideshow format, from	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.

	one 2000-level and one 3000-level course	
SLO Three – Students will strategically apply a range of tools and technologies appropriate to the practices and processes of the design profession.	Effectiveness Measure – Design portfolios from one 2000-level and one 4000-level course	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.
SLO Four - Students will write effectively regarding the commercial, civic and cultural contexts within which they are creators.	Effectiveness Measure – Creative brief from one 2000-level and design statement from one 4000-level course	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.
SLO Five - Students will speak persuasively to present their design process and outcomes.	Effectiveness Measure – Slide presentations from one 2000-level and one 4000-level course and/or design portfolios from one 2000-level and one 4000-level course	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.
SLO Six – Students will collaboratively organize and manage design projects according to professional practices.	Effectiveness Measure – Group projects from one 2000-level and one 4000-level course	Measurement instruments will be evaluated on a 1-5 (Likert) Scale. 70% of students should score 3 or higher.



- b. The plan and schedule to evaluate the proposed new degree program prior to the completion of its fourth year of operation (to include types of measurement, frequency, and scope of program review).

The new degree program will be evaluated annually with two student learning outcomes (SLOs) being assessed each year. An assessment committee drawn from faculty teaching in the degree program will select course deliverables appropriate for a given SLO (see “Effectiveness Measures” in the table above), and evaluate those items on a 1-5 (Likert) Scale. 70% of students should score 3 or higher for successful achievement of a given SLO.

XIII. Attachments. Attach the final approved Letter of Intent as the first attachment following this document.

- A: Letter of Intent
- B: Four Year Degree Plan
- C: Budget

This proposal to establish a new program has been reviewed and approved by the appropriate campus committees and authorities.

Position Title	Signature	Date
Chancellor		4/27/20
Chancellor (Joint Partner Campus)		
Provost		1/27/2020

Appendix B: Four Year Degree Plan

BFA in Graphic Design 4 – Year Sequence

Key: Required Courses by Major or College (78 Credits)

Departmental Change in Required Course*

New Required Course

Name or Level Change to Existing Required Course

General Education or College Requirements (42 credits)

*In the Spring of 2019, (after our Letter of Intent was submitted and approved), the Department of Art & Art History faculty voted to make a change to the current BFA in Art degree program. Since our proposed BFA in Graphic Design degree will continue to share the majority of required courses in the current BFA in Art degree, we will also be adopting this change: ARTB 1205 Figure Drawing will no longer be required as a Foundation, and will be replaced by a new ARTB 120x Digital Foundations course. This is scheduled to be entered into the UNC Charlotte Curriculog System by the end of Fall 2019, and should begin in the Fall of 2020.

First Semester	14 Hours	Second Semester	15 – 16 Hours
ARTB 1201 2D Design	3	ARTB 1202 3D Design	3
ARTB 1203 Drawing 1	3	ARTB 1204 Digital Foundations	3
ARTH 1211 Art History Survey 1	3	ARTG 2181 Graphic Design I	3
CoAA 1101 Student Success in the Arts	2	Gen Ed (UWRT 1103 or 1104)	3 – 4
Gen Ed (LBST 1101, 1102, 1103, 1104, 1105)	3	Gen Ed (Social Science)	3
Third Semester	15 Hours	Fourth Semester	15 Hours
ARTG 2180 Design Thinking	3	ARTM 2105 Digital Media I	3
ARTG 2182 Typography I	3	ARTG 3183 Graphic Design II	3
ARTx 2000 level 3D Introductory Studio (from ARTC, ARTF, ARTZ)	3	ARTx 2000 level Art Elective (ARTL, ARTR, ARTT recommended)	3
ARTH 1212 Art History Survey 2	3	Gen Ed (MATH 1xxx)	3
College FL requirement (1201 Foreign Language)	3	Gen Ed (LBST 2301) (CTC)	3
Fifth Semester	15 Hours	Sixth Semester	15 Hours
ARTG 3184 Typography II	3	ARTG 3185 UX/UI Design Strategies	3
ARTM 3205 Interactive Art & Design	3	ARTG 3186 Communication Design	3
ARTx 2000 level 3D Introductory Studio (from different ARTC, ARTF, ARTZ)	3	ARTx 3000 level Art Elective (from ARTM, ARTL, ARTR, ARTT)	3
ARTH 2110 Contemporary Art History	3	Gen Ed (from LBST 2101, 2102, or 221x)	3
Gen Ed (MATH 1xxx, STAT 1xxx, or Phil 2105)	3	Gen Ed (Any Elective with (W) designation)	3
Seventh Semester	16 Hours	Eighth Semester	15 Hours

ARTG 4180 Print Production	3	ARTG 4982 Graphic Design Projects	3
ARTG 4182 Design Research	3	ARTA 4600 Senior Seminar (W) (O)	3
ARTH xxxx Any Art History	3	ARTX 3000 Any Art Elective	3
Gen Ed (Natural Sciences w/ Lab)	4	(ARTG 3408 Graphic Design Internship recommended)	3
Gen Ed (from different LBST 2101, 2102, or 221x)	3	Gen Ed (Any Elective)	3
		Gen Ed (Natural Sciences w/o Lab)	3

Appendix C: Budget

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM					
INSTITUTION	UNC Charlotte		DATE	10-Sep-19	
Program (CIP, Name, Level)	50.0409, Graphic Design, Baccalaureate				
Degree(s) to be Granted	Bachelor of Fine Arts		Program Year	Year 1 (2020-2021)	
Differential tuition requested per student per academic yr		\$0			
Projected annual FTE students		80			
Projected annual differential tuition		\$0			
Percent differential tuition for financial aid		0%			
Differential tuition remainder		0			
ADDITIONAL FUNDS REQUIRED - BY SOURCE					
	Reallocation of Present Institutional Resources	Projected Differential Tuition	Enrollment Increase Funds	Other New Allocations (Identify)	Total
EPA/SPA Regular Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
EPA Academic Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
Social Security	\$ -	\$ -	\$ -	\$ -	\$ -
State Retirement	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Stipends					
(Identify number, amount)	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies and Materials					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Current Services					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Fixed Charges					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Outlay (Equipment)					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Libraries	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL ADDITIONAL COSTS	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00

Budget Narrative: We currently have five tenured faculty and one full-time lecturer responsible for the delivery of the required courses in graphic design. The proposed program could be delivered with those faculty in place.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION	UNC Charlotte		DATE	10-Sep-19	
Program (CIP, Name, Level)	50.0409, Graphic Design, Baccalaureate				
Degree(s) to be Granted	Bachelor of Fine Arts		Program Year	Year 2 (2021-2022)	
Differential tuition requested per student per academic yr		\$0			
Projected annual FTE students		85			
Projected annual differential tuition		\$0			
Percent differential tuition for financial aid		0%			
Differential tuition remainder		0			
ADDITIONAL FUNDS REQUIRED - BY SOURCE					
	Reallocation of Present Institutional Resources	Projected Differential Tuition	Enrollment Increase Funds	Other New Allocations (Identify)	Total
EPA/SPA Regular Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
EPA Academic Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
Social Security	\$ -	\$ -	\$ -	\$ -	\$ -
State Retirement	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Stipends					
(Identify number, amount)	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies and Materials					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Current Services					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Fixed Charges					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Outlay (Equipment)					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Libraries	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL ADDITIONAL COSTS	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION	UNC Charlotte		DATE	10-Sep-19	
Program (CIP, Name, Level)	50.0409, Graphic Design, Baccalaureate				
Degree(s) to be Granted	Bachelor of Fine Arts		Program Year	Year 3 (2022-2023)	
Differential tuition requested per student per academic yr		\$0			
Projected annual FTE students		90			
Projected annual differential tuition		\$0			
Percent differential tuition for financial aid		0%			
Differential tuition remainder		0			
ADDITIONAL FUNDS REQUIRED - BY SOURCE					
	Reallocation of Present Institutional Resources	Projected Differential Tuition	Enrollment Increase Funds	Other New Allocations (Identify)	Total
EPA/SPA Regular Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
EPA Academic Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
Social Security	\$ -	\$ -	\$ -	\$ -	\$ -
State Retirement	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Stipends					
(Identify number, amount)	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies and Materials					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Current Services					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Fixed Charges					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Outlay (Equipment)					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Libraries	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL ADDITIONAL COSTS	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION	UNC Charlotte		DATE	10-Sep-19	
Program (CIP, Name, Level)	50.0409, Graphic Design, Baccalaureate				
Degree(s) to be Granted	Bachelor of Fine Arts		Program Year	Year 4 (2022-2023)	
Differential tuition requested per student per academic yr		\$0			
Projected annual FTE students		100			
Projected annual differential tuition		\$0			
Percent differential tuition for financial aid		0%			
Differential tuition remainder		0			
ADDITIONAL FUNDS REQUIRED - BY SOURCE					
	Reallocation of Present Institutional Resources	Projected Differential Tuition	Enrollment Increase Funds	Other New Allocations (Identify)	Total
EPA/SPA Regular Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
EPA Academic Salaries					
(Identify positions)	\$ -	\$ -	\$ -	\$ -	\$ -
Social Security	\$ -	\$ -	\$ -	\$ -	\$ -
State Retirement	\$ -	\$ -	\$ -	\$ -	\$ -
Medical Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Stipends					
(Identify number, amount)	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies and Materials					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Current Services					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Communications	\$ -	\$ -	\$ -	\$ -	\$ -
Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Fixed Charges					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Outlay (Equipment)					
(Identify)	\$ -	\$ -	\$ -	\$ -	\$ -
Libraries	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL ADDITIONAL COSTS	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00



The following approvals must be obtained prior to sending the Letter of Intent to Develop a New Academic Degree Program to the UNC System Office.

Institution

The University of North Carolina at Charlotte

Degree Program Title (e.g. M.A. in Biology)

BFA in Graphic Design

Reviewed and Approved By (Name and title only. No signature required in this section.)

Check box to indicate participation in review. (Provost is required.)

- ✓ **Provost: Joan F. Lorden**
- Faculty Senate Chair (as appropriate): N/A**
- Graduate Council (as appropriate): N/A**
- Undergraduate or Graduate Dean (as appropriate): N/A**
- ✓ **Academic College Dean: Lee Gray, Interim Dean**
- ✓ **Department Chair: Lydia Thompson, Chair**
- ✓ **Program Director/Coordinator: David Brodeur, Associate Professor**

New Academic Proposal Process

New academic programs are initiated and developed by the faculty members. Approval of the Letter of Intent to Develop a New Academic Degree Program must be obtained from department chairs and college deans or equivalent administrators before submission to the UNC System Office review.

Directions: Please provide a succinct, yet thorough response to each section. Obtain the Provost’s signature and submit the proposal via the PREP system to the UNC System Vice President for Academic Programs, Faculty, and Research, for review and approval by the UNC System Office. Once the Letter of Intent to Develop is approved, the institution can begin work on the formal Request to Establish a New Degree Program.

Letter of Intent to Develop a New Academic Degree Program

Institution	The University of North Carolina at Charlotte
Joint Degree Program (Yes or No)? If so, list partner campus.	No
Degree Program Title (e.g. M.A. in Biology)	BFA in Graphic Design
CIP Code and CIP Title (May be found at National Center for Education Statistics)	50.0409
Require UNC Teacher Licensure Specialty Area Code (Yes or No). If yes, list suggested UNC Specialty Area Code(s).	No
Proposed Delivery Mode (campus, online, or site-based distance education). Add maximum % online, if applicable.	Campus
Proposed Term to Enroll First Students (e.g. Spring 2019)	Fall 2020
List other programs in the UNC System (may be found at UNC System website)	BFA in Graphic Design at Appalachian State University BS in Graphic Design at Elizabeth City State University B in Graphic Design at North Carolina State University

SACSCOC Liaison Statement: *(Provide a brief statement from the University SACSCOC liaison regarding whether the new program is or is not a substantive change.)*

Since the new credit hours amount to 20% of the new BFA in Graphic Design, which is less than the 33% threshold, and since the new degree does not require new faculty, equipment, facilities, financial resource, and library and learning resources, the new program is not a significant departure and does not require SACSCOC notification or approval.

Program Summary: *(Briefly describe the proposed program and summarize the overall rationale.)*

Maximum of 1,000 words.

Include the following in your narrative:

- Ways in which the proposed program is distinct from others already offered in the UNC System (use the 4-digit CIP as a guide). Information on other programs may be found on the UNC System [website](#).
- How this program supports specific university and UNC System [missions](#).
- Collaborative opportunities with other UNC institutions as appropriate.

Graphic design, in the most straightforward sense, is the strategic use of text and images to solve communication problems. Notably, that definition does not include any media or formats. Contemporary professional practice in graphic or communication design encompasses a diverse array of technologies and media, including printed materials, Web sites, tablet and phone apps, imagery for videos, and much more. Design educators now have to develop curricula that balance concrete experiences across this range of formats with strategies and problem-solving techniques that can be applied to all potential professional challenges. These professional contexts are likewise evolving at an extraordinary pace due to rapid changes in technology and business environments. This proposal, for a Bachelor of Fine Arts in Graphic Design, addresses these challenges by delivering a curriculum that responds to growing areas of professional design practice, with particular emphasis on Web design and development.

The proposed BFA in Graphic Design is a professional degree that will prepare students for a diverse range of potential careers in the growing field of visual communications, including, but not limited to: graphic designer/developer, art director, Web designer, user experience/user interface designer, animator, and creative director. The degree will be delivered on-campus, in-person and will be a 75-credit-hour program developed in accordance with National Association of Schools of Art & Design (NASAD) standards. The proposed degree will transform the BFA in Studio Art with a Concentration in Graphic Design, currently offered by the Department of Art & Art History, into a stand-alone BFA degree program. The distinction between a BFA with a “concentration” in a subject area and a dedicated degree is an important distinction. The American Institute of Graphic Arts (AIGA), the preeminent professional organization in the field, characterizes this degree type as follows: "A BFA in graphic design, communication design, or interaction design is the most commonly recognized professional degree." The new degree will allow graduates to more effectively compete in a rapidly-evolving profession, and the Department of Art & Art History will be better positioned to compete for the best incoming candidates seeking this specific skillset. The core target audience will be regional college applicants interested in a professional creative career in visual communication. Consistent with UNC Charlotte’s mission of access, enrollment will likely include community college transfer students, as well as entering first-year students.

Across the UNC System, we have identified one BFA in Graphic Design at Appalachian State, one

Bachelor of Graphic Design at NC State, and one BS in Graphic Design at Elizabeth City State. Additionally, there are some institutions in the UNC System, such as East Carolina, that offer Graphic Design as one concentration among many in a BFA program. We consider the programs at Appalachian State and NC State as the nearest equivalents to what we propose; however, our proposal offers several key points of distinction.

First, our proposed program aligns with our University's mission by providing an urban-based program that responds to both corporate and civic needs in our community. The program's design evolves from our continuing conversations with regional employers, from small businesses to large corporations, as well as our ongoing engagement with community and civic partners. Our program will be uniquely based in North Carolina's largest city and, as such, will offer students distinct opportunities to partner with a diverse range of organizations, from global corporations to local nonprofits. Second, we have developed enhanced and expanded course offerings in Web-based and interactive design strategies and technologies. The peer programs we have identified in the UNC System focus either on print technologies or are "platform agnostic," meaning that the courses focus on strategies and techniques independent of technologies. As we will discuss in greater detail under "Societal Demand," our research indicates that Web-based design/development careers offer the greatest growth potential in the coming decades.

The proposed degree aligns with the UNC system mission by providing a professional-preparation-focused degree: students who complete the degree will be prepared to compete upon graduation for middle-quintile income and above employment opportunities in visual communication careers. Further, the degree fulfills the institutional mission by including curricular aspects that prepare students to address community engagement and urban research institution goals through applied civic activity. UNC Charlotte has been designated a Carnegie Community Engagement University due to its high level of outreach and civic activity; our proposed program seeks to leverage these relationships and resources so that students can experience the potential impact of their skills and knowledge on their communities. Assignments embedded in the new proposed program will engage students in community partnerships to leverage their skills for civic improvement.

The key collaborative opportunities we have identified target UNC System Community Colleges. A high proportion of students we serve at UNC Charlotte are transfer students. Many of those students have transferred from community colleges in our region, such as Central Piedmont Community College or Rowan Cabarrus Community College. In the proposed degree, 15 credits of studio art and art history coursework would continue to transfer from 31 UNC System Community Colleges to UNC Charlotte in accordance with the Uniform Articulation Agreement of May 2017. As we establish new courses in our proposed degree, we intend to collaborate with faculty at community colleges to maintain clear lines of communication about our course content and skills expectations for incoming students. We take time to graduation considerations very seriously in our program and foresee enhanced relationships

with our community college partners as essential to improving the transfer student experience.

Student Demand: *(Provide evidence of student demand. Discuss the extent to which students will be drawn from a pool of students not previously served by the institution. Maximum length 1,000 words.)*

The Department has clear evidence of a sustained and strong student interest in Graphic Design. According to UNC Charlotte's Institutional Research Analytics Dashboard (found at <https://ir-analytics.uncc.edu/tableau/overview-enrollment-demographics-and-degrees-awarded>), an average of 34 students each semester are officially recognized as concentrating in Graphic Design from 2011-2017 (see below).

Semester	BFA Students with Graphic Design Concentration
Spring 2017	29
Fall 2016	32
Spring 2016	33
Fall 2015	35
Spring 2015	32
Fall 2014	36
Spring 2014	30
Fall 2013	34
Spring 2013	40
Fall 2012	38

It is important to note that this number undercounts the current total population of students who are interested in pursuing a BFA with a concentration in Graphic Design. At the present, all entering students are enrolled as Bachelor of Arts students. During their Junior year, following successful completion of a required portfolio review, students are admitted into the BFA degree program. Students take multiple introductory courses in the Graphic Design concentration, intending to declare the discipline as their focus, prior to being officially enrolled as a BFA student with a concentration in Graphic Design. In a typical entering cohort approximately 20-24 students intend to declare a concentration in Graphic Design. Thus, on average, there are approximately 80 students (freshmen through seniors) “enrolled” in the concentration Graphic Design program each year. In the future, students will apply directly to the BFA in Graphic Design program and, because we expect many

current students to transfer to the new degree, the new program is anticipated to begin with a student population of 60 to 75 students.

This enrollment average is also reflected in the number of graduates the area produces per year. An average of 20 students per year earn a BFA in Studio Art with a concentration in Graphic Design from 2011-2017 (see below).

Academic Year	BFA Degrees Awarded with a concentration in Graphic Design
2016-17	16
2015-16	30
2014-15	10
2013-14	18
2012-13	16
2011-12	29 (one dual concentrate)
2011-17	20/yr

Each of these data points demonstrates that there is significant demand for professional education in graphic design amongst our current student body. The new proposed degree will likely increase that demand and strengthen post-graduate outcomes, by providing higher levels and a broader range of profession-specific content and experiences.

Our target for enrollment growth is to average 24 degrees awarded after five years of offering the new degree. This represents a 25% increase over the current average of degrees awarded. 24 graduates per year should also remain safely within the bounds of new job opportunities per year within the Charlotte metropolitan region (see anticipated enrollments below):

Academic Year	Anticipated Graphic Design BFA Degrees Awarded
2020-21	22
2021-22	20
2022-23	26
2023-24	24
2024-25	30
2020-25	24/yr

The new degree will achieve this enrollment growth by targeting potential students not previously served by the Department of Art & Art History. By increasing curricular experiences in Web design and UX/UI, the new degree will attract technology- and strategic-minded students with creative abilities. Increased curricular opportunities to develop Web-based and UX/UI interactive content will attract this “puzzle-solving,” creative student who starts with an interest in technology and successfully develops her or his talent in visual creativity through the new degree.

The majority of current Graphic Design concentration students are attracted to the program for the opportunity to do visually creative work. These students then develop their technology literacy and strategic-thinking skills through our classroom experiences. To add more technology- and strategy-minded students to the student body would significantly enrich the diversity of creative, and critical, problem-solving approaches present in the classroom. A balance of problem-solving techniques and strategies also best reflects how successful businesses and organizations tackle contemporary communication problems in the field of graphic design.

Societal Demand: *(Provide evidence of societal demand and employability of graduates from each of the following source types. Maximum length 1,000 words)*

- Labor market information (projections, job posting analyses, and wages)
 - Specific to North Carolina (such as ncworks.gov, nctower.com, or outside vendors such as [Burning Glass](#))
 - Available from national occupational and industry projections (such as the [U.S. Bureau of Labor Statistics](#))
 - Projections from professional associations or industry reports
 - Other (alumni surveys, insights from existing programs, etc.)

According to NCworks.gov, the 2016 median wage for a Graphic Designer employed in Mecklenburg County was \$45,219, while the median wage for a Web Developer was \$75,961. On April 6, 2018, there were 28 job openings for Graphic Designers advertised online in Mecklenburg County, for which there were 102 potential candidates in the workforce, or 3.64 candidates per job. While they consider this to be a competitive statewide market, they also forecast Graphic Design to be a ‘National High Growth’ industry that has a ‘Bright Outlook Nationally.’ The local forecast for Web Developers is even healthier, as there were 57 job openings advertised with 48 potential candidates, or 0.84 candidates per job. NCWorks considers Web Development to be a ‘Regional High Growth’ industry that has a ‘Bright Outlook Statewide.’

Data collected from the Bureau of Labor Statistics (BLS), shows similar trends with slightly higher

numbers. In 2016, there were 266,300 Graphic Design positions nationally with a median pay of \$47,640 per year. From 2016 to 2026, their employment outlook for Graphic Designers is projected to grow 4% nationally, which is slightly slower than the average of 7% for all occupations. During the same period, there were 162,900 Web Developer positions nationally with a significantly higher median pay of \$66,130 per year. Again, the BLS employment outlook for Web Developers is eye opening, as it is projected to grow 15%, which is more than twice the average for all occupations.

BLS lists the most common required level of education for Graphic Designers as a Bachelor's Degree at 61.54%, an Associate's Degree at 15.38%, and other 23.08%.

The Projections Managing Partnership (PMP), which is funded by the U.S. Department of Labor, Employment & Training Administration, and is provided with technical support from the Bureau of Labor Statistics, also anticipates a positive long-term outlook for both Graphic Designers and Web Developers. From 2014 to 2024, the occupational projections for Graphic Designers in North Carolina will increase 8.1% with 240 average annual openings and Web Developers will increase 31.9% with 180 average annual openings.

These numbers are bolstered through feedback we have received from our alumni. In the fall of 2017, we sent out a Google Survey and received a total of 180 responses. The survey included questions about location, employer and job title, and perceptions of trends in the field of Graphic Design. One critical question asked whether alumni believe that UNC Charlotte students would be better served by a stand-alone BFA in Graphic Design (as we are proposing here) rather than a BFA in Art with a Concentration in Graphic Design (as is current). An overwhelming 79% responded in support of the stand-alone degree. Their accompanying commentary revealed three consistent themes: since the need for Web and User Experience/User Interface (UX/UI) design has expanded exponentially over the last decade, contemporary Graphic Designers must come prepared with these added skill sets; alumni emphasized that more Graphic Design specific classes would mean more in-depth study and better career training; and a BFA in Graphic Design degree is more widely recognized and prestigious in the profession and attractive to potential employers.

The survey also asked UNC Charlotte Graphic Design alumni about the kinds of media they have been working with over the past two years and to weigh the number of digital-based projects (such as Web, UX/UI, and video) against the number of print-based projects (such as print-ads, catalogs, and other collateral). The results support the need for a balance of the two skill sets, as 24% of respondents estimated that they work on equal amounts of digital and print-based projects. The results were also similar for 'Mostly Digital with some Print' (14.5%) and 'Mostly Print with some Digital' (12.8%). However, at the far ends of the scale, 12.2% stated that they exclusively worked on digital-based projects versus only 2.9% who worked exclusively on print-based projects, which illustrates the industry's need for more Web and UX/UI designers.

Finally, Graphic Design faculty regularly receive informal feedback as many alumni return to review our graduating students' work in the BFA exhibitions held each semester. They often reveal a keen interest in the future of the program and have consistently expressed interest in seeing expanded opportunities in Web-based and UX/UI design give students the skills alumni know businesses and organizations need.

For Doctoral Programs Only:

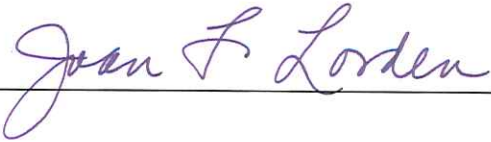
Describe the following (maximum length 2,000 words):

- The research and scholarly infrastructure in place (including faculty) to support the proposed program.
- Method of financing the proposed new program (including extramural research funding and other sources) and indicate the extent to which additional state funding may be required.
- State the number, amount, and source of proposed graduate student stipends and related tuition benefits that will be required to initiate the program.

Contact: (List the names, titles, e-mail addresses and telephone numbers of the person(s) responsible for planning the proposed program.)

Position Title	Name	E-mail Address	Telephone
Graphic Design Area Coordinator, Associate Professor of Graphic Design	David Brodeur	dbbrodeu@uncc.edu	687-0178
Associate Professor of Graphic Design	Bobby Campbell	rcampb44@uncc.edu	687-0195

This Letter of Intent to Plan a New Program has been reviewed and approved by the appropriate campus authorities.

Position Title	Signature	Date
Provost		2/20/2019
Provost (Joint Partner Campus)		