The University of North Carolina

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Constituent Universities
Appalachian State University

East Carolina University

Elizabeth City State University

Fayetteville State University

North Carolina Agricultural and Technical State University

North Carolina Central University

North Carolina School of the Arts

North Carolina State University at Raleigh

University of North Carolina at Asheville

University of North Carolina at Chapel Hill

University of North Carolina at Charlotte

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Winston-Salem State University

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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Erskine Bowles

DATE: July 27, 2009

SUBJECT: Licensure of the School of Communication Arts in Raleigh, NC

The Board of Governors of the University of North Carolina is charged under North Carolina General Statute Section 116-15 with responsibility for licensing nonpublic educational institutions to conduct post-secondary degree activity in North Carolina. In November 2004, the Board of Governors approved revisions to the document, *Rules and Standards: Licensing Nonpublic Institutions to Conduct Degree Activity in North Carolina*. This document provides the guidelines for interpreting the standards, and the rules, regulations, and procedures under which the Board issues licenses to institutions to conduct post-secondary degree activity in North Carolina.

The School of Communication Arts has applied for licensure to offer the Bachelor of Arts in Animation and Game Design, Bachelor of Arts in Audio Production & Design, Bachelor of Arts in Digital Filmmaking, Bachelor of Arts in Interactive Media Arts, Bachelor of Arts in Interior Design, and Bachelor of Arts in Photography degrees at its campus in Raleigh, North Carolina.

Dr. Prochaska, reviewed the application and appointed a team of examiners to determine if the School of Communication Arts complied with the licensure standards outlined in *Rules and Standards*. On March 9, 2009, the team of examiners visited the Raleigh campus of the School of Communication Arts. Following the site visit, the team of examiners issued its report with suggestions and recommendations, and a final recommendation to grant licensure to five proposed degree programs. Dr. Prochaska agrees with the team's review and recommendations. For more details on the degree programs, report and recommendations, please review the summary.

Thus, I recommend to the Committee on Educational Planning, Policies, and Program of the UNC Board of Governors that the regular license be issued to the School of Communication Arts to offer the Bachelor of Arts in Animation and Game Design, Bachelor of Arts in Audio Production & Design, Bachelor of Arts

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in Digital Filmmaking, Bachelor of Arts in Interactive Media Arts, and Bachelor of Arts in Photography degrees at its campus in Raleigh, North Carolina, subject to annual reports and review at any time. After one year has elapsed, the School of Communication Arts will be reviewed, to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR THE SCHOOL OF COMMUNICATION ARTS

BACKGROUND INFORMATION

The School of Communication Arts, located in Raleigh, is a private, proprietary college incorporated in the State of North Carolina. It is a privately held North Carolina S-Corporation. The institution was incorporated as the School of Communication Arts of North Carolina, Inc. on January 31, 1992 by the Secretary of State of the State of North Carolina.

The School of Communication Arts is currently licensed by the Board of Governors of The University of North Carolina to offer the following Associate of Applied Science (A.A.S.) degree programs on-site at its Raleigh campus: Digital Advertising & Design, Digital Animation, Digital Audio Production & Design, and Digital Filmmaking.

The School of Communication Arts is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS).

THE APPLICATION AND SITE VISIT

The School of Communication Arts has applied for licensure to offer the following six new baccalaureate degree programs on-site at its Raleigh campus:
- Bachelor of Arts in Animation and Game Design
- Bachelor of Arts in Audio Production & Design
- Bachelor of Arts in Digital Filmmaking
- Bachelor of Arts in Interactive Media Arts
- Bachelor of Arts in Interior Design
- Bachelor of Arts in Photography

Pursuant to the <u>Rules and Standards: Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina</u>, Dr. Frank Prochaska, Associate Vice President for Academic Affairs of The University of North Carolina General Administration, appointed a team of examiners to visit the institution and evaluate its compliance with the licensure Standards. The visit to the School of Communication Arts took place on March 9, 2009.

The team of examiners with expertise in the specific disciplines relating to the application was comprised of: Dr. Richard E. Neel (Chair), Dean Emeritus, Belk College of Business, and Professor of Economics Emeritus, The University of North Carolina at Charlotte, Charlotte, North Carolina; Gerard Lange, Assistant Professor of Art in Photography, Barton College, Wilson, North Carolina; Dr. Eric K. Patterson, Associate Professor of Computer Science, University of North Carolina at Wilmington, Wilmington, North Carolina; Charles J. Popovich, Former Head Business Librarian and Associate Professor Emeritus, Ohio State University, Columbus, Ohio; Jason Romney, Sound Design Faculty, School of Design and Production, University of North Carolina School of the Arts, Winston-Salem, North Carolina; Dr. Lennie Scott-Webber, Professor and Chair, Department of Interior Design & Fashion, Radford University, Radford, Virginia; and Dr. Frank Prochaska, Associate Vice President for Academic

Affairs, The University of North Carolina General Administration, Chapel Hill, North Carolina, *Ex Officio.*

The team's task was to review the application and accompanying exhibits and to participate in a site visit to determine if the institution demonstrated compliance with licensure standards. Either prior to the visit or during the visit, many additional items of documentation were reviewed by the team including the following: curriculum vitae for full-time and part-time faculty members, library resources, instructional resources, computer resources, educational facilities, the School of Communication Arts current Catalog, draft of the proposed School of Communication Arts Catalog (which includes the proposed Bachelor of Arts degree programs), course syllabi for the proposed Bachelor of Arts degree programs, audited financial statements, the *Faculty Manual,* and additional exhibits provided to the team by the School. During the visit, the team of examiners met with numerous faculty, staff, and students of the School of Communication Arts.

PROPOSED DEGREE PROGRAMS

The School of Communication Arts' proposed baccalaureate degrees will all require 48 quarter credit hours of general education and 132 quarter credit hours in the specialized field of study, for a total of 180 quarter credit hours.

Bachelor of Arts in Animation and Game Design
This animation degree program is designed to provide students with both instruction and hands-on experience. The program offers a variety of learning experiences that include high-end animation for games and simulated photo realism; digital art for model design; motion graphics design and special effects production; and advanced studio portfolio development. Tools incorporated into the program range from core imaging computers to using advanced production software. The graduate of this program is prepared for an entry-level position in animation production and game design for both short form and long form titles.

Bachelor of Arts in Audio Production & Design
In this program students will study and gain hands-on experience in audio production for film, CD, and DVD publishing and Internet distribution; the roles of the engineer, producer, and director in audio development and production; promotion and Internet marketing for entertainment; and practical skills for editing, audio directing, and studio recording. The graduate of this program is prepared for an entry-level position in audio production to support digital recording, mixing, and sound design for filmmaking, interactive gaming, television broadcast, as well as Internet streaming.

Bachelor of Arts in Digital Filmmaking
Students in this program will acquire a diverse background in digital filmmaking including study of the cinema; story structure and storyboard development; the step-by-step production process; director of photography and the single camera shoot; and producing for the drama, documentary, and commercial arenas. The curriculum recognizes three related subject areas closely tied to digital production: single camera style production development; added motion graphics; and technology study for delivery to both the big screen and the personal screen (television and PC).

The graduate of this program is prepared for an entry-level position in the digital production of film content for entertainment, documentary, Internet, and commercial applications.

Bachelor of Arts in Interactive Media Arts
This program is designed for students who would like to become professional visual designers, art directors, or communications or advertising specialists. The program is delivered in a studio environment with a hands-on approach aimed at learning to develop solutions to real-world projects. Creative, technical, and business skills are all emphasized. The scope of learning features print, Internet, broadcast, and other interactive media. The graduate of this program is prepared to create digital media components, including Internet design and production.

Bachelor of Arts in Interior Design
This program addresses the use of color, shape, and space to create entire environments for the home, retail, and business locations. Features of the program include residential design, computer aided drafting, lighting design, green design, commercial design, as well as the fundamentals of architecture and architectural design. In both group and individual projects, students learn to work within the constraints of budget and time. Emphasis is placed on developing a strong interior design portfolio. The graduate of this program is prepared for job descriptions that include interior designer, assistant designer, space draftsperson, interior sales representative, facilities planner, and space planner.

Bachelor of Arts in Photography
This program emphasizes learning to create and assemble commercial-grade digital photographic art, especially for applications in advertising, editorial, and interactive media. Developing skills in composition, ad design, lighting, styling, portraiture, and Internet production are featured. Tools incorporated into the program include studio and location lighting accessories and lighting instruments plus image control software. The graduate of this program is prepared for an entry-level position in professional photography as photographer, photographer's assistant, stylist, photographic illustrator, studio assistant, or photographic consultant.

RECOMMENDATIONS

After the site visit, the *Preliminary Report to the President of The University of North Carolina from the Team of Examiners for the Licensure Visit to the School of Communication Arts' Proposed Bachelor of Arts Degree Programs at Raleigh, North Carolina* was submitted. In the report, the team of examiners included 14 suggestions and 25 recommendations. The suggestions reflect the professional judgment of team members, and do not signify that the institution is not in compliance with the *Rules and Standards*. A suggestion is written for the institution's benefit, and it does not need to be implemented; the recommendations, however, must be implemented by the institution. The recommendations addressed issues of program curricula, course syllabi, textbooks utilized, facilities requirements, equipment requirements, library resources, and faculty credentials.

The team of examiners concludes its report by stating it would make its recommendations to the General Administration of The University of North Carolina regarding the licensure of the six

proposed Bachelor of Arts degree programs after it receives the response from the School of Communication Arts to the recommendations and suggestions contained in the report. The team states that it would make a separate recommendation on licensure for each of the six proposed Bachelor of Arts degree programs.

After receiving the team of examiners' report, the School of Communication Arts responded to the recommendations and suggestions. Twenty-three (23) of the 25 recommendations have been implemented to the satisfaction of the team of examiners. The remaining two recommendations address the curriculum and the facilities for the proposed Bachelor of Arts in Interior Design program; while the team believes the School of Communication Arts has made progress in addressing these two recommendations, the team has asked the School to provide additional information and documentation on these recommendations.

After reviewing the School's response, the team of examiners recommends the School of Communication Arts be licensed to offer the following five new degree programs subject to compliance with the recommendations contained in the report: Bachelor of Arts in Animation and Game Design, Bachelor of Arts in Audio Production & Design, Bachelor of Arts in Digital Filmmaking, Bachelor of Arts in Interactive Media Arts, and Bachelor of Arts in Photography.

As stated above, the team of examiners has requested additional information and clarification on curricular issues and facilities requirements pertaining to the Bachelor of Arts in Interior Design program. Once this additional information is received from the School of Communication Arts, the team of examiners will make a recommendation on licensure for this proposed program.

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the following five new degree programs, to be offered onsite at the School of Communication Arts in Raleigh: Bachelor of Arts in Animation and Game Design, Bachelor of Arts in Audio Production & Design, Bachelor of Arts in Digital Filmmaking, Bachelor of Arts in Interactive Media Arts, and Bachelor of Arts in Photography.

A site visit to the School of Communication Arts will be performed within one calendar year of the initiation of these new Bachelor of Arts degree programs, by a team of examiners with expertise in the field, to ascertain the School's compliance with the *Rules and Standards*, including the recommendations contained in the report.