

APPENDIX G

Request for Authorization to Establish a Bachelor of Science in Graphic Design at Elizabeth City State University

Introduction

Elizabeth City State University notified the Office of the President of its intent to plan a Bachelor of Science degree in Graphic Design, Commercial Art and Illustration (CIP 50.0409) on February 6, 2004. [With the conversion to CIP 2000, effective July 1, 2004, a new CIP category became available, CIP 50.0409, Graphic Design. ECSU believes this new category best fits their proposed new degree program.]

Program Description

The proposed degree program will be housed in the Department of Art with the Bachelor of Art in Art. The unique feature of this proposed Bachelor of Science in Graphic Design is its blending of art, design, technology, creative and aesthetic sensibilities into a program that will prepare graduates for professional careers in commercial art. Graduates might elect to pursue careers in electronic media, print media, advertisement, web design and application, entertainment, and corporate communication. The Department of Art currently offers a minor in Graphic Design in its existing curriculum. The Bachelor of Science in Graphic Design will also prepare students for Master of Fine Art Degree programs. The Bachelor of Science in Graphic Design requires 124 semester hours with 45 hours required in the major core area and 15 hours required in a related area, and it offers a commercially viable option in art and design.

Program Need

The Bachelor of Science in Graphic Design will serve the current and emerging needs of the State of North Carolina. There are few degree programs available for North Carolina residents interested in commercial and digital art at UNC institutions. Further, ECSU is located in an economically challenged region of the state. The proposed program, with its emphases on current technology and commercial applications, will benefit the region and develop the economy by providing workers trained as artists and designers who are adept at using current and emerging technologies. ECSU projects that, by its fourth year, there will be about fifty students enrolled in the program.

Resources

The proposed Bachelor of Science in Graphic Design will be integrated into the existing Department of Art coursework. The courses will be taught by existing faculty in the Department of Art. The Department of Art has formed liaisons with several campus computing resources for web design collaboration. Further, the proposed bachelor of science program will strengthen the enrollment in the Department of Art. The program has been supported by a grant of \$209,780 over three years from the Office of the President's Focused-Growth Revolving Fund for program development and the purchase of equipment. If future expansion is warranted, the program will use employment growth funds for expansion. Additional resources are not needed, at this time.

Recommendation

It is recommended that the Board of Governors approve the request to establish the Bachelor of Science in Graphic Design (CIP 50.0409) at Elizabeth City State University effective September 2004.