

New Academic Initiatives Proposal Form
Submitted to the
Academic Affairs Committee or Graduate Academic Affairs Committee
AUGSBURG COLLEGE

1. What is the nature of the initiative (e.g., new major, new graduate program, concentration, minor, certificate, or new site for existing program), and how does it fit with Augsburg's mission, vision, and priorities? How does this initiative fit with the strategic vision and priorities of the program or department?

New Major and Minor in Graphic Design

By addressing local, national and global issues through design, students are learning to be informed citizens and critical thinkers. Using their design skills to meet the needs of non-profit organizations engages students as thoughtful stewards and responsible leaders in real life situations.

This initiative is also connected to Augsburg College's 2019 Strategy in many ways. This is evident in the first strategy within goal one as this new initiative would directly and consciously integrate the liberal arts and professional studies by creating an environment that is applying theory into practice. It also meets Goal one in that it is preparing students for 21st century needs by addressing local, national and global needs in a very tangible way.

The Art Department's mission is to consistently give students a sound basis for visual literacy and appreciation, accomplishment in art making, understanding of historical context, and opportunities for community engagement and visibility. Through experiential learning and critical engagement, we foster understanding of and respect for the crucial contributions of art to society. The Graphic Design major will assist students in engaging the world from multiple perspectives, using diverse modes of discourse to think critically, empathize, and create. They will also investigate and respect a diversity of culture, identity, citizenship, and aesthetics as they develop original design solutions. Through design thinking this program will teach students to observe, analyze, interpret, imagine, and innovate. Through experiential learning and critical engagement with Graphic Design, an understanding of and respect for intentional diversity and the crucial contributions of art and design to community and society will be fostered. The core work and values of this new program align closely with the published vision and goals of the department.

2. Describe the new academic initiative, including program goals. Provide a catalog description if applicable.

A Graphic Design degree would be a unique experiential design studio approach through interdisciplinary teaching of design thinking and problem solving. This would be accomplished through collaboration with not only other disciplines within the College but also local and international community partners. By taking what we refer to as an Agency approach, the program would be structured in such a way that takes the best of a liberal arts degree with the application of

professional studies.

New Initiative Goals and Outcomes

Goals:

1. Promote creative problem solving through design thinking to enhance the ability to adapt to the dynamic world of art and design.
2. Create learning experiences that extend beyond the classroom to engage the community.
3. Utilize design as a catalyst for change by addressing local, national and global needs.

Outcomes

- a. Define and interact with real design problems and implement theoretical approaches and professional skills through interdisciplinary efforts.
 - b. Observe, describe, analyze and interpret visual/spatial design intent and production.
 - c. Utilize various hardware and software tools to produce design and graphic works that integrates functional and aesthetic concerns.
 - d. Awareness of visual media by looking at the historical and current design landscape.
 - e. Understand the meaning and impact of design as it relates to human interaction, technology, and theoretical frameworks.
 - f. Explore and generate creative solutions through design thinking.
3. Explain the rationale for the initiative and describe what need or opportunity this new program meets (include results from any market research work that has been completed). Does a similar program exist at another institution in Augsburg's market (e.g., ACTC)?

There is an increasing demand for graphic designers across multiple disciplines and the shift within the broader field of innovation that moves beyond simply creating visual communication to the importance of being proficient in design thinking. Stakeholders are now looking for potential employees who not only possess technical skills in graphic design but also have the critical thinking skills to address problems in innovative ways. Employees in a variety of settings (e.g. technology, marketing, communications, etc.) are being expected to use graphic design skills to effectively communicate in visually engaging ways that often supersede their training. Additionally, graphic design is being effectively used as a mechanism for engaging communities and promoting social change. The comprehensive training of a Graphic Design major makes our students competitive in a field that requires experiences and education beyond what a certificate program or a studio art degree with a graphic design concentration can deliver. The model of this program would not only be unique to the Twin Cities, but within the region. (Further information in Section IV. Market and Demand (of the CAP Proposal)

4. Provide information about the ways in which the program will be consistent with programs at other institutions and in what ways the program will be unique.

Currently, there are no other private liberal arts colleges in the area that have this kind of Graphic Design degree. MCAD and the University of Minnesota are the two thriving programs in the Twin Cities, however Augsburg can offer a degree program that is grounded in community partnership and agency, with an individualized approach to design thinking and production. In the research that we have so far, this type of program is only offered on either coast, Art Center in California and at the Maryland Institute College of Art. Therefore, this initiative would be unique to the region.

5. What criteria will be used to measure the success of the new program?

We will first measure the success of this program based on the number of majors and minors. The second indicator of success will be in the trans-disciplinary component to the Agency model. This will be evident in the collaborations across campus and in community partnerships.

6. For which students is this new academic initiative designed? What is the anticipated enrollment in the program?

Initially, this new major will be designed for Day students.

The pricing and scalability of this program is dependent on the growth rate. Currently, the facilities that we have for Graphic Design could facilitate 9 full (20 student occupancy) courses in a semester. We currently offer 5-7 courses in a semester. We anticipate an initial growth of 2-3 courses a semester starting in Fall 2016. The current space in Foss 22 will accommodate this, however beyond that growth we will look to share spaces with New Media major as well as conduct classes in the Agency storefront.

(Further information in Section IV. Market and Demand of the CAP Proposal)

7. What potential impact will the addition of this new academic initiative have on other programs, majors, or minors inside and outside of the department/program? Include the signature of the chair(s) or director(s) of outside departments/programs.

There has been a consistent interest of Augsburg College students that is reflected by the growing enrollment in classes within Graphic and Digital Arts. These classes have consistently filled to capacity with a waiting list for the past 5 years. As result, we have added additional sections to introductory classes in the past several years. Within the department this will require additional faculty to teach these courses.

There are two other departments Communications (Creative Writing, Media Writing) and Marketing that have degree requirements of two introductory classes. There will not be changes to the introductory classes required by these majors.

Signature _____ Date _____

8. What financial resources, including space will be required to start and maintain this new academic initiative? What financial benefits will result? Include pro forma financial information.

Amy Gort is Drafting this response

(See information in Section V. Finance and Return on Investment the CAP Proposal)

9. What new courses, faculty development, additional faculty, and/or additional staff will be required to support this initiative?

Amy Gort is Drafting this response

(See information in Section V. Finance and Return on Investment the CAP Proposal)

10. What marketing resources will be required to start and maintain this new academic initiative?

Promoting the new Graphic Design major provides an opportunity to showcase the vibrancy of the all the programs of Augsburg's Art Department, as well as Augsburg's commitment to the integration of the liberal arts and professional studies. The promotional initiatives fall into two primary categories: (a) re-orienting the Art Department web site to target prospective (instead of current) students, as well as their parents and (b) developing a promotional launch plan to take advantage of the program being "new" to raise awareness of Augsburg's offerings.

Web site. The overhaul of the Art Department web site will focus on telling stories of students' educational experiences and work in order to entice potential students to inquire further about the various programs of the department. The Art Department has completed more than a dozen projects (from courses in graphic design, community-based art, international art courses, etc. – see appendices for examples) that will provide the initial content for building out portfolio pages to showcase student work. The expectation is that these online portfolios will be done primarily through large images, with minimal narrative. The Art Department has met with the Marketing team to discuss this web template requirement. The Marketing team is currently in the process of updating the www.augsburg.edu template (with plans to roll out the new template during summer 2016), and the Art Department's web site enhancements will be planned in conjunction with that site-wide update.

Promotional launch. A promotional advertising campaign (which will likely be digital) and admissions materials will be developed for the launch year of the Graphic Design program, taking advantage of the opportunity to garner attention because the program is "new" to promote the program's design thinking orientation, its hands-on experiential design studio, and the interdisciplinary collaboration that will invite students from other academic programs to participate in delivering solutions to the studio's clients. These promotional claims are positioned to generate interest in the new Graphic Design major and, at the same

time, underscore the College's commitment to experiential education, interdisciplinary learning, and the intersections of the liberal arts and professional studies.

The above work outlines the core focus for the launch and initial year of the program. It does not include the work of developing an identity and brand standards for the design studio or creating promotional material (including a web site) for that entity. Those projects may need to be among the initial projects undertaken by the students, with oversight from the Art Department and the College's Marketing Division.

11. What additional library or information technology resources will be required to maintain and support this academic initiative? Signatures of the Director of Library Services and the Division's Liaison for Computing must be obtained if additional resources will be required.

Initially, there will not be additional technology needs for this new major. In looking forward, we will work with IT to develop projections based on growth rate. In addition, there will be some additional publications and books requested to be purchased in the Library.

Signature _____ Date _____

Signature _____ Date _____

12. Will the new academic initiative require accreditation? If so, by whom, and what are the requirements for accreditation?

The new initiative would not need accreditation right away however there would be the potential for accreditation through the National Association of Schools of Art and Design in the future.

13. What is the proposed timetable for review and approval of this new academic initiative? What is the effective date and plan for implementation?

Time	Output	Resources
Sp 2015	Research and Development	LOI submission
Su/Fa 2015	Course development / planning	Course outlines and descriptions
Fa 2015	Work with CAP	Full proposal
Sp 2016	Submit to AAC / Faculty Senate vote	Approval
Fa 2016	First students enrolled in major	Full classes
Fa 2017	Opening of Agency Storefront	Storefront space - Either Rental or property owned by Augsburg

14. Who will answer questions about the proposal?
Christopher Houlberg

15. Who will be the point of contact for the Enrollment Center and the Registrar's
Office? Christopher Houlberg

Signature _____ Date _____
Department Chair or Program Director

3/04/07