

New Minor Program
Illustration
Submitted by Art Department

A. Mission

Summarize the proposed program's educational and career objectives and its relationship to the mission of the institution.

The Illustration Minor will be a significant career asset to studio art and graphic design, majors, as well as those disciplines that already bring students into the department to earn a minor in art. Earning an "official" minor will add weight and legitimacy to their experience and qualifications. Illustration has the potential to reach across many disciplines, especially those in the sciences, creative writing, and cinema studies. The art department has served these other areas fairly regularly through non-majors courses as well as through students enrolling in the existing Art Minor. With our society placing greater and greater value on visual communication, being able to represent thoughts, ideas, and information in a manner that compliments, but isn't fully dependent on language, is sure to grow in importance. This minor provides opportunity for students in and outside of Art Majors to developing their potential.

B. Learning Outcomes & Assessment

1. Outline the programmatic goals and objectives for the program, including a list of the learning outcomes students should demonstrate upon completing the program.

Essential Competencies, Experiences, and Opportunities as defined by the National Association of Schools of Art and Design (NASAD)

- a. Understanding of how basic design principles and elements, including color, are utilized to address specific narrative or expressive problems. The development of solutions to communication and design problems should continue throughout the degree program.
- b. Competence and facility in drawing.
- c. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product. This includes capabilities in fields such as painting, photography, typography, general design procedures, and digital/computer-aided design.
- d. An understanding of the commercial applications and basic business practices of illustration.
- e. Functional knowledge of the history of illustration, including its origins in the fine arts, and its relationship to written communication.
- f. Preparation of illustrations in a variety of media and a variety of subject matter, from rough through finished pieces.
- g. Easy and regular access to materials, studios, and equipment and library resources related to the study of illustration.
- h. Opportunities to work with current technologies related to illustration.
- i. Completion of a final project related to the exhibition of original work.

2. *What is the date of the initial periodic assessment of program and the length of the assessment cycle (years).*

The department currently reviews our programs every 5 years. The National Association of Schools of Art and Design (NASAD), our accreditation body, will review the Art Department in 2015-16 academic year.

C. Curriculum Outline

Outline all curricular requirements for the proposed program, including prerequisite, core, specialization (track, concentration), capstone, and any other relevant component requirements. Indicate if any of the courses are new ones and, if so, how faculty time is reallocated to cover the course (for example by alternating offering with another course or dropping another course). Please provide in catalog format.

Illustration Minor	24 SH
A. Foundations:	9 SH
ART 210 Drawing I	3
ART 207 Digital Media – Static	3
Choose One:	3
ART 215 Painting I	
ART 220 Watercolor Painting I	
ART 300 Figure Drawing I	
ART 310 Intermediate Drawing	
B. Illustration Requirements:	12 SH
ART 312 Introduction to Illustration	3
ART 313 Digital Illustration I	3
Choose Two:	6
ART 307 Type & Image	
ART 376 Graphic Novel	
ART 412 Advanced Problems in Traditional Illustration	
ART 413 Digital Illustration II	
C. Art History Requirements:	3 SH
Choose One:	
ART 250 - Western Heritage I - Survey of Art I	
ART 251 - Western Heritage II - Survey of Art II	

D. Enrollment

What is the projected enrollment when the program begins?

We anticipate that 16-20 students will enroll in the program during the first year.

What is the projected enrollment after five years?

It is difficult to project enrollment for this program. Based on our experience with other newly created minors (Photography and Expressive Arts Therapy), we anticipate that the minor could double in size to 32-40 students.

How were these projections determined?

Illustration is already an area students elect to concentrate in as part of earning their BA and BFA degrees as well as Art minor studies. In reviewing the completion portfolios of exiting seniors from the past three years, we anticipate that a portion of those enrolling in the minor will be coming from the majors within the department, specifically those students seeking to have this distinction as part of their academic credentials. The projection for additional enrollment coming from non-majors is based on a review of students' currently/recently in our Art Minor that took illustration classes. While we do not expect major growth in this program, we do think making the discipline more obvious and easier for students to locate at Oswego will draw more students to the program. We also anticipate some interests coming from the peers of our non-majors as they bring their illustration experiences/skills back to the culture and community surrounding that discipline.

E. Faculty

List the name of each faculty member who will teach required and/or elective courses in the minor. Indicate the academic leadership of the program by placing an asterisk next to the name of the director or chair.

Amy Bartell
ART 207 Digital Media – Static

Walter Langlois
ART 250 Western Heritage I, Survey
of Art I

Judith Benedict
ART 220 Watercolor Painting I
ART 312 Introduction to Illustration
ART 412 Advance Problems in
Traditional Illustration

Aaron Lee
ART 313 Digital Illustration I
ART 376 Graphic Novel
ART 413 Digital Illustration II

Toni Burrows
ART 210 Drawing I

Chris McEvoy
ART 210 Drawing I
ART 215 Painting I
ART 310 Drawing II

Cynthia Clabough*
ART 313 Digital Illustration I
ART 412 Advance Problems in
Traditional Illustration
ART 413 Digital Illustration II

Paul Muzzacca
ART 307 Type and Image

William DeMott
ART 251 Western Heritage II,
Survey of Art II

Juan Perdiguero
ART 210 Drawing I
ART 300 Figure Drawing I
ART 310 Drawing II

Benjamin Entner
ART 250 Western Heritage I, Survey
of Art I

Carla Senecal
ART 207 Digital Media – Static
ART 307 Type and Image

Lisa Langlois
ART 250 Western Heritage I, Survey
of Art I
ART 251 Western Heritage II,
Survey of Art II

Lisa Seppi
ART 251 Western Heritage II,
Survey of Art II

F. Advisement

Please indicate how students in the minor will be advised.

Cynthia Clabough will provide primary advisement with regards to the minor. Faculty in other disciplines will remain as major advisors. Faculty teaching in the minor will serve as mentors for students. All faculty in the department assist with the department-wide advisement event held every semester.

G. Resources

The new Illustration Minor would not impact resources; rather it creates a more robust enrollment for existing upper level courses. The minor is made-up of existing courses in which students are already enrolled. This minor is an attempt to provide recognition of that focused study. Facilities, Personnel, OTPS, and Library resources are already in existence. Additionally, students in studio courses pay a materials fee per course, per term. This fee helps to provide them with consumables including specialized software, graphic tablets, cameras, cutters, matting/mounting equipment, scanners, software, paper, backdrops and so forth. CTS already replace computers in the digital studios on a rolling 3-year replacement rate.

Expenditures		Start-Up	When Program Begins	After 5 Years
Personnel	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Library	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Equipment	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Laboratories	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Supplies & Expenses (OTPS)	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Capital Expenditures	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Other	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0
Grand Total	<i>Reallocation</i>	0	0	0
	<i>New funds</i>	0	0	0