



Program Revision Proposal: Creating New Program(s) from Existing Program(s) Form 3B

This form should be used to seek SUNY’s approval to create one or more new programs from existing, registered programs. *A campus is not required to submit a Program Announcement (PA) or a Letter of Intent (LI) for these types of new programs.* The Chief Executive or Chief Academic Officer should submit **a signed cover letter and this completed form** to the SUNY Provost at program.review@suny.edu.

Section 1. General Information	
a) Institutional Information	1. Institution Name: State University of New York at Oswego 2. Institution’s 245000 3. Institution’s Address: State University of New York at Oswego, 7060 Route 104, Oswego, NY 13126-3599 <i>Additional Information: Specify each campus and its 6-digit SED Institution Code where the program is registered and where the proposed changes would apply: Not Applicable</i>
b) Contact Person for This Proposal	Name and title: Cynthia Clabough, Professor, Art Department Chairperson Telephone: 315/312-2111 E-mail: cynthia.clabough@oswego.edu
c) CEO (or designee) Approval	<p>Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution’s commitment to support the program as revised.</p> Name and title: Lorrie Clemo, Provost, Vice President for Academic Affairs Signature and date:
If the revised program will be registered jointly¹ with one more other institutions, provide the following information for each partner institution. The signature confirms support of the changes.	
Not Applicable	

Version 2013-10-17

¹ If the partner institution is non-degree-granting, see SED [CEO Memo 94-04](#).

Section 2. Multi-Award and Multi-Institution Programs

Not Applicable

Section 3. New Programs from Options, Concentrations or Tracks in an Existing Program

This section should be used to propose the creation of new programs from options, concentrations or tracks in existing, registered programs, which is sometimes called “disaggregation.” This section enables (but does not require) a campus to make the following types of revisions to an existing track at the same time the track becomes a separate program:

- new or significantly revised courses; and
- changes to the track’s admissions standards and program evaluation elements.

NOTE: A new program proposal must be submitted – instead of this section – when:

- the new program(s) will be offered at a different location than the campuses identified in Section 1; or
- a [Master Plan Amendment](#) is required for the new program(s).

PART 3A – REVISION OF EXISTING PROGRAM

- a) Title: Studio Art
- b) Award: Master of Arts
- c) [HEGIS Code](#): 1001
- d) [SED Program Code](#): 03850
- e) List the registered Options, Concentrations or Tracks and indicate which, if any, will be removed.
The option to concentrate in graphic design or digital media will be removed from this program. This arrangement is established through advisement and mentoring and is not a degree requirement.
- f) If the existing program will have any changes to the program’s admissions standards or program evaluation elements, please describe them and explain why they are needed. Otherwise, affirm that the admissions standards and evaluation methods are unchanged from the current registered program.
The admissions standard will remain the same.

PART 3B – PROPOSED NEW PROGRAM(S)

Provide the information requested below for each proposed new program to be registered separately.

- a) Title: Graphic Design and Digital Media
- b) Award: Master of Arts
- c) [HEGIS Code](#): 1009
- d) Required Credits: Minimum [30] If tracks or options, largest minimum [30]
- e) Describe the new program and the rationale for converting the existing coursework to a separately registered program.
The purpose of this program is two-fold:
 - To offer students with undergraduate degrees in related areas of study the opportunity to develop a primary/secondary area of specialization through graduate study;
 - To offer students from outside the discipline the opportunity for generalist study within the discipline as a means to compliment or contrast their undergraduate studies.

The M.A. in Graphic Design and Digital Media would consist of thirty semester hours of study in studio, thesis, history, and theory and practice. The degree would culminate with an exhibition, during which time students would defend their work in an oral examination component. Curriculum would be structured in two study tracks, Specialist Emphasis and Generalist Emphasis. The Specialist Emphasis is of a tutorial nature for students continuing their study of graphic design. As part of this track students choose to focus

in a specific medium such as web, interactive, or print. Students can also choose to focus on a specific production type such as promotional, informational, or illustrative. Assigned a faculty mentor, the degree is structured so that faculty will work closely with the student to create their program of study. Study plans would be reviewed at the end of each semester until degree culmination. Students electing the Generalist Emphasis take a broader approach, studying a range of media and production type as a way of becoming literate in the field, while also complementing pre-existing knowledge of another discipline. In each case, it is expected that students would work intensively in hands-on experiences conducted either on-ground in SUNY Oswego facilities or in hybrid courses that allow students to work in home studios and attend sessions on campus intermittently for face-to-face interactions. Through discussions and critiques, students would advance through to their final body of work to be displayed in their professional package and thesis exhibition.

At present, the department has a Master's of Art degree in studio art that allows for focused study in various studio art areas, including graphic design. The primary purpose for creating this degree is to create a separate Master's of Art degree specific to graphic design and digital media. This degree proposal in large part is seeking to make more transparent what has already been happening. By creating a degree specific to graphic design and digital media, the Department seeks to make clear to potential students, and potential employers of our graduates, the nature of this program.

- f) If the new program will have any new or significantly revised courses, list them here and attach a syllabus for each one.

All courses in the proposed program have been approved by faculty governance at Oswego and have been offered at least once by the department.

- g) If the new program will have any changes to the program's admissions standards or program evaluation elements, please describe them and explain why they are needed. Otherwise, affirm that the admissions standards and evaluation methods are unchanged from the current registered program.

The admissions standard will remain the same as those for the Master's of Art in Studio Art.

- h) Explain the expected impact of the new program on existing programs.

The biggest impact will be on the existing M.A. in Studio Art as most of these students are studying in graphic design. It is expected that this program will drastically reduce the number of students in that major. This is actually desired by the department as we feel it is in the best interest of the students wanting to study fine art on the graduate level to go on for an M.F.A. degree. For those who feel they are not prepared to do that, the department is in the process of creating an 18 credit certificate program to replace the existing M.A. program, which we expect to occur with the next 2-years, if not sooner.

There are several undergraduate programs at Oswego that we expect will benefit from the addition of an MA program in graphic design and digital media. Students often have difficulty choosing between degrees in communication studies and graphic design. This degree would allow students to develop a 5-year plan that allows them to leave Oswego with a more diverse professional résumé. For example, a student could earn a B.A. in broadcasting and then concentrate on graphic design with a focus on motion and interaction, or web design. The department already has students from communication and cinema studies who elect to stay for an MA degree. These are typically active students who simply don't want to narrow their interests down and instead prioritize their development, choosing to layer or fold their interest in over an extended time period. Additionally, the B.A. degree in Art benefits, as students would be given opportunity to continue studying graphic design without having to opt for the credit intensity of the B.F.A. degree, thus providing them with more opportunity for exploration at the undergraduate level, especially in second majors/minors in

relational academic areas such as broadcasting, cinema studies, journalism, technology, and so on. Students in the B.F.A. would have opportunities for further development, allowing for more breadth and depth of study in a discipline that is diverse and in a constant state of evolution.

The program mostly likely to benefit on the graduate level is the HCI program. The creation of a pool of graduate students in graphic design and digital media allows for research partnerships to be formed across these related disciplines.

- i) Describe adjustments the institution will make to its current resource allocations to support the new program. As noted previously, the Art Department already has students enrolled in an M.A. in Studio Art with most of these students are studying in graphic design. As such, most of the resources are already in place. The only changes in resource allocation would be as a result of program growth, and the need for graduate student studio space.

FACULTY

The department anticipates minimal need for an increase to our existing resources for faculty. If the program is successful and we reach maximum enrollment, there could be the need for more additional faculty to teach in digital media. We would begin by hiring additional adjunct faculty while monitoring demand and interest. These adjuncts would teach primarily at the Metro Center and would be drawn from industry, offering focus on current trends in the field and career preparation. We anticipate there will be need for an additional one-course adjunct during the third year, with additional increases there after. Adjunct salary range is between \$3,015 (one course) to \$6,030 (two courses). See table below, *Estimated Operating Cost*.

GRADUATE ASSISTANSHIPS

The department currently receives four graduate assistantships, two of which support the graphic design program, with an additional position supporting both graphic design as well as photography. These positions are filled by students in the M.A. program as well as by students from the M.A.T. program and Integrated Media Certificate program. Graduate Assistants are used to manage the digital facilities and traditional studio art studios. These positions have proven essential to attracting quality students. Additionally, these students provide valuable service to the department by serving as media support personnel. This service in turn helps these students better their credentials and improves their chance for employment upon graduation.

As the program grows, the department might seek additional positions in order to attract quality candidates to the program. At present, there are ample opportunities across campus for students with the skill sets of our graduate students, affording our students assistantship opportunities outside of the department.

The cost of the department's graduate assistantships is split between the School of Communication, Media, and the Arts (\$3,800 stipend per year, per student) and the Graduate School (\$3,300 tuition stipend per year, per student). We do not anticipate an increase at this time but can see the possibility of an increase in assistantships across campus that seed students with the skill sets our student possess as evidenced by current trends.

STUDIO EQUIPEMENT

Graduate Studios include a single computer, which is shared by students assigned to the studio (typically 2-3 students). Additionally, the department needs to supply computers for the Graduate Stipendiary students to use in the execution of their responsibilities. These computers

fall outside existing funding that is received from Campus Technology Services. To purchase these computers the department has been able to request support from the Academic Affairs Equipment Replacement program. The department also uses money from departmental accounts. Generally rolling over these machines every 3-4 years, the department anticipates the need for an increase in this area in order to support the additional graduate students and graduate studios. We project this increase in funds would be needed by Year 3, but it is dependent on enrollment and could be alter if a different level of support occurs between CTS and the department.

OTPS (OTHER THAN PERSONNEL SERVICES)

OTPS includes cost of PR materials, office supplies, mailing, telephone, copier/printer maintenance contract, equipment service, and other office costs. When the graphic design program was moved from Technology Education into the Art Department in the late 1980s, a budget allocation followed with it. Over time this allocation has been absorbed into the Art Department budget. At present, the department contributes on average \$3,500 towards operating the Lanigan Hall facilities used by the Graphic Design Program. With the creation of this program, we anticipate additional costs for recruitment material and recruitment events. While the graduate office does an outstanding job, we would use these funds to create materials we could use at conferences specific to art education, allowing us to distribute materials directly to college professors and community college instructors. Funds for this recruitment would be sought from the Provost Office as part of an overall initiative by the department to actively recruit students for our undergraduate and graduate programs. Funds are being sought to cover travel for the purpose of promoting the programs at art specific events such as "Portfolio Review" days at community colleges around the state. This is an extension of strategy currently being employed where by we attend the Annual New York State Art Teachers Association as well as portfolio review days at Villa Marie College in Buffalo and Westchester Community College. This approach, now in its third year, has had positive results and we are beginning to see students from high schools and community colleges not traditionally part of our demographic.

FACILITIES

At present, SUNY Oswego has begun the renovation process for the West-Quad, which includes Tyler Hall, where a portion of the Art Department is located. At the completion of Phase I renovation we will gain an additional digital media studio and have requested additional graduate studio spaces. Discussion is also underway for a Phase II renovation that includes an increased number of classrooms, studios, shared performance and exhibition spaces, as well as the creation of technology enriched interdisciplinary activity spaces. When Phase II is completed we would gain facilities that efficiently use space and value function over aesthetic while utilizing approaches that would allow the department to easily reconfigure a space when media and methods change.

The graphic design program's current facilities are at maximum capacity and would not be able to host any additional programming. However, as the department is already serving an M.A. program with students studying in graphic design, a negative impact on facilities would only result if enrollment projections exceed existing expectations and undergraduate enrollment stays at present levels. Additionally, as previously noted, it is expected that digital facilities in Tyler Hall will be expanded by January of 2015, which will allow for a very modest increase in seats. Finally, the department will restrict enrollment until newly created facilities come on line, thus ensuring that the students have access to courses and studios.

OPERATING BUDGET

Estimated Operating Costs	Year 1	Year 2	Year 3	Year 4	Year 5
Operating	\$27,152	\$27,152	\$32,152 (\$5000)	\$32,152 (\$5000)	\$35,152 (\$8000)
Details					
Adjunct Salary	\$3,015	\$3,015	\$6,030 (\$3,015)	\$6,030 (\$3,015)	\$9,045 (\$6,030)
Graduate Assistantships	\$17,750	\$17,750	\$17,750	\$17,750	\$17,750
Studio Equipment & Software	\$4,000	\$4,000	\$6,000 (\$2,000)	\$6,000 (\$2,000)	\$6,000 (\$2,000)
OTPS	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500

* Parenthetical data indicates an increase in funding from current levels already awarded the department for operating the existing M.A. Studio Art program.

- j) Complete the appropriate *Sample Program Schedule* to show how students can complete all required courses in the new program.

See Next Page

SUNY Graduate Sample Program Schedule OPTION: You can insert an *Excel version of this schedule AFTER this line, and delete the rest of this page.*
Program/Track Title and Award: Graphic Design and Digital Media/Generalist Emphasis/Master in Art

- a) Indicate academic calendar type: [X] Semester [] Quarter [] Trimester [] Other (describe):
- b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)
- c) Use the table to show how a typical student may progress through the program; copy/expand the table as needed.
- d) Complete the last row to show program totals and comprehensive, culminating elements. Complete all columns that apply to a course.

Term 1: Fall 1					Term 2: Spring 1				
Course Number & Title	Credits	New	Co/Prerequisites		Course Number & Title	Credits	New	Co/Prerequisites	
ART 523 Graduate Digital Media	3				ART 508 Graduate Graphic Design	3			
ART 509 Graduate Multimedia	3				ART 517 Graduate Web Design	3			
ART 565 History of Graphic Design	3				ART 571 Topics in Art History – Elective	3			
					ART 572 Theory and Practice	3			
Term credit total:	9				Term credit total:	12			
Term 3: Fall 2					Term 4:				
Course Number & Title	Credits	New	Co/Prerequisites		Course Number & Title	Credits	New	Co/Prerequisites	
ART 514 Adv. Prob. in Graphic Design	3								
ART 599 Independent Study — Thesis	6								
Term credit total:	9				Term credit total:				
Term 5:					Term 6:				
Course Number & Title	Credits	New	Co/Prerequisites		Course Number & Title	Credits	New	Co/Prerequisites	
Term credit total:					Term credit total:				
Term 7:					Term 8:				
Course Number & Title	Credits	New	Co/Prerequisites		Course Number & Title	Credits	New	Co/Prerequisites	
Term credit total:					Term credit total:				

Program Total: Total Credits: 30		Identify the required comprehensive, culminating element(s), such as a thesis or examination, including course number(s), if applicable: Thesis Exhibition
--	--	---

New: X if new course Prerequisite(s): list prerequisite(s) for the noted courses

SUNY Graduate Sample Program Schedule OPTION: You can insert an *Excel version of this schedule AFTER this line, and delete the rest of this page.*

Program/Track Title and Award: Graphic Design and Digital Media/Specialist Emphasis/Master in Art

- e) Indicate academic calendar type: [X] Semester [] Quarter [] Trimester [] Other (describe):
- f) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)
- g) Use the table to show how a typical student may progress through the program; copy/expand the table as needed.
- h) Complete the last row to show program totals and comprehensive, culminating elements. Complete all columns that apply to a course.

Term 1: Fall 1				Term 2: Spring 1			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
ART XXX Concentration Course 1	3			ART XXX Concentration Course 3	3		
ART XXX Concentration Course 2	3			ART XXX Concentration Course 4	3		
ART 565 History of Graphic Design	3			ART 571 Topics in Art History – Elective	3		
				ART 572 Theory and Practice	3		
Term credit total:	9			Term credit total:	12		
Term 3: Fall 2				Term 4:			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
ART 514 Adv. Prob. in Graphic Design	3						
ART 599 Independent Study — Thesis	6						
Term credit total:	9			Term credit total:			
Term 5:				Term 6:			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
Term credit total:				Term credit total:			
Term 7:				Term 8:			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
Term credit total:				Term credit total:			
Program Total:				Identify the required comprehensive, culminating element(s), such as a thesis or examination, including course number(s), if applicable: Thesis Exhibition			
Total Credits: 30							

New: X if new course Prerequisite(s): list prerequisite(s) for the noted courses

Section 4. SUNY Faculty Table

- a) If applicable, provide information on faculty members who will be teaching new or significantly revised courses in the program. Expand the table as needed.
- b) **Append** at the end of this document position descriptions or announcements for each to-be-hired faculty member.

(a) Faculty Member Name and Title and/or Rank at the Institution (Include and identify Program Director.)	(b) % of Time Dedicated to This Program	(c) Program Courses Which May Be Taught (Number and Title)	(d) Highest and Other Applicable Earned Degrees (include College or University)	(e) Discipline(s) of Highest and Other Applicable Earned Degrees	(f) Additional Qualifications: List related certifications and licenses and professional experience in field.
PART 1. Full-Time Faculty					
Cynthia Clabough	20%	ART 565 Hist. of Graphic Design ART 514 Adv. Prob. In Grap Des ART 572 Theory and Practice ART 599 Independent Study	M.F.A. Southern Illinois University		10-years of full-time experience in the field
Lisa Langlois	12.5%	ART 571 Topics in Art History	PhD: U of Michigan		
Rebecca Mushtare	37.5%	ART 517 Adv. Prob. In Grap Des ART 523 Graduate Digital Media ART 572 Theory and Practice ART 599 Independent Study	M.F.A. Syracuse University		
Kelly Roe	12.5%	ART 508 Grad. Graphic Design ART 523 Graduate Digital Media ART 525 Graduate Printmaking ART 599 Independent Study	M.F.A. SUNY Brockport – Visual Studies Workshop		3-years of full-time experience in the field
Lisa Seppi	12.5%	ART 571 Topics in Art History	PhD: U of Illinois, Urbana-Champaign		
Cara Thompson	25%	ART 514 Adv. Prob. In Grap Des ART 572 Theory and Practice ART 599 Independent Study	M.F.A. Syracuse University		
Part 2. Part-Time Faculty					
Part 3. To-Be-Hired Faculty (List as TBH1, TBH2, etc., and provide expected hiring date instead of name.)					
TBH1 August 2014	12.5%	ART 508 Grad. Graphic Design ART 523 Graduate Digital Media			Full-time experience in the field

M.A. in Graphic Design and Digital Media

Art Department

CATALOG COPY

The M.A. in Graphic Design and Digital Media would consist of thirty semester hours of study, eighteen in studio, three in thesis, three in history, and six in theory and practice. The degree would culminate with an exhibition, during which time students would defend their work in an oral examination component. Curriculum would be structured in two study tracks, Specialist Emphasis and Generalist Emphasis.

Course Title	Credits	Course Title	Credits
GENERALIST EMPHASIS		SPECIALIST EMPHASIS	
CORE REQUIREMENTS		CORE REQUIREMENTS	
ART 523 Graduate Digital Media	3	ART 565: History of Graphic Design	3
ART 508: Graduate Graphic Design	3	ART 572 Theory and Practice	6
ART 509 Graduate Multimedia	3	ART 514 Adv. Problems in Graphic Design	3
ART 517 Graduate Web Design	3	ART 599 Independent Study — Thesis	6
ART 565: History of Graphic Design	3	Concentration	12
ART 571 Topics in Art History: Student Elective	3	<i>Fours Courses in a specific area of study as determined through advisement with mentor/advisor</i>	
ART 572 Theory and Practice	3		
ART 514 Adv. Problems in Graphic Design	3		
ART 599 Independent Study — Thesis	6		
Total required credits:	30 SH	Total required credits:	30 SH