

**Appendix 1:
Employer Needs Survey Form
Institutional Summary**

(Please compile the data from each Employer Needs Survey and submit the data on this Summary Form. Return the summary form and a copy of each survey form to ADHE with your program proposal.)

Proposed Degree/Certificate Program: Bachelor of Fine Arts in Graphic Design

Institution: University of Arkansas

Name: Tom Hapgood **E-mail:** thapgoo@uark.edu
(person completing this form)

List names of employers responding to survey:

Kelsey Daugherty, Moxy Ox; Lisa Bridgers, Rockfish; Tim Walker, DOXA; Jessica Hill, Saatchi Saatchi X; Brian Rudisill, CJRW; Shan Pesaru, SharpHue

List current job titles for the proposed degree/certificate program:

Creative Director, Chief Designer, Junior/Associate Designer, Design Intern, Senior Designer, Art Director, Associate Creative Director, UX Architect, Sr. UX Architect, Designer, Associate Designer, Associate Art Director, Senior Art Director, Associate Copywriter, Copywriter, Senior Art Director, Web Designer, Web Design Intern

List the degree/certificate required for each job title:

“No degree is required, we would prefer someone with a Bachelor of Arts in Graphic Design”

“Rockfish does not require a specific degree against each position. However, we find that we more often hire those who have had a collegiate experience and have been involved in the curriculum suggested for this degree program.”

“Bachelor's in graphic design or fine arts with emphasis in design, or related field (advertising, marketing -- although we currently have none on our team)”

“All job titles would require a BFA in Visual Design or Graphic Design or a degree from a Portfolio School.”

“Graphic Design, Web Design, or 2 years equivalent work experience”

Indicate number of current positions for each job title:

Creative Director (6), Chief Designer, Junior/Associate Designer (unspecified), Design Intern (unspecified), Senior Designer (11), Art Director (9), Associate Creative Director (4), UX Architect (6), Senior UX Architect (5), Senior Designer, Designer (12), Associate Designer (1),

Associate Art Director (1), Senior Art Director, Associate Copywriter (1), Copywriter (1), Senior Art Director (2), Web Designer (1), Web Design Intern (1), Unspecified (5)

Indicate number of future positions for each job title:

Designer (4), Art Director (2), UX Architect (1), Senior UX Architect (1), Designer (1), Senior Art Director (1), Web Design Intern (1), "None at the moment, but we anticipate having one to two new positions for Designer in the coming year."

Indicate salary for each job title:

Designer -- \$35,000 starting, Senior Designer -- \$60,000 to \$70,000, Associate Designer - \$42,000, Designer - \$50,000, Senior Designer - \$60,000, Associate Art Director - \$42,000, Art Director - \$50,000, Senior Art Director - \$60,000, Associate Copywriter - \$42,000, Copywriter - \$50,000, All positions: \$45-\$100k, Web Designer: \$35,000 starting (or based on experience), Web Design Intern: Between \$10 - \$12 per hour, 20 to 25 hours per week

Indicate number of employers who gave preference for:

on-line/distance technology 2

evenings 3

weekends 0

at company site 0

Indicate any type of support employers will give for support of the proposed degree/certificate program:

Guest speakers/industry experts; Program start-up funds, employee release time, part-time faculty, tuition reimbursement, I would consider all of the above, but of course within our means; Part-time faculty, tuition reimbursement

Summarize the skills needed for employment in the positions listed:

Ranking highest, near unanimous, are the following: Interpersonal communications, team work, planning/organizing, problem solver, independent worker

Also highly ranked: PowerPoint presentations, written/oral communication, leadership/initiative, analytical reasoning, marketing, computer applications, and conflict resolution.

Summarize any additional information provided by prospective employers:

Prospective employers are very interested in the business and professional connection of having the students trained in practical skills, even through on-the-job internship training, as well as having the program provide a much more rigorous curricular experience that will make the students more qualified, confident and competitive.

"As someone who has served as an adjunct in the program, hired students from the program, and as a practitioner in this area, I am really excited about your proposed program changes," Tim

Walker, DOXA

“... I want to encourage all of you by saying I really believe you have an opportunity to build a program here that rivals and surpasses many others,” Tim Walker, DOXA

Employer Needs Survey Form

Date_1/6/2015_ Institution_ University of Arkansas_____

Return this survey by email to__thapgoo@uark.edu_____ by date: _1/20/2015__

Proposed Degree Program ___ Bachelor of Fine Arts in Graphic Design _____

Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer_ CJRW _____ Type of company_ Agency _

Contact Person_ Brian Rudisill _____ Position Title__ President _____

Email__ brian.rudisill@cjr.com _____ Telephone number__ 479-200-2229 _____

1. List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program__ Art Director, Sr Art Director, Assoc Creative Director, Creative Director ___

2. List the degree required for each job title listed in #1_ Varies _

3. Indicate the certification/licensure required for each job title listed in #1?___ N/A _____

4. How many positions do you currently have for each job title listed in #1?___ 3

5. How many position openings do you currently have for each job title listed in #1? ___ 0

6. How many position openings will you have the next 2-5 years for each job title listed in #1? _

7. What is the annual salary for each position listed in #4 & #5?_ \$45-\$100k.

8. If no openings now, when do you anticipate having openings for the positions listed in #1? Q3 2015

9. Would you give hiring preference to applicants with the proposed degree?_ depends on portfolio

10. Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program?_ 1-5___ If yes, would you provide tuition assistance?_ TBD___

11. Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends?__ Yes__ Indicate your preference ___ Evenings ___

12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment?___ TBD

13. Will you or a co-worker serve on the institution's program advisory committee?_ Maybe__

14. Indicate the skills individuals would need for employment in the positions listed in #1.

Interpersonal communications, Team work, Planning/organizing, Public speaking, Problem solver, Independent worker, Written/oral communication, Leadership/initiative, Marketing, Computer applications, PowerPoint presentations

15. How will this proposed degree program benefit your local community, the state, region or nation? Stronger development of talent in a very small, yet competitive market

16. Provide any additional comments about the proposed degree program.

Employer Needs Survey Form

Date_1/10/2015_ Institution_ University of Arkansas_____

Return this survey by email to__thapgoo@uark.edu_____ by date: _1/20/2015__

Proposed Degree Program ___ Bachelor of Fine Arts in Graphic Design _____

Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer_ DOXA _____ Type of company_ Design firm _

Contact Person_ Tim Walker _____ Position Title__ Creative Director / President _____

Email__ twalker@doxa.biz_____ Telephone number__ 479 582 2695_____

1. List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program_ Creative Director, Senior Designer, Designer ___
2. List the degree required for each job title listed in #1_ Bachelor's in graphic design or fine arts with emphasis in design, or related field (advertising, marketing -- although we currently have none on our team). __
3. Indicate the certification/licensure required for each job title listed in #1?___ N/A_____
4. How many positions do you currently have for each job title listed in #1?___ 1 Creative Director, 3 Senior Designers, 4 Designers _____
5. How many position openings do you currently have for each job title listed in #1? __ None at the moment, but we anticipate having one to two new positions for Designer in the coming year _____
6. How many position openings will you have the next 2-5 years for each job title listed in #1? _ Possibly 3 to 5 with the 5 - year time frame for Designers. Senior Designer positions are typically filled by advancing Designers already on our team
7. What is the annual salary for each position listed in #4 ?_ Designer -- \$35,000 starting, Senior Designer -- \$60,000 to \$70,000.
8. If no openings now, when do you anticipate having openings for the positions listed in #1?
9. Would you give hiring preference to applicants with the proposed degree?_ I would give hiring preference to someone with demonstrated critical thinking skills, portfolio quality, and attitude. I expect your new program will filter out all but the better students._____
10. Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program?_ 6-10 ___ If yes, would you provide tuition assistance?__ Yes _____
11. Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends?__ Yes ___ Indicate your preference __ Evenings _____
12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment?__ program start-up funds, employee release time, part-time faculty, tuition reimbursement, I would consider all of the above, but of course within our means.____

13. Will you or a co-worker serve on the institution's program advisory committee?_Yes__

14. Indicate the skills individuals would need for employment in the positions listed in #1.

Interpersonal communications,	Supervision/management,	Conflict resolution,
Team work,	Problem solver, Teacher/trainer,	Leadership/initiative, Computer
Planning/organizing, Analytical	Budgeting, Independent worker,	applications, PowerPoint
reasoning,	Written/oral communication,	presentations

15. How will this proposed degree program benefit your local community, the state, region or nation?

I believe it will:

- Raise the level of professionalism expected of the field in our area and beyond.
- Force some of the more poorly prepared, less ambitious designers to step aside.
- Increase the quality of work done by the profession in Northwest Arkansas and beyond
- Potentially establish the reputation of Northwest Arkansas and Arkansas as a creative incubator.
- Challenge practicing designers to improve the quality of their work.

16. Provide any additional comments about the proposed degree program.

As someone who has served as an adjunct in the program, hired students from the program, and as a practitioner in this area, I am really excited about your proposed program changes.

Increasing the academic and studio demands on these students is imperative. Right now, with the minimal requirements to get a BA in Visual Design, too many students are getting through who really shouldn't be. I believe the new program will force out the less qualified and attract the more ambitious students.

The introduction of sequential course requirements is also imperative. Too many times while serving as an adjunct I encountered seniors who had no typography skills or even basic understanding because they may not have even had the course, for instance. Your new emphasis on typography excites me.

Along those lines, I want to encourage all of you by saying I really believe you have an opportunity to build a program here that rivals and surpasses many others.

In every class, there seems to be two or three students who are ambitious, self-starting and motivated, and willing to put in the work. We need to increase their numbers and decrease the number of those simply looking for an easy degree. Sadly, I think that's what's happening with many of them now.

With your new program, I think every incoming student should have that gut check moment in the first semester when they're faced with the amount of work and the challenge ahead, like a soldier in the first day of boot camp. I remember that moment in my education and it was pivotal for me.

As I've heard many of you on faculty remark, and I believe this to be true myself, it's much easier to teach better students. Given the quality of your faculty, there is no doubt the quality of education these students will receive will be excellent. Combine quality of students with quality of program and faculty and you'll be unstoppable. I have to say I'm jealous... I wish I were a part of it.

And finally -- I hope you'll increase your efforts to engage the design and business community outside of the university and even beyond Northwest Arkansas, practitioners, academics, business experts, etc. We've talked about hosting a design conference of some sort or publishing a journal, etc. If I can help with any of this I would of course be very excited to do so.

Employer Needs Survey Form

Date 1/10/2015 Institution University of Arkansas

Return this survey by email to thapgoo@uark.edu by date: 1/20/2015

Proposed Degree Program Bachelor of Fine Arts in Graphic Design

Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer Moxy Ox Type of company Print + Design for Print Agency

Contact Person Kelsey Daugherty Position Title Operations Administrator

Email service@moxyo.com Telephone number 479.419.5879

- List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program Creative Director, Chief Designer, Junior/Associate Designer, Designer, Design Intern
- List the degree required for each job title listed in #1 No degree is required, we would prefer someone with a Bachelor of Arts in Graphic Design
- Indicate the certification/licensure required for each job title listed in #1? N/A
- How many positions do you currently have for each job title listed in #1? 2
- How many position openings do you currently have for each job title listed in #1? 0
- How many position openings will you have the next 2-5 years for each job title listed in #1?
- What is the annual salary for each position listed in #4 & #5? Varies based on experience/education
- If no openings now, when do you anticipate having openings for the positions listed in #1? Within 1 year
- Would you give hiring preference to applicants with the proposed degree? Yes
- Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program? 1-5 If yes, would you provide tuition assistance? Possibly
- Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends? Yes Indicate your preference Online
- Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment? N/A
- Will you or a co-worker serve on the institution's program advisory committee? Maybe
- Indicate the skills individuals would need for employment in the positions listed in #1.

<input checked="" type="checkbox"/> Interpersonal communications	<input type="checkbox"/> Leadership/initiative	<input checked="" type="checkbox"/> Independent worker
<input checked="" type="checkbox"/> Supervision/Management	<input type="checkbox"/> Data analysis	<input type="checkbox"/> Conflict resolution
<input type="checkbox"/> Budgeting	<input checked="" type="checkbox"/> Team work	<input type="checkbox"/> Marketing
<input type="checkbox"/> Written/oral communications	<input checked="" type="checkbox"/> Planning/Organizing	<input checked="" type="checkbox"/> Analytical reasoning
	<input type="checkbox"/> Public Speaking	<input checked="" type="checkbox"/> Problem Solver
		<input type="checkbox"/> Teacher/Trainer

Computer programming

PowerPoint Presentations

Computer applications

Foreign Language (specify) _____

Other skills not listed (identify) _____

15. How will this proposed degree program benefit your local community, the state, region or nation?

More experienced pool of candidates

16. Provide any additional comments about the proposed degree program.

Employer Needs Survey Form

Date_12/31/2014_ Institution_ University of Arkansas_____

Return this survey by email to__thapgoo@uark.edu_____ by date: _1/20/2015__

Proposed Degree Program ___ Bachelor of Fine Arts in Graphic Design _____

Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer_ Rockfish _____ Type of company_ Agency _

Contact Person_ Lisa Bridgers _____ Position Title__ SVP, Talent Acquisition & HR _____

Email__ lisa.bridgers@rockfishinteractive.com_____ Telephone number__ 479-464-0622_____

1. List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program__ Designer, Sr. Designer, Art Director, Associate Creative Director, Creative Director, UX Architect, Sr. UX Architect ____

2. List the degree required for each job title listed in #1_ Rockfish does not require a specific degree against each position. However, we find that we more often hire those who have had a collegiate experience and have been involved in the curriculum suggested for this degree program. _

3. Indicate the certification/licensure required for each job title listed in #1?___N/A_____

4. How many positions do you currently have for each job title listed in #1?__ Designer - 3, Sr. Designer - 6, Art Director - 6, Associate Creative Director - 4, Creative Director - 5, UX Architect - 6, Sr. UX Architect - 5_____

5. How many position openings do you currently have for each job title listed in #1? __0_____

6. How many position openings will you have the next 2-5 years for each job title listed in #1? _ Designer - 4, Sr. Designer - 0, Art Director - 2, Associate Creative Director - 0, Creative Director - 0, UX Architect - 1, Sr. UX Architect - 1

7. What is the annual salary for each position listed in #4 & #5?_ Not interested in sharing specific salary data as Rockfish operates across 10 different markets in the U.S., which dramatically affects the salary ranges for each position.

8. If no openings now, when do you anticipate having openings for the positions listed in #1? _ Impossible to tell at this point. Agency world doesn't allow for forecasting that many years in advance as this work moves very quickly and clients grow constantly. _

9. Would you give hiring preference to applicants with the proposed degree?_Yes_____

10. Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program?_ our employees are all trained/educated already ____ If yes, would you provide tuition assistance?__N/A_____

11. Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends?__N/A___Indicate your preference __N/A_____

12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment?__ Guest speakers/industry experts __

13. Will you or a co-worker serve on the institution's program advisory committee?_Maybe_

14. Indicate the skills individuals would need for employment in the positions listed in #1.

Interpersonal communications,	problem solver, Independent worker,	Leadership/initiative,
Team work,	Written/oral communication,	PowerPoint presentations
Planning/organizing, Problem	Conflict resolution,	

15. How will this proposed degree program benefit your local community, the state, region or nation?

This degree program will turn out better educated designers and art directors. Academia continues to be years behind on providing the education necessary for creative types to flourish in today's real world work environment. The proposed curriculum and focus of this program will help to solve for that. This would allow great talent to remain in NWA and hopefully come to work at Rockfish.

16. Provide any additional comments about the proposed degree program.

Employer Needs Survey Form

Date_1/5/2015_ Institution_ University of Arkansas_____

Return this survey by email to___thapgoo@uark.edu_____ by date: _1/20/2015__

Proposed Degree Program ___ Bachelor of Fine Arts in Graphic Design _____

Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer_ Saatchi & Saatchi X _____ Type of company_ Agency _

Contact Person_ Jessica Hill _____ Position Title__ Talent Director, North America _____

Email___ jessica.hill@saatchix.com_____ Telephone number __479-725-2261_____

1. List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program_ Associate Designer, Designer, Sr. Designer, Associate Art Director, Art Director, Sr. Art Director, Associate Copywriter, Copywriter ___

2. List the degree required for each job title listed in #1_ All job titles would require a BFA in Visual Design or Graphic Design or a degree from a Portfolio School _

3. Indicate the certification/licensure required for each job title listed in #1? ___N/A_____

4. How many positions do you currently have for each job title listed in #1?___ Associate Designer - 1, Designer- 5, Sr. Designer - 2, Associate Art Director - 1, Art Director - 3, Sr. Art Director - 2, Associate Copywriter - 1, Copywriter - 1

5. How many position openings do you currently have for each job title listed in #1? ___ Designer - 1, Sr. Art Director - 1

6. How many position openings will you have the next 2-5 years for each job title listed in #1? _ The number of openings will fluctuate during the year. We do not anticipate growth, we only anticipate to replace positions as current employees leave. This will vary, if we win new business we will see growth in these departments

7. What is the annual salary for each position listed in #4 & #5?_ Associate Designer - \$42,000, Designer - \$50,000, Sr. Designer - \$60,000, Associate Art Director - \$42,000, Art Director - \$50,000, Sr. Art Director - \$60,000, Associate Copywriter - \$42,000, Copywriter - \$50,000.

8. If no openings now, when do you anticipate having openings for the positions listed in #1?

9. Would you give hiring preference to applicants with the proposed degree?__ Yes

10. Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program?__ Unknown___ If yes, would you provide tuition assistance?__Yes___

11. Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends?__Yes___Indicate your preference ___Online ___

12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment?__ part-time faculty, tuition reimbursement

13. Will you or a co-worker serve on the institution's program advisory committee?_Maybe_

14. Indicate the skills individuals would need for employment in the positions listed in #1.

Team work,	solver, Independent worker,	Experience with Adobe design
Planning/organizing, Problem	Conflict resolution, Marketing,	programs

15. How will this proposed degree program benefit your local community, the state, region or nation?

16. Provide any additional comments about the proposed degree program.

I would love to see an internship requirement as part of the degree program.

Employer Needs Survey Form

Date 1/20/2015 Institution University of Arkansas

Return this survey by email to thapgoo@uark.edu by date: 1/20/2015

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Brief description of the program The Graphic Design [also commonly known as Graphic Design, Visual Communication Design, Visual Communication] degree will prepare students to be proficient makers and thoughtful problem seekers and solvers in a 4 year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. Our degree will focus on: Typography, Interactivity, Branding and Design Research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of The University of Arkansas. The program will grow the current course offerings from the Graphic Design emphasis from 21 credit hours for a BFA to 39, all of which are new and/or modified courses.

Employer Sharp Hue Type of company Custom Web Design & Software

Contact Person Shan Pesaru Position Title Owner & CEO

Email shan@sharphue.com Telephone number 479-202-8334

- List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program Web Designer, Web Design Intern
- List the degree required for each job title listed in #1 Web Designer: Graphic Design, Web Design, or 2 years equivalent work experience; Web Design Intern: At least one semester of web design coursework or similar experience
- Indicate the certification/licensure required for each job title listed in #1? N/A
- How many positions do you currently have for each job title listed in #1? Web Designer: 1, Web Design Intern: 1
- How many position openings do you currently have for each job title listed in #1? Web Design Intern: 1
- How many position openings will you have the next 2-5 years for each job title listed in #1? Web Designer: 2, Web Design Intern: 2
- What is the annual salary for each position listed in #4 & #5? Web Designer: Starting at \$35,000, or based on experience; Web Design Intern: Between \$10 - \$12 per hour, 20 to 25 hours per week.
- If no openings now, when do you anticipate having openings for the positions listed in #1?
- Would you give hiring preference to applicants with the proposed degree? Yes
- Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program? 1-5 If yes, would you provide tuition assistance? No
- Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends? Yes Indicate your preference Evenings

12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment?

13. Will you or a co-worker serve on the institution's program advisory committee?_Yes

14. Indicate the skills individuals would need for employment in the positions listed in #1.

Interpersonal communications, Team work, Planning/organizing, Analytical reasoning, Problem solver, Marketing

15. How will this proposed degree program benefit your local community, the state, region or nation? Benefits our region by keeping our talented individuals in the area and training them to be competitive on a nationwide scale. Design, advertising, and marketing needs are on the rise in our area with the influence of Walmart and vendors. A successful job candidate in the future may need to be able to compete with knowledge and skills from renowned design programs through the country and be able to speak the same language of business and marketing that comes from headquarters of large retailers in other parts of the county.

16. Provide any additional comments about the proposed degree program. We have often noticed with job candidates that graphic design and web design are usually separate skills. There seems to be a strong interest in web design from the standpoint of what could not be taught in the classroom. Many candidates seem to like the web medium for its ability to be various creative avenues simultaneously. We find that our internship programs have positive exit survey feedback in general skills such as professional communication, process and workflow, and time management

Appendix 2: Curriculum: 8-Semester Plan

Freshman Fall Semester, 15 credit hours

ENGL 1013 Composition 1, 3 credit hours

MATH 2013 College Algebra (or higher level mathematics), 3 credit hours

ARTS 1919c Studio Foundations 1, 9 credit hours

Freshman Spring Semester, 16 credit hours

ENGL 1023 Composition 11, 3 credit hours

Social Science University/State Core Requirement, 3 credit hours

ARTS 1929c Studio Foundations 11, 9 credit hours

UNIV 1001 University Perspectives (can be taken in fall or spring), 1 credit hour

Sophomore Fall Semester, 16 credit hours

Science University/State Core Lecture with lab, 4 credit hours

ARHS 2913 Art History Survey I, 3 credit hours

Arts Elective, 3 credit hours

ARTS 2313 Digital Tools and Concepts (open to all art students), 3 credit hours

ARTS 3313 Introduction to Typography, 3 credit hours

Sophomore Spring Semester, 13 credit hours

Science University/State Core Lecture with lab, 4 credit hours

ARHS 4823 History of Graphic Design, 3 credit hours

Arts Elective, 3 credit hours

ARTS 3323 Typographic Systems, 3 credit hours

Junior Fall Semester, 15 credit hours

PHIL 2003 Intro to Philosophy, 3 credit hours

ARHS 2923 Art History Survey II, 3 credit hours

Arts Elective, 3 credit hours

ARTS 3383 User Experience, 3 credit hours

ARTS 3393 Identity Design, 3 credit hours

Junior Spring Semester, 15 credit hours

Social Science University/State Core Lecture, 3 credit hours

US History/State Core Lecture, 3 credit hours

ARTS 4303 Professional Development & Seminar, 3 credit hours

ARTS 4313 Interactive Language, 3 credit hours

Arts Elective, 3 credit hours

Senior Fall Semester, 15 credit hours

Social Science University/State Core Lecture, 3 credit hours

ARHS 4933 Contemporary Art, 3 credit hours

ARTS 4323 Technology in Context, 3 credit hours

ARTS 4343 Identity Systems, 3 credit hours

ARTS 4353 Human Centered Design, 3 credit hours

Senior Spring Semester, 15 credit hours

Interdisciplinary Elective (outside of Art: other Fulbright, Architecture, Business, etc.), 3 credit hours

ARHS Elective, 3 credit hours

ARTS 4363 Design Co-op, 3 credit hours

ARTS 4373 Advanced Typography, 3 credit hours

ARTS 4383 Degree Project, 3 credit hours

Total credit hours required: 120

[Appendix 3: Description of Resources: Library]

Memorandum

To: David C. Chioffi, Associate Professor, Department of Art

From: Phillip J. Jones, Associate Librarian, University Libraries

Date: 26 January 2015

Re: Support of University Libraries for Visual Design

The collections of the University of Arkansas Libraries will support the proposed degree of a BFA in visual design.

The eclectic, interdisciplinary nature of visual design and the high dispersal of its material across the Library of Congress classifications make difficult its quantification. The most relevant figures are:

Category/Collection	Total	Monographic Total
Fine Arts Library (FAL)—Titles	26,855	26,417
FAL—Volumes	33,848	26,962
Campus Libraries—Titles in NC 845–NC 1279	636	591
Campus Libraries—Volumes in NC 845–NC 1279	1016	653
Campus Libraries—Titles in NK 1160–NK 1590	442	430
Campus Libraries—Volumes in NK 1160–NK 1590	494	466
Campus Libraries—Titles in Z 240–Z 276	507	491
Campus Libraries—Volumes in Z 240–Z 276	612	558

The current collection of Fine Arts Library holds the most pertinent and up-to-date resources for the Department of Art and the three units of the Fay Jones School of Architecture (Architecture, Interior Design, and Landscape Architecture). Because so many resources in the Fine Arts Library support visual design, at least indirectly, I give the total number of monographic and serial titles in the Fine Arts Library (26,855) and the monographic subset (26,417). The

second row of figures shows the counts of volumes. Lower in the table are groups of figures for three ranges of the Library of Congress classification that are arguably the core material for visual design: (1) NC 845–1279, graphic design and illustration, commercial and advertising art; (2) NK 1160–1590, general design, decoration, and ornamentation; and (3) Z 240–276, writing, book design and decoration, and printing. The data from these three “slices” of the classification include all libraries on the Fayetteville campus and storage.

Funding for the materials that support the Department of Art has been stable over the last five fiscal years. The primary fund for monographs and other one-time purchases, 1ARTS, has been \$4000, except in FY 2012, when it was \$3800. In several years supplements have been available from other sources, including the Department of Art and the Fulbright College. This fiscal year supplemental funds were the highest: a total of \$14,000 was available for monographic purchases. Over the last fiscal years I have spent roughly \$750 per year to support the teaching and research of the primary instructors in visual design.

In addition to the finances geared toward firm orders (e.g., selections by individual titles), the University Libraries have an approval plan with a major vendor for exhibitions catalogs from selected major museums, to which \$10,000 is dedicated per year. Additional money is available annually from other sources, including a general humanities fund and several endowments for the humanities. In the current fiscal year I used some of this money to purchase interdisciplinary works on the intersection of the visual arts with aesthetics and philosophy.

The University Libraries participate in an interdisciplinary demand-driven acquisitions (DDA) plan, which is paid for separately from the discipline-based funds. The University Libraries’ vendor makes available searchable catalog records for electronic books according to a profile. Upon discovering a record in the catalog, the user can click on a link and view the book. After a threshold of use determined by the publisher and vendor, the University Libraries pay a percentage of the cost of the book; in most instances, after a third such use the Libraries pay the full price for the title and it becomes part of the permanent electronic collection. A quick search of the catalog indicates that the number of titles in visual design in the plan is low, but not negligible. DDA supplements the discipline-based funds and allows patrons to develop the collection directly.

The Fine Arts Library subscribes to approximately fifty serial publications in print. The subscriptions include two continuations by the publisher Graphis, *100 Best in Advertising* and *100 Best in Design*. Serial funds are separate from monographic ones.

The University Libraries subscribe to Art Full Text and Art Index Retrospective, two databases that collectively index periodical literature in art and related

disciplines back to 1929. The Libraries also subscribe to Avery Index, the major index of periodical literature in architecture. Other pertinent subscriptions include the interdisciplinary and heavily full text Ebsco Academic Research Complete and ProQuest Research Library. The Libraries participate in ARTstor, a database of 1.8 digital images, primarily in art and allied disciplines. One of the sixteen classifications to which one can restrict a search is "graphic design and illustration."

Approximately fifteen artists' books are held by University Libraires, most in the Special Collections Department. Authors include Christine Kermaire, Philip Zimmermann, Sarah Vogel, Karen Kunc, Amy Pirkle, Ann Tyler, and Ellen Knudson. Special Collections also houses more than 1400 processed manuscript collections, which document the work of local artists, illustrators, muralists, cartoonists, photographers, and architects. The department also holds more than 100,000 photographs encompassing negatives and prints, tintypes, slides, and drawings. The department's rare books number more than 30,000 volumes, which include important early imprints of European literature and history, colonial American political tracts, and examples of fine printing and illustration.

The rapidity of Interlibrary Loan (ILL) of the University Libraries brings ever closer the materials of other libraries. The University of Arkansas is one of thirty-three members of the Greater Western Library Alliance, a consortium with a strong record of interlibrary borrowing and lending. Within this group the service in Fayetteville consistently ranks among the most efficient. ILL obtains returnable items (e.g., books, DVDs) in an average of well under a week, and average delivery time for scanned articles and chapters is well under one day. The tremendous efficiency of ILL on campus challenges the sharp distinction between the local collections of this campus and the resources of other libraries; however, ILL incurs costs and a local collection remains essential for browsing and immediate inquiry. And although the current collection will support this proposed expansion of visual design in the Department of Art, a sharp increase in the demands of research by the faculty and students would require a reassessment of the collection and possibly increased funding for the requisite resources.

[Appendix 4: Description of Resources: Equipment].

17 units	Apple iMac Computer with 27-inch Display Screen
15 units	Apple iMac Computer with 21.5-inch Display Screen
02 units	Apple iMac Computer with 20-inch Display Screen
06 units	Apple MacPro Computer
01 unit	Dell Inspiration 3646 Computer
02 units	Sharp Aquos 35; 52- inch Liquid Crystal; Television Display
01 unit	Hewlett Packard [HP] LaserJet 5100TN; Black and White Laser Printer
01 unit	Xerox Phaser 5550; Black and White Laser Printer
01 unit	Xerox WorkCentre 7435; Color Laser Printer
01 unit	Epson Stylus Pro 3880; Archival Inkjet Printer
01 unit	Epson Stylus Pro 4880; Archival Inkjet Printer
01 unit	Epson Stylus Pro 9890; Archival Large Format Inkjet Printer
01 unit	Epson Expression 1600; Scanner
01 unit	Epson Expression 10000; Large-bed Scanner

[Appendix 6: Similar Programs: Notification]

From: Thomas Layley Hapgood Jr. thapgoo@uark.edu
Subject: Fwd: Bachelor of Fine Arts in Visual Design
Date: January 20, 2015 at 3:10 PM
To: Marty Maxwell Lane mclane@uark.edu



From: Tom Hapgood <thapgoo@uark.edu>
Subject: Bachelor of Fine Arts in Visual Design
Date: January 19, 2015 at 9:25:34 PM CST
To: Lee Don <Don.Lee@uafs.edu>

Hi Don,

As part of our process of implementing our new Bachelor of Fine Arts in Visual Design degree, I've been asked to announce to you our curriculum plans. As one of our esteemed Arkansas university partners, I'm excited to announce this to you as we all strive to bring a great education to the students of Arkansas.

At present, we have only a BA degree that requires students to have 15 credit hours in visual design, and a general BFA in Studio Art with emphasis in Visual Design that only requires 21 credit hours in visual design courses. We've realized for awhile that we needed to greatly increase these offerings. We've hired some great faculty and finally have a great team in place to now go forward with this new plan.

This new degree will require 39 credit hours in visual design and will require a portfolio entry and a good amount of rigor. Naturally, it also involves other courses in the college and department, such as Graphic Design History, Art History (12) and studio courses in other fine arts areas. The courses will cover topics that will prepare students to be proficient makers and thoughtful problem seekers and solvers, and they'll work across a range of media, with a curriculum covering research, theory, critical thinking, professional practices, and conceptual idea-making. Courses will range from a series of typography courses to interactive to identity, design for good, and human centered design.

Again, we look forward to offering this new degree to better prepare our students for a successful career in design. Please let me know if you have any questions or feedback.

Thanks!
Tom Hapgood

Tom Hapgood
Associate Professor
^ <http://about.me/thapgood/>

University of Arkansas
^ Department of Art
^ Visual Design Area
<http://art.uark.edu/>
FNAR 331

The Department of 

From: Thomas Layley Hapgood Jr. thapgoo@uark.edu
Subject: Fwd: Bachelor of Fine Arts in Visual Design
Date: January 20, 2015 at 3:09 PM
To: Marty Maxwell Lane mclane@uark.edu



From: Tom Hapgood <thapgoo@uark.edu>
Subject: Bachelor of Fine Arts in Visual Design
Date: January 19, 2015 at 9:24:14 PM CST
To: <csteele@astate.edu>

Hello Professor Steele,

As part of our process of implementing our new Bachelor of Fine Arts in Visual Design degree, I've been asked to announce to you our curriculum plans. As one of our esteemed Arkansas university partners, I'm excited to announce this to you as we all strive to bring a great education to the students of Arkansas.

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Thanks!

Tom Hapgood
Associate Professor
^ <http://about.me/thapgood/>

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