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STATE UNIVERSITIES OF FLORIDA
Limited Access Program Request
Reference: 6C-6.001 Admissions, FAC

University: University of South Florida –St Petersburg

Degree(s) offered: BFA

Program: Graphic Design

Six digit CIP code: 50.0409

1. Will the entire program be limited access or only a specific track?

The entire program will be limited access.

2. If only a track is limited access, please specify the name of the track

N/A

3. How many students will the program plan to accommodate?

Fall: 20

Spring: 20

Academic Year Total: 20 (Admission in the fall only. Total number of students in Program = 40)

4. When do you propose to initiate limited access?

Fall 2008 or upon program implementation.

5. What is the justification for limiting access?

The Graphic Design degree program at University of South Florida St. Petersburg has been in existence since 2002. The degree awarded has been a Bachelor of Fine Arts (BFA) with a concentration in Graphic Design. The proposal will change that to a BFA in Graphic Design—a subtle yet meaningful shift in emphasis that will enable future graduates to better characterize their educational experience and be more competitive for future careers. Since its inception, the Graphics Design program has been a limited access program with a cap of 20 students per year. This is necessary because of the intense and long-term nature of the interactions between program faculty and the students. The

program is, at its core, as much an individual faculty mentor- student mentee relationship as it is didactic teaching in the traditional mold of other non-arts disciplines. Best practices from around the country and from within the state of Florida indicate that the number of students admitted must be limited to the number that the program faculty can reasonably support. (For example, at the University of Florida, the Graphics Design program has limited access to 18 students per year at the junior and senior levels.) Not only are program faculty a precious resource, but students must also have adequate space in which to pursue their coursework in graphic design. Over the course of its history, the space allocation for Graphic Design program at USFSP has been limited. Recently, USFSP has made the strategic decision to allocate new and improved space to this program that will be adequate for the number of students we are proposing (20). This was done in an environment of severe space constraints and represents a significant priority investment by USFSP in this program.

Program faculty have also made a strategic decision not to use adjunct faculty if at all possible, but rather to ensure that our students have the benefit of full-time program faculty as their mentors. This means that the three program faculty are teaching all the course offerings in the program – a significant workload over the course of the degree program. The limited access status of the existing BFA in which the Graphic Design concentration resided was instituted originally to ensure adequate student retention and a high-quality student experience. We propose to maintain that in the new program. In the face of severe budgetary reductions last year, USFSP made the decision to retain the full complement of faculty for this relatively small program because it was judged to be critical to the overall mission of the institution. That was not the case with other programs.

Lastly, students must have the innate ability to be successful in graphic design. Student admission requires not only the usual standardized test scores and high school academic performance, it also requires submission of a portfolio of previous art work which is then judged by the program faculty. Not all students who apply are admitted. Those that are admitted are well-positioned for success.

6. By what means will access be limited? Please provide a description of the program's admissions requirements and procedures, and indicate how these requirements and procedures ensure equal access for Florida community college Associate of Arts degree graduates in the competition for available space in the program.

LIMITED ACCESS PROGRAM ADMISSION:

The B.F.A. in Graphic Design is a limited access program of study. Each Fall, a maximum of 20 students are admitted to the program. The program is limited to 20 students per year because it is based on the studio model of instruction. Students work together in class while the professor provides individual instruction. Assignments are completed both in class and as homework. Classes include discussion of readings, topical issues in graphic design and in-depth critiques of student work.

Students follow a sequential course of study to successfully graduate from the program.

Students are not admitted to the program in the spring semester.
Students denied admission into the program may not enroll in program courses.

APPLICANTS TO THE PROGRAM MUST HAVE:

- a 2.5 or higher overall GPA.
- a passing score on the CLAST exam.
- submitted a formal application and portfolio to the Program in Graphic Design by the listed March deadline.
- demonstrated that they will complete all art prerequisites with a 3.25 GPA prior to the first semester of the graphic design track (fall).
- demonstrated that they will complete all general education requirements as published in the university catalog <http://www.ugs.usf.edu/catalogs.htm> or will complete an A.A. degree from a Florida public university or community college. An A.S. degree will not satisfy this requirement.
- satisfied the state foreign language requirement of 2 years of sequential high school foreign language or 8 semester hours of college foreign language.
- 3.25 art GPA.
- satisfied the state foreign language requirement of 2 years of sequential high school foreign language or 8 semester hours of college foreign language.

PORTFOLIO:

Each program applicant is required to submit a comprehensive portfolio. Student competency will be individually evaluated by a committee composed of the faculty in the program of Graphic Design and based upon the stated admission requirements, the applicant's written expression, and a portfolio of work based upon:

- concept, execution and the presentation of studio art work.
 - conceptual understanding of art and design principles.
 - the application of art and design principles to critically evaluate and solve assigned projects.
 - examples of drawing methods and the uses of varied materials.
 - a knowledge of art and design influences and history.
 - 10 visual art pieces that show a range of media and conceptual thought.
- CD/DVD in its case with name clearly printed on both the case and the CD/DVD.
Portfolios must include a brief description of the pieces represented.

In addition to the above visual portfolio requirements, samples of writing are also required.

Transfer credit from other institutions is accepted on the basis of portfolio and transcript evaluation.

Florida Community College students have equal access to the limited access program as any other student applying to the program. The application review committee does not know the status of applicants during the review process.

7. Present the current race and gender profiles of the students in the program. Discuss the impact of the proposed action on the race and gender profiles. Cite sources used for discussion. What strategies, should they be necessary, will be used to promote diversity in the program?

The Program in Graphic Design embraces and welcomes a diverse pool of qualified applicants. The program has presented to local area high schools and has invited schools to visit our facilities to view our student work. The program has participated in open house events and has invited local community leaders to the Senior Exhibition at Salt Creek Studios (located in a minority neighborhood in St. Petersburg).

The director of the Program in Graphic Design is the president of AIGA, Tampa Bay. The AIGA is the professional organization of graphic design and is currently organizing a diversity initiative to study minority inclusion and outreach. Locally, the director of the Program in Graphic Design is collaborating with AIGA Tampa Bay, the Poynter Institute, and a minority community leader (and enrolled graphic design student) to introduce graphic design to minority students through hands-on workshops, discussions, and projects.

Graphic Design is a relatively new area of scholarship and it is a very small field of study. The profession is sensitive to and inclusive of global economies and cultures. The program believes the introduction of design and the knowledge of how it helps to shape global culture must begin in the local community. As part of a metropolitan university with a responsibility to the community it serves, the program has created connections through out-reach programs, through mentoring and through the offering of design services for not-for-profit community groups.

The Program in Graphic Design receives from each applicant the following:

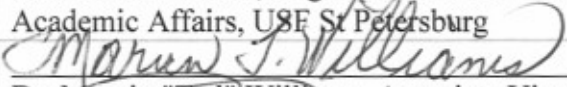

- A form with the student's U number (if applicable) and contact information.
- A portfolio in disk form.
- Answers to essay questions as posted on the graphic design website.

The program does not receive any other information about the applicant. The Portfolio Review Committee does not have access to the applicant's university application, therefore the committee does not know a program applicant's race, gender, GPA, military service, etc.

Please see attached Excel spreadsheet.

8. Are the graduates of the program in high demand? If so, and if the program is to be limited due to lack of adequate resources, provide a justification for limiting access to the program rather than reallocating resources from programs with low market demand.

Graduates from the program are in demand. Many have professional positions prior to graduation. Over the past 5 years, 85% of our graduates have gone on to work in graphic design or a closely related field.

Request Initiated by:	Dr. Norine Noonan, Regional Associate Vice Chancellor Academic Affairs, USE St Petersburg
EEO Officer's Signature:	 Dr. Marvin "Ted" Williams, Associate Vice President
Provost's Signature:	 Dr. Ralph Wilcox, Provost and Senior Vice President

*Send the completed form to: Dr. Dorothy J. Minear
Interim Vice Chancellor, Strategic Initiatives
Board of Governors
State University System of Florida
325 West Gaines Street, Suite 1614
Tallahassee, Florida 32399-1950*

Limited Access Form Updated 4/08

Graphic Design Population

Ethnicity by Gender

2007/2008

Ethnicity	Percent of Total	Total Of Student ID	F	M
African-American	11.40%	4	3	1
Asian/Pacific Islander	5.70%	2	2	0
Hispanic	17.10%	6	3	3
Non-Resident Alien	0.00%	0	0	0
Unknown	0.00%	0	0	0
White Non-Hispanic	65.70%	23	15	8
Grand Total	100.00%	35	23	12