



Program/Unit Proposal

For Submitters: This form is used to collect all the information necessary for internal and external approval bodies to evaluate your proposal for a program or unit. Begin by selecting the "Type of Proposal" and complete all fields that appear based on your selection.

For Reviewers: Each submitted proposal includes:

1. responses to the questions for a given program or unit
2. applicable supporting documents available for download.

The status of the proposal is seen by toggling the **View** from "Review" to "Status" at the top of the page.

Please contact curriculum@utah.edu if you have any questions about this form.

Type of Proposal *

New Emphases to an Existing Degree

Proposal Instructions

New Emphases to an Existing Degree Proposal Instructions

Required Documents

- Letters of Support
 - Dean
 - Department Chair
 - Senior Vice President of Health Science Center (if applicable)
 - Interdisciplinary programs (if applicable)
 - Community/Industry (if applicable)

Submission

Proposals should be through the Department and College approvals at least 10 business days prior to the [Undergraduate and/or Graduate Council due dates](#).

Approval Process

1. **Department/Faculty Committee** Approval
2. **College Committee** Approval
3. **Undergraduate and/or Graduate Council** Approval
4. **Executive Committee/Academic Senate** Approval
5. **Board of Trustees** Approval
6. **Senior Vice President for Academic Affairs** (SVP-AA) Approval
7. **Commissioner of the Utah System of Higher Education** (USHE) Notification

8. Northwest Commission on Colleges and Universities (NWCCU) Notification

Proposal Presentation

1-2 individuals will be asked to present the proposal at the Undergraduate and/or Graduate Council and at the Executive Committee/Academic Senate.

Final Approval/Advertising

Following the final approval of your proposal, campus will be notified and ONLY at that point can you begin operations or advertisement.

Tracking

The status of this proposal can be tracked after submission at

<https://utah.kuali.co/app/builder/#/list/approval-process>.

Policies

Undergraduate Emphases Policies

If applicable, review the [University policy for Undergraduate Emphases](#) in the Regulations Library.

Graduate Emphases Policies

If applicable, review the [University policy for Graduate Emphases](#) in the Regulations Library.

Proposal Information

If applicable, include emphases in the **Program/Unit Title(s)** field below.

Existing Degree

BFA in Art

Program/Unit Title(s) *

Illustration emphasis

Sponsoring School/College

College of Fine Arts

Sponsoring Department/Program

Art & Art History

Is this a Health Sciences proposal?

No

Participating Interdisciplinary Program(s)	
Proposed Effective Semester Fall	Proposed Effective Year 2020
Program/Unit Description Present a brief proposal description. The Department of Art and Art History is sufficiently poised to introduce an emphasis in Illustration to its offerings. The new Illustration emphasis will serve to connect the existing two-dimensional emphasis areas (Graphic Design, Printmaking, and Painting & Drawing), creating new possibilities for studio art majors. Four new Illustration courses have been created to support the program. Existing classrooms within the art building will be used, in particular those on the third floor, which have space to schedule the four new Illustration courses, and are already equipped with easels and specially designed drawing desks, as well as the Department's new Mac lab (room 365). Existing faculty, in the areas of Painting and Drawing, Graphic Design, Printmaking and Art History, and those teaching the Department's Foundations sequence, will serve the Illustration emphasis along with our recent (July 2019) tenure line hire in Illustration. The Department of Art & Art history currently offers seven BFA in Art emphases, and the proposed Illustration emphasis follows a similar structure to the existing emphases. The proposed emphasis includes four new courses; core courses in the areas of drawing, painting, printmaking, and art history; and a range of art electives that allow students to choose courses that fit their schedules, interests, and strengths. The focus in crafting the Illustration four-year plan, was to ensure that students could realistically complete the emphasis and graduate on schedule.	
Classification of Instructional Program (CIP) Code For CIP code classifications, visit https://nces.ed.gov/ipeds/cipcode/Default.aspx . 50.0410	
Minimum Credit Hours Required 122	Maximum Credit Hours Required 122
Are you interested in offering this program online? No	Would you consider offering this program online in the next 5 years?
Will any part of this program be offered as an out-of-service area delivery program? Examples of out-of-service areas include the Asia Campus, Ghana Campus, etc. No	
Is an emphasis required? Yes	Can students complete multiple emphases? Yes
Proposal Justification	

Program/Unit Rationale

Present a brief program/unit description. Describe the institutional procedures used to arrive at a decision to offer the program/unit. Briefly indicate why such a program/unit should be initiated. State how the institution benefits by offering the proposed program/unit. Provide evidence of student interest and demand that supports potential program/unit enrollment. Include information about which population(s) will be served by the program/unit.

The Illustration Emphasis within the Department of Art & Art History will provide students the opportunity to study a broad range of approaches found within the field of Illustration. In the arts field, Illustration incorporates both contemporary and traditional practices. The field of Illustration has undergone many changes and advances over the past few decades, as both tools and publication platforms have expanded exponentially. As a result of its adaptability to digital and web-based platforms, Illustration is garnering an increased interest as a relevant and valuable art form amongst studio art practitioners.

The presence of Illustration in both the digital and analog formats is widespread. While illustrators continue an ongoing practice in analog platforms such as printed books, posters and zines, the field has integrated an array of new technologies. Digital platforms have increased the possibilities for the publication of illustrations, as evidenced by the presence of illustration on websites, blogs, advertisements, print on demand, instructional materials, and digital books. The market for illustration professionals has shifted and expanded due to a growth in small businesses looking for unique identities; the over-saturation of photography from camera phones has generated even further market demand for more stylized imagery.

Developments in digital tools, such as Wacom tablets and digital styluses, are providing illustrators many more options with which to develop imagery. Touchscreen technological development and an increasing number of new products are now widely available and affordable, resulting in the re-defining of illustration practice, and a digital sophistication in the finished aesthetic. This factor, along with the continuous development of software programs (such as the Adobe Suite), has contributed to the re-shaping of contemporary illustration practice.

The Department of Art and Art History is in the process of preparing an application for NASAD (National Association of Schools of Art and Design) accreditation, and this proposed Illustration emphasis is in line with the NASAD requirements. The Department of Art and Art History full roster of full-time faculty reviewed the proposed Illustration emphasis and unanimously approved it, including the four new proposed courses, 8/28/19.

We see the possibilities for increased enrollment in the Department of Art and Art History, as students are currently opting to attend other four-year institutions in the State, such as BYU and UVU, in order to major in Illustration. In order to stay current with national and international trends in the education and professional field, there is an urgent need to develop Illustration as an emphasis.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program/unit. Occupational demand, wage, and number of annual openings information may be found at sources such as [Utah DWS Economic Data](#) and the [Occupation Outlook Handbook](#).

While there continues to be a high demand for well-crafted analog illustration work in the form of printed materials, the internet has created a significant demand for illustrators that utilize digital platforms. This explosion of labor market demand allows for illustrators to work for a wide range of international clients without having to leave their homes. The demand for illustrators is high and will only continue to increase with the exponential growth of online platforms.

Nationally, the US Bureau of Labor Statistics predicts a 4% growth in creative industries with higher demand in technology based creative outlets, which would include Illustration (<https://www.bls.gov/ooh/arts-and-design/home.htm>). In 2018, the Salt Lake Tribune published an article titled 'Salt Lake City is named the No.1 Place for Creative People' (<https://www.sltrib.com/news/business/2018/05/18/salt-lake-city-is-called-the-no-1-place-for>

creative-people-insert-haiku-here/). This article highlights the many advantages of affordable housing and studio/work spaces that Salt Lake City has to offer creatives. Many American metropolitan cities have become unaffordable for those in the creative industry, thus Salt Lake City is in a strategically prime position to absorb this group. In addition, large employers such as Adobe, Backcountry, Overstock, and Marriot are driving a continual demand for employees with creative skills such as illustrators.

Consistency with Institutional Mission and Impact on Other USHE Institutions

Explain how the program/unit is consistent with the **institution's mission and goals**. Indicate if the program/unit will be **delivered outside of designated service area defined by USHE** in R315; provide justification.

The Illustration emphasis will serve the University of Utah's Mission in the following ways:

Strategic Goal 1. Develop and Transfer New Knowledge.

Students will gain new knowledge developing the skills needed for success in the field of illustration. They will have the opportunity to develop their own unique voice through media exploration and a diverse approach to what comprises illustration. The presence of the Illustration emphasis within the BFA in Art, alongside the additional newly hired tenure-line faculty member in Illustration, will enhance both the undergraduate and graduate programs within the Department of Art and Art History. This addition to the department and college creates more options for students and increases the potential for recruiting students nationally.

Strategic Goal 2. Promote Student Success to Transform Lives.

The development of new courses in illustration expands possibilities for online course offerings within the Department of Art and Art History, which will aid students in the ability to complete degrees in a timely fashion. The Illustration emphasis provides students with the opportunity for more in depth study in the area, encouraging students to develop their own unique individual voices and aesthetic language. This experience will expand prospects for student as they move into professional careers. Current career paths for those with illustration skills are varied, including web-based professions, educational industries, illustration for business, illustration for the publication field, character design, packaging and identity, sequential art, and children's book publishing. Additionally, the work created by students during their studies will inform and impact the department and campus community in a variety of ways.

Impact on Other USHE Institutions

We anticipate the Illustration emphasis will increase enrollment in the Department of Art and Art History. Currently, without offering an illustration emphasis area, prospective students who in fact want to attend the University of Utah chose to go elsewhere. Many of these prospective students are going out of state in pursuit of an education in Illustration, therefore we see this as an opportunity to increase enrollment through offering a highly sought-after course of study here at the University of Utah.

Other four-year institutions in the state offer illustration, yet we are not looking to replicate these offerings. Rather, we aim to develop our own unique program that focuses heavily on craft and excellence.

Four-year institutions in the State that currently offer Illustration:

BYU – BA & BFA in Illustration

UVU – BFA in Illustration

SUU – BFA in Illustration

Finances

What costs or savings are anticipated in implementing the proposed program/unit? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

Faculty/Curriculum

Following approval from the College of Fine Arts to hire an Assistant Professor of Illustration, the position was successfully filled and Michael Hirshon who began his faculty position in Fall 2019. As the new Assistant Professor of Illustration, Professor Hirshon will teach all four of the new Illustration courses as part of his teaching load and, if needed, could teach other existing courses. Should student demand dictate the need to offer more than one section of any of these courses, we have capable existing adjunct instructors. The Illustration curriculum requires a number of existing courses in Painting, Drawing, Printmaking, Graphic Design and Art History for which faculty and facilities are already in place. Students in the Illustration emphasis will take classes with other department majors and minors using existing classrooms in the Art and Art History Building. Should the Illustration emphasis grow, the need may arise for an additional faculty member.

Facilities

Existing facilities housed in the Department of Art and Art History will suffice. Painting and Drawing classrooms are equipped with the requisite specialized drawing desks and easels. Recent upgrades to the Department's Mac lab have resulted in an up to date digital classroom where Illustration courses may be taught. A recent teaching grant enabled the department to purchase professional Wacom tablets, which are available for students to use in the Department Mac lab.

Administration

Tenured faculty Alison Denyer (Painting and Drawing) and Dan Evans (Graphic Design) will oversee the Illustration emphasis alongside an advisory team of departmental faculty members. This group will work closely with our newly hired Assistant Professor in Illustration, Michael Hirshon, for the purpose of mentoring and assisting with necessary departmental processes. Michael Hirshon will ultimately serve as the Area Head for the Illustration emphasis. The Department of Art and Art History Chair will oversee the Illustration emphasis along the same lines as the department's other emphases.

Student Services/Advising

The College of Fine Arts uses a team advising system in which four professional advisors are cross-trained in all of the degrees and emphases offered by the college's five academic units. Thus, each advisor is already prepared to advise students in any of the emphases available to students across the CFA, and they assure us that they will be able to add one additional emphasis to this advising structure. In addition, because of the team approach, enough advising appointments are available for each CFA student to meet with an advisor at least once a semester, a ratio that is high in comparison to other departments and colleges across campus and the nation.

Library and Information Resources

The Marriott Library currently serves the needs of our faculty and students across all the areas of the Department of Art and Art History extremely well. In addition, there is a small fine arts library collection housed in the department with materials available for students.

Curriculum

List program curriculum *OR* attach curriculum document below.

- Include all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours.
- Indicate new courses with an asterisk (*).

- The total number of credit hours should reflect the number of credits required.

Program Curriculum

Within the Department of Art & Art History's BFA in Art, we currently offer seven emphases- Illustration will be the eighth. Each emphasis requires students to complete a sequence of Foundation courses (21 credits), and then builds content specific curriculum beyond the Foundation course. The Illustration emphasis follows this structure.

The proposed emphasis includes the BFA in Art Foundations curriculum (21 credits); four new courses (Illustration I, II, III and IV.); core courses in the areas of drawing, painting, printmaking, and art history; and a range of art electives that allow students to choose courses that fit their schedules, interests, and strengths. The focus in crafting the Illustration four-year plan, was to ensure that students could realistically complete the emphasis and graduate on schedule.

Additional information regarding pre-requisites

The proposed curriculum and course sequence include three DESGR courses: DESGR 1100 Visual Communication I, DESGR 1600 Typography I, and DESGR 2600 History of Graphic Design. Currently, the enrollment requirements and course descriptions for the courses listed below address only Graphic Design BFA majors. Upon the ratification of the Illustration emphasis, these three courses will be modified so that Illustration emphasis students may easily enroll and move through the sequence.

Program Curriculum and/or Supporting Documents

[emph_illustration_curric.pdf](#) (460.7 kB)

Degree Map

Programs with a specific pathway through the curriculum should attach a degree map.

[emph_illustration_degmap.pdf](#) (47.4 kB)

Program Requirements

Admission Requirements

After completion of the Foundation Series requirements, students qualify as art majors and select an emphasis area.

Graduation Requirements

See degree map (attached in Degree Map).

Advising Plan

In addition to the **Advising Plan**, include the answers to the following questions:

- How closely does the proposed curriculum align with current curriculum for advisors?
- What is the ratio of students to advisors?
- Will advisors be expected to participate in marketing, promotion, and recruitment of students?

The College of Fine Arts uses a team advising system in which four professional advisors are cross-trained in all of the degrees and emphases offered by the college's five academic units. Thus, each advisor is already prepared to

advise students in any of the emphases available to students across the CFA, and they assure us that they will be able to add one additional emphasis to this advising structure. In addition, because of the team approach, enough advising appointments are available for each CFA student to meet with an advisor at least once a semester, a ratio that is high in comparison to other departments and colleges across campus and the nation.

Learning Outcomes

Learning Outcomes

All proposals must include the expected learning outcomes. [Guidance on learning outcomes](#) is available from the Office of Learning Outcomes Assessment.

Knowledge of Human Cultures and the Physical and Natural World

- Students will exhibit a knowledge base of contemporary and historic art practices and media applications with a diverse cultural approach.

Intellectual and Practical Skills

- Students will effectively implement a range of media, in both digital and analog platforms.
- Students will effectively apply media and techniques to communicate a complex and informed visual language.

Personal and Social Responsibility

- Students will utilize the visual language of Illustration responsibly, fairly, and ethically for a broad and diverse global audience.
- Students will develop their own creative voice and establish their place in a global diverse creative field.

Integrative and Applied Learning

- Students will function in an integrative environment that mimics the many aspects of the Illustration profession (i.e., group collaborative projects, responsibilities to clients, business management, and networking).

Learning Outcomes Assessment

Include how the program will analyze evidence and evaluate the learning outcomes.

The Learning Outcomes will be assessed using the following:

- Continual tracking and evaluation of student work at the end of each academic year. The goal is to maintain quality and appropriate skill level throughout the emphasis.
- A group of faculty from the 2D areas in the Department will form a committee to oversee the Illustration emphasis learning outcomes on an annual basis.
- Polling of graduates and their level of success following graduation will assist in a continual overall assessment of the emphasis. After reflecting on this information, we will adjust as needed.
- We will track alumni employment and use Strategic National Arts Alumni Project (SNAAP) data to identify whether the skills and knowledge students in the Illustration emphasis acquire are helpful and satisfying to them as they build their careers.

Documentation

Faculty Consultation

Describe the process by which faculty in the participating departments or programs were consulted in the preparation of the proposal in 1-2 sentences.
 The Department of Art and Art History full roster of full-time faculty reviewed the proposed Illustration emphasis and unanimously approved it, including the four new proposed courses, 8/28/19.

Letters of Support

Department Chair/Director Letter of Support

[emph_illustration_los-chair.pdf](#) (103.6 kB)

College Dean Letter of Support

[emph_illustration_los-dean.pdf](#) (256.2 kB)

Optional letter(s) of support:

Interdisciplinary Program(s) Letter(s) of Support

No file attached

Community/Industry Letter(s) of Support

No file attached

Optional additional documents:

No file attached

Workflow Questions

Select the council(s) that apply to this proposal: *

Undergraduate Council

Select all that apply: *

None of the above

This form is submitted by: *

Melonie MURRAY

Questions about this proposal can also be directed to:

Please indicate 1-2 other individuals who are able to answer questions about this proposal:

Paul Stout

For Internal Use Only

NWCCU Approval Notification

No file attached

Curriculum Administration at the University of Utah
curriculum.utah.edu | Marriott Library 1705
(801) 587-7843 | curriculum@utah.edu

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Section III: Curriculum

Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
General Education Credit Hour Sub-Total			33
Required Courses			
ART 2201		Action	2
ART 2202		Construct	2
ART 2203		Evidence	2
ART 2204		Illusion	2
ART 2205		Mapping	2
ART 2206		Matrix	2
ART 2207		Seeing	2
ART 2208		Touch	2
ART 2400		Intro to Visual Language	2
ARTH 2500		Intro to History of Art (HF)	3
DESGR 2600		History of Graphic Design	3
DESGR 1100		Communication Design I	2
DESGR 1600		Typography I	2
ART 3110 (*271 ⁺)		Painting I	3
ART 3120 (*272 ⁺)		Figure Structure	3
ART 3130 (*273 ⁺)		Drawing I	3
ART 3135 (*273 ⁺)		Digital Drawing	3
ART 3150		Figure Painting	3
ART 2450	×	Illustration I	3
ART 4040	×	Illustration II	3
ART 4110 (*318 ⁺)		Drawing II	3
ART 4120 (*292 ⁺)		Life Drawing	3
ART 4230	×	Illustration III	3
ART 4290	×	Illustration IV	3
		*the number in (parentheses) is a proposed number change	
Add Another Required Course			
Required Course Credit Hour Sub-Total			61
Elective Courses			
		Complete 1 of the following (3 credit hours):	3
ART 3310 (*281 ⁺)		Relief	
ART 3320 (*282 ⁺)		Lithography	

Course Number	NEW Course	Course Title	Credit Hours
		ART 3330 – Screen print I	
ART 3340 (*2840)		Intaglio I	
		*the number in (parentheses) is a proposed number change	
		Complete 3 of the following suggested courses in addition to previously	9
ART 3045		Landscape Painting (3)	
ART 3700		Digital Imaging for Visual Artists (3)	
ART 3715		Digital Photo for Visual Artists (3)	
ART 3180		Drawing Installation (3)	
ART 3160		New Media Painting (3)	
ART 4180		Special Topics Painting/Drawing (3)	
ART 3360		Book Arts: Letterpress (3)	
ART 3310		Relief (3)	
ART 3320		Lithography (3)	
ART 3330		Screenprint I (3)	
ART 3340		Intaglio I (3)	
ART 3420		Figure Sculpture (3)	
ART 4140		Drawing III (3)	
ART 4150		Advanced Life Drawing (3)	
ART 4170		Advanced Figure Painting (3)	
ART 4185		Urban Artworks (3)	
ART 4900		Warnock Residency (3)	
		Art History (History of Graphic Design required previously)	
		Complete 2 of the following:	6
		ARTH courses at the 3000 level or 4000 level, or	
ART 3010		Language of Color: Beauty, Power, Meaning (IR)	
FILM 3110		History of Film until 1952	
FILM 3120		History of Film since 1952	
ARTH 3600		History of Photography	
Add Another Elective Course			
Elective Credit Hour Sub-Total			18
Core Curriculum Credit Hour Sub-Total			112

Propose a NEW Emphasis to an existing Regent approved program

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information, as needed.

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and a range of art electives that allow students to choose courses that fit their schedules, interests, and strengths. The focus in crafting the Illustration four-year plan, was to ensure that students could realistically complete the emphasis and graduate on schedule.

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First Year Fall	Cr. Hr.	First Year Spring	Cr. Hr.
ART 2201 - Action (half semester)		2 ART 2205 - Mapping (half semester)	2
ART 2202 - Construct (half semester)		2 ART 2206 - Matrix (half semester)	2
ART 2203 - Evidence (half semester)		2 ART 2207 - Seeing (half semester)	2
ART 2204 - Illusion (half semester)		2 ART 2208 - Touch (half semester)	2
ART 2400 - Intro to Visual Language		2 ARTH 2500 - Intro to History of Art -HF	3
Gen Ed-BF		3 Gen Ed- QA	3
Gen Ed-WR2		3 General Electives	1

Total **16 Total** **15**

Second Year Fall	Cr. Hr.	Second Year Spring	Cr. Hr.
ART 3130 - Drawing I		3 ART 3110 - Painting I	3
ART 3120 - Figure Structure		3 DESGR 1100 Communication Design I (half semester)	2
ART 2450 - Illustration I		3 DESGR 1600 Typography 1 (half semester)	2
DESGR 2600 – History of Graphic Des		3 ART 3135 - Digital Drawing	3
General Ed- AI		3 General Ed- BF	3
		Bachelor Degree - DV	3

Total **15 Total** **16**

Third Year Fall	Cr. Hr.	Third Year Spring	Cr. Hr.
Elective #1		3 Elective #2	3
ART 3280 - Illustration II		3 ART 4050 – Illustration III	3
ART 4110 – Drawing II		3 ART 4120 – Life Drawing	3
ARTH - 3000/4000		3 Gen Ed-AS/SF	3
Bachelor Degree - CW (sug ARTX 3600) Writing for New Med		3 General Electives	3

Total **15 Total** **15**

Fourth Year Fall	Cr. Hr.	Fourth Year Spring	Cr. Hr.
Elective #3		3 ART 4400 – Illustration IV	3
ART 3310/3320/3330/3340 - print		3 ART 3150 – Figure Painting	3
ARTH - 3000/4000		3 Bachelor Degree - IR	3
General Electives		3 Gen Ed-AS/SF	3
General Ed- HF		3 General Electives	3

Total **15 Total** **15**

Total Gen Ed	33
General Electives	10
Total studio classes	65
Total Art History	14
Grand Total	122



Memo

To: Whom it may concern

From: Paul Stout, Chair, Department of Art and Art History

Date: 10/15/2019

Re: Letter of Support for Illustration BFA emphasis within the Department of Art and Art History

This letter is in support of the proposed Illustration Emphasis within the Department of Art and Art History. The proposed program is an important expansion to our offerings and is intended to offer a career path to professional illustration. The program proposal was originated by a group of faculty members from Graphic Design and Illustration areas in the department, then it went to the full faculty for discussion and approval. The Department of Art and Art History has hired a tenure-line faculty member, Michael Hirshon, to support the emphasis. Illustration is offered in many other local universities and has put the University of Utah at a disadvantage in recruiting talented students, approval of the Illustration Emphasis will rectify this recruitment problem.

I offer my support to establish an Illustration BFA emphasis in the Department of Art & Art History.

Sincerely,

A handwritten signature in black ink that reads 'Paul Stout'. The signature is fluid and cursive, with the first name 'Paul' being more legible than the last name 'Stout'.

Paul Stout
Chair, Department of Art and Art History
University of Utah



College of Fine Arts
THE UNIVERSITY OF UTAH

Office of the Dean

375 S. 1530 E. Rm 250 | Salt Lake City, Utah 84112 | 801.581.6764 Fax 801.585.3066 | www.finearts.utah.edu

To: Undergraduate Council, Academic Senate, Board of Trustees, and NWCCU

From: John Scheib, Dean
College of Fine Arts

Date: December 16, 2019

SUBJECT: **Proposal for the new BFA in Art, Illustration emphasis**

I write with my full support for the Department of Art & Art History's proposal for a new emphasis in Illustration within their existing BFA in Art. The decision to create the emphasis reflects increasing student demand and labor market demand both within the state and nationally.

The Department of Art & Art History is well prepared to deliver the curriculum having recently hired a new tenure-line faculty member with expertise in Illustration who has already created four new Illustration courses, recently approved by our College Curriculum Committee, in support of the degree. Further, the department is seeking accreditation by the National Association of Schools of Art and Design (NASAD), and this proposed degree program is in alignment with NASAD standards.

As the proposal states, the existing facilities, the current faculty, and the department's present administrative structure make it possible to deliver this degree successfully and efficiently. At the college level, as the proposal indicates, our centralized advising structure makes it possible for us to absorb the advising for this degree without additional expense.

If you have any questions, please feel free to contact me.