

MEMORANDUM

To: Board of Regents

From: Board Office

Subject: Proposal for a Master of Fine Arts degree in the Department of Art and Design, the College of Design, Iowa State University

Date: June 5, 2000

Recommended Action:

Refer the proposal of a Master of Fine Arts degree, with a major in Integrated Visual Arts, from Iowa State University, to the Interinstitutional Committee on Educational Coordination (ICEC) and the Board Office for review and recommendation.

Executive Summary:

Iowa State University is requesting approval of a new MFA in Integrated Visual Arts (IVA). The proposed MFA of 61 credits (minimum) will offer students a program of study that uniquely integrates visual arts with technology.

In the field of art, the MFA is regarded as a terminal degree, comparable to the Ph.D. The need for this degree program and major is based on rapidly expanding technologies that require greater collaboration across disciplines. For example, electronic imaging, web design, visualization experiments, and global communications reflect cooperative efforts of artists and scientists.

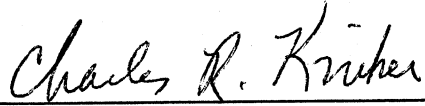
The proposal acknowledges that within the State of Iowa, the University of Iowa and Maharishi University of Management offer MFA degrees. Iowa State University indicates that these two programs have different purposes and emphases. The ISU major will integrate science and art with theory and practice, thus supporting the land grant mission of the institution. A part of the ICEC and Board Office review should include a review of the potential for unnecessary duplication.

Enrollment projections provided by ISU are based on current bachelor degree enrollments, as well as available studio space and faculty workloads. It is projected that five students will enroll in Year One, gradually increasing to 20 by Years Four and Five. Graduates of the program would be employable by universities, media firms, and businesses in such careers as illustrators, graphic designers, senior animators, and digital modelers. Other graduates would be able to work in such fields and professions as textile design, architecture, and chemical engineering.


The costs of the program reflect the addition of five new courses that will require that the Department of Art and Design hire a faculty member in either Year Two or Year Three. Some savings will occur as specializations in the current Master of Arts program, such as craft design, printing, and printmaking, will be dropped. The projected costs for the first three years of the program are \$4,500, \$51,000, and \$51,500. See Attachment A, page 6.

Iowa State University states that the new degree program, offered through the College of Design, is consistent with the strategic plans of the College and the University. The report declares, "unlike the traditional MFA studio program which focuses on a singular medium, such as ceramics, printmaking, painting, metals/jewelry design, etc., the IVA program offers an innovative curriculum aligned with emerging art and design markets."

More extensive answers to the review questions are found in Attachment A, pages 3-7.



Charles R. Kniker

Approved: 

Frank J. Stork

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a. What programs in this field of study are available in other colleges and universities in Iowa?

Iowa State's proposed Integrated Visual Arts will be the only major of its kind in the state leading to the MFA degree.

b. With what representatives of these programs have you consulted in developing this proposal?

As this is a unique program, there is no one to consult.

c. In what ways is this proposed program similar to those mentioned in 2a? In what ways is it different or does it have a different emphasis?

Iowa State's proposed Integrated Visual Arts major is unique within the state and the region. We have the opportunity to provide a leadership role in the expanding visualization and electronic imaging fields.

d. How does the proposed program supplement the current programs available?

The Master of Arts degree in Art and Design will be retained with specializations in art education and interior design. The MFA in Integrated Visual Arts will replace the MA specializations in craft design, drawing/painting/printmaking, and intermedia which will be folded into the 61 credit MFA degree. Students currently in the existing MA program will be offered the option of applying to the new MFA program or completing their current MA program of study.

e. Has the possibility of some kind of interinstitutional program or other cooperative effort been explored? What are the results of this study?

The collaborative nature of this proposed degree is designed to take advantage of the existing connections within the sciences and engineering programs that are unique to Iowa State University, thus creating an engaged learning community. As we proceed with the proposed program, we expect to attract considerable interest from other institutions in Iowa, thus opening the possibility for cooperation.

f. List the Iowa institutions in which articulation agreements are being developed for the proposed program.

Not applicable; this is a graduate degree.

g. Provide the Classification of Instructional Program (CIP) code for the proposed program.

500401; Design and Visual Communications

3. Please estimate the enrollment in this program (for the next five years) as follows:

	1	2	3	4	5
b. Graduate	5	10	15	20	20

c. On what basis were these estimates made?

Based on available studio space and faculty work loads.

d. What are the anticipated sources of these students?

BFA programs at ISU, within Iowa and nationally.

4. Please provide any available data or information on employment opportunities available to graduates of this program in Iowa and nationally.

There is a growing need for skilled graduates in higher education, with multimedia companies, architecture firms and animation firms. Art and Design has a number of graduates working at Engineering Animation, Inc. in Ames. Graduates are currently employed in locations such as Chicago, New York, San Francisco, and Singapore.

5. Are there accreditation standards for this program?

Although the College Art Association is not an accrediting agency, most university art and design programs adhere to its Standards for the MFA Degree in the Visual Arts. The National Association of Schools of Art and Design, which is recognized as the only accrediting agency for the entire field of art and design, has endorsed the CAA document.

6. Does the proposed program meet minimal national standards for the program, e.g., Council of Graduate Schools or other such bodies?

The proposed program more than meets the standards of both the National Association of Schools of Art and Design and the College art Association of America. The proposal has not yet been reviewed by the Council.

7. Please report any reactions of the Iowa Coordinating Council for Post-High School Education.

The proposed program has not yet been reviewed by the Council.

Additional Resource Needs

1. Please describe the probable marginal increases in expenditure that may be necessary as a result of the adoption of this program for the next three years.

Estimated (incremental) Costs

	First Year	Second Year	Third Year
a. Faculty	0	\$45,000	\$45,000
b. Graduate Assistantships	0	0	0
c. General Expense	\$1500	\$1500	\$1500
d. Equipment	0	0	0
e. Library Resources	0	0	0
f. New Space Needs	0	0	0
g. Computer Use	\$4000	\$4500	\$5000
h. Other Resources	0	0	0
TOTAL:	\$4500	\$51,000	\$51,500

2. Describe the nature and justification for the additional resource needs.

- a. One tenure-track position, strong technology background
- c. program development and set-up
- g. The technology component in the new degree will create an increase in equipment provision over and above current departmental expenditures.

3. How is it anticipated that the additional resource needs will be provided?

The proposed MFA has the full support of the College of Design and the Department of Art and Design. The new faculty position has been approved and will be searched within the next round of faculty hires. Reallocation within the department and related requests will be made to the College and University along with increased granting efforts.