**December 2, 2011 (with additional information, January 10, 2012)**
**Answers to UCUI questions regarding the proposal**
**for a Bachelor of Arts Major in Graphic Design**

1. With the number of institutions currently offering Design related degrees why is it important to have another program at OU?

    There is a demonstrated interest from current OU students in graphic design, as evidenced by the popularity of the graphic design minor (see answer to question #5). We believe that there are students who will be similarly interested both in graphic design (but as a major) and in coming to Oakland. OU is now considered a desirable destination school in the arts. Our strong reputation from our studio art major will benefit the graphic design major in its early years, and we believe that building a quality program will, as with our studio art major, result in good enrollment and justify the establishment of this major at OU. There are actually even more institutions currently offering studio art degrees, yet ours has been highly successful and enrolls well.

    We also feel that the approach of our program sets it apart from some other graphic design programs, with its strong basis in the liberal arts, its combination of image analysis, historical awareness and thinking skills; the connections it will make between graphic design, fine art, and art history; and its emphasis on critical thinking, analytical reasoning, written and oral communication skills, integrity and ethics, while instructing on the use of technology as a tool at the service of meaning rather than as an end in itself.

2. Ten Michigan public universities and four of seven peer institutions offer a BFA. Why has OU chosen to begin with a BA? Is the number of full time faculty adequate to offer this program?

    On a philosophical level, the BA has a liberal arts base, as opposed to the more professionally based BFA. As with our studio art program, in which we only offer a BA, we believe that there is a benefit to a liberal arts degree, with the richness of a broad base of knowledge from which to draw in creating meaningful design, as a result of its interdisciplinary approach (in terms of the combination of graphic design, studio art and art history).

    On a practical level, it would be functionally impossible for us to offer a BFA program at this time. BFA programs must offer much higher contact hours: for each 4 credit course, we would need to have at least 6 contact hours. This would nearly double the amount of time each course would need in the classrooms/labs. Even if we kept the enrollment level exceptionally low, we do not have the facilities to offer that expansive of a program.

    It is, however, the department's intention that eventually we will expand our programs in both studio art and graphic design to offer BFA degrees as well as BA degrees. This cannot happen until we have substantially more classroom/lab space, so we did not include this in our 5-year plan.

    We believe that the number of full-time faculty that we are intending to hire will be adequate for the enrollment we are projecting. For the studio art major, we were allowed to hire more full-time tenure-track faculty than in our original proposal, due to unexpectedly strong enrollment, and we would hope that this would be true for graphic design as well.

We do already have one current full-time faculty for this program, Adjunct Assistant Professor Lynn Galbreath Fausone. Professor Fausone, who is the primary author and chair of the graphic design major proposal, has over ten years of teaching experience at OU, as well as having her own design firm, with over twenty years of professional work in the design field. Please see her cv in the proposal, pages 21-30, which shows the depth and breadth of her professional work and the substantive quality and high level of expertise she brings to this program. The department also has two other full-time tenured faculty who could teach courses in the major, and certainly represent departmental support faculty. Associate Professor Susan Evans, who assisted in the writing of the proposal, was Director of Marketing at the Museum of Contemporary Art in Denver and has twelve years of design experience (including work for Coors Brewing Company, The United States Olympic Committee, Museum of Contemporary Art Denver, Denver Museum of Art, and the Cherry Creek Shopping Center). Associate Professor Andrea Eis, co-author of the program, has over twenty years of freelance graphic design work experience (including work for Palimpsest Press, Belle Isle Aquarium/The Detroit Zoo, Amway Environmental Foundation, and the Midwest Society for Photographic Education, as well as for OU and OUAG).

3. What is the current enrollment in other Michigan programs? Is it increasing or decreasing?
   Enrollment figures from other Michigan programs need to be placed in context of the approaches of the particular programs. For example, Western Michigan University's graphic design program enrollments have been very stable over the past five years (2011: 63; 2010: 62; 2009: 59; 2008: 61; 2007: 63), rather than showing substantial increases or decreases. This is obviously a sign of capped enrollment, rather than being a sign of the level of interest in the degree. (Their willingness to cap enrollment also provides an opportunity for OU's graphic design program to fill a need for students who cannot get in to WMU because of their enrollment cap.) Ferris State/Kendall, in the most recently available numbers, show an increase in enrollment, from 188 in 2007, to 237 in 2011. At GVSU, the number of students in the Graphic Design concentration has dropped from 87 in 2007 to 48 in 2011. However, to put this in context, the number of Art and Design majors at GVSU without a declared concentration has risen in this period of time, so it may be that GVSU is discouraging the declaration of concentrations. We were not able to get separate enrollment numbers for graphic design at MSU. University of Michigan, Ann Arbor, has integrated Art and Design majors, so there are no separate enrollment numbers for Graphic Design.

4. Is there placement information for the existing Michigan programs?
   No. We asked Laura Schartman for help on this issue, as we had no means of getting an answer to this question. She agreed that this is not a question for which information would be available.

5. You state that "Annually, the university receives hundreds of calls of inquiry regarding degrees in Graphic Design." Is there evidence to support this statement? Is there evidence to show how other existing programs are not meeting the need for graphic design?
   We based this comment on anecdotal remarks that had been passed along to us. We have no specific evidence beyond this – we just believed that we were being informed relatively accurately. We do not keep records on the number of calls we receive in the department regarding graphic design, although they are regular, as are the requests at Go for the Gold. Based on her knowledge of the issues, Laura Schartman has told us that she feels confident that we can meet our enrollment projections for the major.

Because Banner does not allow us to track minors, we can't give you precise numbers for our current graphic design minors, although between 43 and 53 students have taken each of the upper level graphic design courses since they started being taught in the fall of 2009 (DES230: 43; DES330: 53; DES335: 44). We do know, based on discussions with our minors, that many of them would like to transfer to a graphic design major. As of the end of this semester, 15 students will have already graduated from OU with a graphic design minor since its institution just two years ago.

Also, as you can note in the letter of support from Linda Tyson in SEHS (p. 47), she has "seen the shift in the past five years from one or two digital media/graphic design classes being offered a year to ten classes. Additionally, more traditional art classrooms are using programs such as Illustrator and Photoshop to teach design fundamentals in all art disciplines." So the Art Education component of this major is apparently (based on feedback from a professional in the field) one that would be in demand. As Ms. Tyson went on to say, "the indications are that graphic design programs are the future in our art classrooms. I am often asked if we have student teachers who are specifically trained to teach Graphic Design. A major in Graphic Design would assure that our art education graduates would be among the most qualified for the art positions of the 21st century."

Regarding "evidence to show how other existing programs are not meeting the need for graphic design," we do not think that it is reasonable to ask us to produce evidence for a negative or a void. We respectfully suggest that we have no means to determine if other programs are *not* meeting a need.

6. Will one or more of the Lecturers or Special Lecturers be converted to full-time? If yes, does the conversion appear in the budget? If no, will the part-time faculty remain with the program and hold external appointments?

The department hopes that, as happened with two part-time faculty in the studio art program, to convert Lecturers or Special Lecturers to full-time as needed and appropriate. However, we do not feel that it is necessary to detail this in the budget, as it would only happen if (again, as with studio art) enrollment turned out to be substantially higher than expected. In the case of studio art, additional funding was made available when our enrollment hit more than double our projections.

The department has already put in a request to the CAS Dean for the conversion of Lynn Galbreath Fausone's position to Special Instructor. The conversion does not appear in the budget, based on a studio art precedent. When two Special Instructors in the studio art program were converted to tenure track positions, their salaries remained in the art and art history budget as opposed to being charged to the studio art new program budget, because they had been full time in the department before the establishment of the studio art major. Two conversions of part-time faculty to full-time after the establishment of the studio art major were charged to the studio art budget. Based on this precedent, the conversion of Professor Fausone's position would be charged to the studio art budget, as opposed to the graphic design new program budget. This is why this conversion does not appear in the graphic design budget.

We do expect part-time faculty to remain with the program and to hold external appointments. Because of the professional aspects of a graphic design degree, it is common to have graphic design faculty who are part-time and who have their own graphic design business practice. A note on the qualifications of our part-time faculty: they have terminal degrees (MFA), and their substantial years of professional work mean that they are both knowledgeable about the career requirements for graphic design, and excellent role models. For example, Bonnie Detloff Zielinski worked for 10 years for Ford & Earl Design Associates as an Associate Manager of Graphic Design, and is now a partner and Director of Design in a company that she established, Identicomm LLC. Kathryn Ambrose (who was hired since the proposal was finished and whose CV does not therefore appear in the proposal) was a Senior Graphic Designer for the Museum of Modern Art; worked as a designer in Milan, Italy; and was awarded a Fulbright Fellowship to study Italian design. Gary Hesse has fifteen years of experience as the Associate Director of Light Work, which included designing and editing their award winning publication *Contact Sheet.*

7. There appears to be a critical shortage of space already related to the Studio Art program (230 students in a space intended for 90). Is it reasonable to start a new major that will need substantial space before the SA shortage is solved?

    We have obviously seen how the open enrollment in studio art has created stress on studio space, trying to fit over 230 majors into studio and lab spaces intended for no more than 90 majors. However, we have been given two new labs since the institution of the studio art major (one 10-seat digital lab and one 20-seat digital lab), and the new 20-seat lab was the tipping point in terms of our believing that we could support a controlled start-up of the graphic design major.

    The Dean of the College of Arts and Sciences is working with the President to get space via a new building (to be in line after the engineering center). This new building would not only solve SA studio and lab issues, but would be planned to include appropriate spaces for the graphic design major at the proposal major numbers (80 majors by year five). The space allotted to the department would go from our current 12,850 square feet to approximately 35,000 square feet.

8. Why was the number 20 chosen for the number of students in year two?

    Our budget is based on 40 students in year two (see Predicted Enrollment Numbers, p. 20 and Budget, p. 17). The number 20 in the second year is what we would cap major enrollment at, if we did not get additional facilities. The reasoning for this number is that we can handle 20 more students with current facilities.

    As UCUI requested in the meeting we had regarding these responses, we have developed a draft version of the process and requirements we would use for an entrance portfolio requirement to tightly cap the major (attached).

9. If the program is more popular than expected will a cap be maintained or will the program expect additional resources as has been the case for Studio Art? If new resources will be expected, shouldn't that be built into the proposal now so that there are no surprises in the future?

    If we are able to gain enough space (either through the proposed new building or through other space made available to the program by the university), we will not maintain a cap.

The five-year budget is based on increasing enrollments (20/40/60/80/80) not capped enrollment. So the additional resources for that increase in enrollment are already incorporated into the budget.

Based on the precedent set by the studio art major, we expect that, if we grow substantially in enrollment well beyond projections, the university will be willing to expand the budget accordingly.

10. Does AHH have administrative commitment to find the needed space for the new classroom/labs needed for this major?

    As noted in the answer to question #7, the Dean of the College of Arts and Sciences is working with the President to get space via a new building (to be in line after the engineering center).

11. A GPA of 2.8 in all major courses seems high to the committee. Can the reasonableness of this requirement be demonstrated by the GPAs of current Studio Art majors?

    This is in keeping with the Art Education Degree in Studio Art with K-12 Certification program that has been up and running now for 4 years. Due to our limited space, the department feels confident in initiating a program with such GPA standards. This is a substantive method of capping enrollment.

    Also, philosophically this fits with the development of a program intended to prepare students for the possibility of moving directly into a professional career upon graduation. Students need to hit a particular level of base capability in their major in order to be employable. Because of the more professional orientation of the graphic design major, we do not believe it to be reasonable to compare this with GPAs of current studio art majors. However, if you still request this information, we will supply it. Compiling that information will take considerable time and effort, as we would have to check each studio art major's GPA in major courses individually on Banner.

12. Why does the sample curriculum show 120 credits but the major require 124?
    The budget also appears to be built on 120 credits.

    We inadvertently left out an additional 4-credit course in the sample curriculum on pages 15-16. There is room for an additional 4 credits to be taken in Year 4, first semester, which brings the total to 124 credits.

    Regarding the budget, we are not sure why we used a 120-credit model, but we have asked Steven Meyer in CAS to develop a revised budget for us (attached). This is based on a possible 32 credits per year (as opposed to 30 credits), which comes to a total of 128 credits for the entire program. We also, at your request, are supplying another budget, that shows figures for a program that enrolled a substantially higher number of students.

13. Was the student survey mentioned on page 45 conducted in 2001 or in 2009?

    It was conducted in 2009, but in Summer 01 semester of 2009, which is why it says Summer 01 on page 45. Sorry for the confusion.

14. Has collaboration with CSE in terms of computer graphics been considered? How will students learn about digital graphics?

> We would be happy to consider collaboration with CSE in the future. However, for the near term, it is neither practical nor necessary: (1) their courses have prerequisites, which would take too many graphic-design-specific credits out of the major and (2) their courses are programming courses, not design courses.
>
> We currently offer several courses that address digital graphics from an arts perspective. These courses are found in the specializations of New Media and Photography, in the Foundations course requirements, and in all of the course requirements for a minor in Graphic Design: Foundations of Media Art, Introduction to Graphic Design, Design I, Web Design. Possible Graphic Design elective Digital Imaging I and Digital Imaging II also focus on digital imaging. New course offerings specific to the DES major proposal which will also address digital graphics are Motion Graphics, Web Design II, and Digital Illustration.

15. Why is DES 401—Portfolio Presentation offered as a 0 credit hour course? Shouldn't the presentation should be incorporated into DES 491—Senior Project and DES 401 eliminated?

> As stated on page 40, DES401 was meant as a prerequisite to DES491, to be taken in the semester prior to DES491, as a formal meeting between professor and student to ascertain if the student is indeed ready to move into their capstone project. After the proposal went forward to Senate committees, further discussions within the department and with CAS administrators led us to realize that it would be more reasonable to have a portfolio review as a pre-req for registering for DES491, rather than creating the Portfolio Presentation as a separate 0-credit course. We would like to amend the proposal accordingly. Proposed wording at this point (specific portfolio requirements to be developed):
>
> > Design portfolio reviews and DES major requirement audits are required for all students before they can register for Senior Thesis. Students planning to take thesis in a fall semester must schedule their review in the first two months of the prior fall semester; for winter thesis, the review must be scheduled in the first two months of the prior winter semester.
>
> We have already instituted the major requirement audits in our SA and AH majors as requirements for permission to register for thesis, so this will fit into an established system in the department.

**College of Arts and Sciences**
**Program: Major in GRAPHIC DESIGN**
**Program Inception: Fall 2011**
**Five-Year Budget: 2011-12 to 2015-16**
**Fund: tba**
**Date: 11/2010 REV**
**Corrected number of credits, updated tuition rate, added work study student and portfolio coordinator**

| | Acct. | Budget Year 1 | Budget Year 2 | Budget Year 3 | Budget Year 4 | Budget Year 5 |
|---|---|---|---|---|---|---|
| **Revenue Variables:** | | | | | | |
| **Headcount** | | 20 | 40 | 60 | 80 | 80 |
| | | | | | | |
| **Average credits per year per major** | | 32 | 32 | 32 | 32 | 32 |
| | | | | | | |
| **Total Credit Hours** | | 600 | 1200 | 1920 | 2560 | 2560 |
| Undergraduate (lower) | | 640 | 640 | 960 | 1280 | 1280 |
| Undergraduate (upper) | | | 640 | 960 | 1280 | 1280 |
| Graduate | | | | | | |
| | | | | | | |
| **Total FYES** | | 20.00 | 42.67 | 64.00 | 85.33 | 85.33 |
| Undergraduate (cr.÷30) | | 21.33 | 42.67 | 64.00 | 85.33 | 85.33 |
| Graduate (cr.÷24) | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Doctoral (cr.÷16) | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | | | | | |
| Tuition Rate Per Credit Hour | | | | | | |
| Undergraduate (lower) | | $ 331.25 | $ 331.25 | $ 331.25 | $ 331.25 | $ 331.25 |
| Undergraduate (upper) | | $ 362.00 | $ 362.00 | $ 362.00 | $ 362.00 | $ 362.00 |
| Graduate | | $ 578.50 | $ 578.50 | $ 578.50 | $ 578.50 | $ 578.50 |
| | | | | | | |
| **Revenue** | | | | | | |
| Tuition | | $ 212,000 | $ 443,680 | $ 665,520 | $ 887,360 | $ 887,360 |
| Other | | | | | | |
| **Total Revenue** | | $ 212,000 | $ 443,680 | $ 665,520 | $ 887,360 | $ 887,360 |
| | | | | | | |
| **Compensation** | | | | | | |
| Salaries/Wages | | | | | | |
| Faculty Inload Replacements ($4,000/section) | 6301 | | | | | |
| Faculty Salaries | 6101 | $ - | $ 50,000 | $ 50,000 | $ 100,000 | $ 100,000 |
| Faculty Overload (Director Stipend) | 6301 | $ 8,000 | $ 8,000 | $ 8,000 | $ 8,000 | $ 8,000 |
| Part-time Faculty ($4,244/section) | 6301 | $ 33,952 | $ 33,952 | $ 33,952 | $ 33,952 | $ 33,952 |
| Visiting Faculty | 6101 | | | | | |
| Administrative (Portfolio Coordinator) | 6201 | $ 6,000 | $ 6,000 | $ 6,000 | $ 6,000 | $ 6,000 |
| Administrative - IC | 6221 | | | | | |
| Clerical (19 hr wk) | 6211 | $ - | $ 14,820 | $ 14,820 | $ 14,820 | $ 14,820 |
| Wages (lab tech 19hr a wk) | 6401 | $ - | $ 15,000 | $ 15,000 | $ 15,000 | $ 15,000 |
| Student | 6501 | $ 1,050 | $ 1,050 | $ 1,050 | $ 2,100 | $ 2,100 |
| Graduate Assistant Stipends | 6311 | | | | | |
| Out of Classification | 6401 | | | | | |
| Overtime | 6401 | | | | | |
| Total Salaries/Wages | | $ 49,002 | $ 128,822 | $ 128,822 | $ 179,872 | $ 179,872 |
| Fringe Benefits | 6701 | $ 4,035 | $ 33,323 | $ 33,323 | $ 53,973 | $ 53,973 |
| **Total Compensation** | | $ 53,037 | $ 162,145 | $ 162,145 | $ 233,845 | $ 233,845 |
| | | | | | | |
| **Operating Expenses** | | | | | | |
| Supplies and Services | 7101 | $ 4,000 | $ 6,000 | $ 8,000 | $ 10,000 | $ 10,000 |
| Software (new and upgrades) | 7101 | $ 10,000 | $ 30,000 | $ 10,000 | $ 30,000 | $ 10,000 |
| Visiting artists | 7101 | $ 10,000 | $ 10,000 | $ 16,000 | $ 18,000 | $ 18,000 |
| Facilities Rental ($200/cr) | 7101 | $ - | $ - | $ - | $ - | $ - |
| | 7101 | | | | | |
| Travel | 7201 | $ 2,000 | $ 4,000 | $ 4,000 | $ 5,000 | $ 5,000 |
| Telephone | 7301 | $ 200 | $ 400 | $ 400 | $ 500 | $ 500 |
| Equipment | 7501 | $ 8,300 | $ 75,000 | $ 20,000 | $ 20,000 | $ 50,000 |
| Library | 7401 | $ 3,150 | $ 1,735 | $ 1,869 | $ 2,013 | $ 2,171 |
| Half yearly ARTstor access fee | | | $ 4,700 | $ 4,700 | $ 4,700 | $ 4,700 |
| Design/Applied Arts Index | | | $ 2,279 | $ 2,279 | $ 2,279 | $ 2,279 |
| **Total Operating Expenses** | | $ 37,650 | $ 127,135 | $ 67,248 | $ 92,492 | $ 102,650 |
| **Total Expenses** | | $ 90,687 | $ 289,280 | $ 229,393 | $ 326,337 | $ 336,495 |
| **Net** | | $ 121,313 | $ 154,400 | $ 436,127 | $ 561,023 | $ 550,865 |

**Fringe Benefit Table**

| Rate | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.413 | 0.00 | 20,650.00 | 20,650.00 | 41,300.00 | 41,300.00 |
| 0.08 | 640.00 | 640.00 | 640.00 | 640.00 | 640.00 |
| 0.1 | 3,395.20 | 3,395.20 | 3,395.20 | 3,395.20 | 3,395.20 |
| 0.413 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.5019 | 0.00 | 7,438.16 | 7,438.16 | 7,438.16 | 7,438.16 |
| 0.08 | 0.00 | 1,200.00 | 1,200.00 | 1,200.00 | 1,200.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total | 4,035.20 | 33,323.36 | 33,323.36 | 53,973.36 | 53,973.36 |

College of Arts and Sciences
Program: Major in GRAPHIC DESIGN
Program Inception: Fall 2011
Five-Year Budget: 2011-12 to 2015-16
Fund: tba
Date: 11/2010 WITH PROJECTED HIGHER ENROLLMENTS, DEVELOPED AT THE REQUEST OF UCUI

| | Acct. | Budget Year 1 | Budget Year 2 | Budget Year 3 | Budget Year 4 | Budget Year 5 |
|---|---|---|---|---|---|---|
| **Revenue Variables:** | | | | | | |
| **Headcount** | | **30** | **60** | **80** | **100** | **100** |
| | | | | | | |
| **Average credits per year per major** | | **32** | **32** | **32** | **32** | **32** |
| | | | | | | |
| **Total Credit Hours** | | **600** | **1200** | **2560** | **3200** | **3200** |
| Undergraduate (lower) | | 960 | 960 | 1280 | 1600 | 1600 |
| Undergraduate (upper) | | | 960 | 1280 | 1600 | 1600 |
| Graduate | | | | | | |
| | | | | | | |
| **Total FYES** | | **20.00** | **64.00** | **85.33** | **106.67** | **106.67** |
| Undergraduate (cr.÷30) | | 32.00 | 64.00 | 85.33 | 106.67 | 106.67 |
| Graduate (cr.÷24) | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Doctoral (cr.÷16) | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | | | | | |
| Tuition Rate Per Credit Hour | | | | | | |
| Undergraduate (lower) | | $ 331.25 | $ 331.25 | $ 331.25 | $ 331.25 | $ 331.25 |
| Undergraduate (upper) | | $ 362.00 | $ 362.00 | $ 362.00 | $ 362.00 | $ 362.00 |
| Graduate | | $ 578.50 | $ 578.50 | $ 578.50 | $ 578.50 | $ 578.50 |
| | | | | | | |
| **Revenue** | | | | | | |
| Tuition | | $ 318,000 | $ 665,520 | $ 887,360 | $ 1,109,200 | $ 1,109,200 |
| Other | | | | | | |
| **Total Revenue** | | **$ 318,000** | **$ 665,520** | **$ 887,360** | **$ 1,109,200** | **$ 1,109,200** |
| | | | | | | |
| **Compensation** | | | | | | |
| Salaries/Wages | | | | | | |
| Faculty Inload Replacements ($4,000/section) | 6301 | | | | | |
| Faculty Salaries | 6101 | $ - | $ 100,000 | $ 150,000 | $ 200,000 | $ 200,000 |
| Faculty Overload (Director Stipend) | 6301 | $ 8,000 | $ 8,000 | $ 8,000 | $ 8,000 | $ 8,000 |
| Part-time Faculty ($4,244/section) | 6301 | $ 42,400 | $ 42,400 | $ 42,400 | $ 42,400 | $ 42,400 |
| Visiting Faculty | 6101 | | | | | |
| Administrative - Portfolio Coordinator | 6201 | $ 6,000 | $ 6,000 | $ 6,000 | $ 6,000 | $ 6,000 |
| Administrative - IC | 6221 | | | | | |
| Clerical (19 hr wk) | 6211 | $ - | $ 14,820 | $ 14,820 | $ 14,820 | $ 14,820 |
| Wages (lab tech 19hr a wk) | 6401 | $ - | $ 15,000 | $ 15,000 | $ 15,000 | $ 15,000 |
| Student | 6501 | $ 1,050 | $ 1,050 | $ 1,050 | $ 2,100 | $ 2,100 |
| Graduate Assistant Stipends | 6311 | | | | | |
| Out of Classification | 6401 | | | | | |
| Overtime | 6401 | | | | | |
| Total Salaries/Wages | | $ 57,450 | $ 187,270 | $ 237,270 | $ 288,320 | $ 288,320 |
| Fringe Benefits | 6701 | $ 4,880 | $ 54,818 | $ 75,468 | $ 96,118 | $ 96,118 |
| **Total Compensation** | | **$ 62,330** | **$ 242,088** | **$ 312,738** | **$ 384,438** | **$ 384,438** |
| | | | | | | |
| **Operating Expenses** | | | | | | |
| Supplies and Services | 7101 | $ 6,000 | $ 8,000 | $ 10,000 | $ 12,000 | $ 12,000 |
| Software (new and upgrades) | 7101 | $ 20,000 | $ 60,000 | $ 30,000 | $ 60,000 | $ 30,000 |
| Visiting artists | 7101 | $ 10,000 | $ 10,000 | $ 16,000 | $ 18,000 | $ 18,000 |
| Facilities Rental ($200/cr) | 7101 | $ - | $ - | $ - | $ - | $ - |
| | 7101 | | | | | |
| Travel | 7201 | $ 3,000 | $ 7,000 | $ 10,000 | $ 11,000 | $ 11,000 |
| Telephone | 7301 | $ 200 | $ 800 | $ 800 | $ 1,200 | $ 1,200 |
| Equipment | 7501 | $ 20,000 | $ 125,000 | $ 40,000 | $ 100,000 | $ 100,000 |
| Library | 7401 | $ 3,150 | $ 1,735 | $ 1,869 | $ 2,013 | $ 2,171 |
| Half yearly ARTstor access fee | | | $ 4,700 | $ 4,700 | $ 4,700 | $ 4,700 |
| Design/Applied Arts Index | | | $ 2,279 | $ 2,279 | $ 2,279 | $ 2,279 |
| **Total Operating Expenses** | | **$ 62,350** | **$ 212,535** | **$ 115,648** | **$ 211,192** | **$ 181,350** |
| **Total Expenses** | | **$ 124,680** | **$ 454,623** | **$ 428,386** | **$ 595,630** | **$ 565,788** |
| **Net** | | **$ 193,320** | **$ 210,897** | **$ 458,974** | **$ 513,570** | **$ 543,412** |

**Fringe Benefit Table**

| Rate | | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.413 | 0.00 | 41,300.00 | 61,950.00 | 82,600.00 | 82,600.00 |
| | 0.08 | 640.00 | 640.00 | 640.00 | 640.00 | 640.00 |
| | 0.1 | 4,240.00 | 4,240.00 | 4,240.00 | 4,240.00 | 4,240.00 |
| | 0.413 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.5019 | 0.00 | 7,438.16 | 7,438.16 | 7,438.16 | 7,438.16 |
| | 0.08 | 0.00 | 1,200.00 | 1,200.00 | 1,200.00 | 1,200.00 |
| | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total | | 4,880.00 | 54,818.16 | 75,468.16 | 96,118.16 | 96,118.16 |

**DRAFT OF DES ENTRANCE ADMISSIONS PROCESS AS REQUESTED BY UCUI**
Website details below
Also to be included in Graphic Design program-specific admissions material

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### Graphic Design Major Admissions Procedures

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**Admissions**

Students wishing to major in Graphic Design must apply to Oakland University in the usual way and also apply to the Department of Art and Art History directly and request a portfolio review. Admission into the Graphic Design program is selective and competitive, and a limited number of students are admitted each year.

Complete information for future OU students is available through the **OU Office of Undergraduate Admissions** [link].

Departmental application instructions, including a form to request a portfolio review, can be found at **How To Apply** [link].

**How to Apply**

After applying for admission to the university you can download and fill out an application for a graphic design online portfolio review. You do not need to wait for an acceptance letter from the university. Your request for a portfolio review is your application to the Department of Art and Art History.

All the information you need to submit your AAH admission/portfolio review application should be available at the links below, but if you have questions regarding this process you can call the department at 248.370.3375 or email **.....@oakland.edu** [link].

The process is simple! Read the instructions, upload your portfolio to the online drop box provider (making sure all files match data specifications), fill out the form, return it, and we will acknowledge receipt of your application. If you have not received confirmation at least two weeks prior to the date you have selected, please contact the AAH office immediately. The portfolio review schedule is usually closed one week before the review date.

A letter of notification will be sent to you approximately three weeks after the review deadline, with one of the following notices:
1. Accepted for ....semester [Please respond to your offer by the date requested to ensure entrance into the program.]
2. Acceptance denied
3. Waiting list. You will be notified of acceptance if space becomes available.

**Graphic Design Program Portfolio Review Guidelines**

The work you submit should be recent (within the last two years) and original. We are interested in your creative problem solving/drawing skills/creative thinking/fundamental principles of design such as composition and use of color/craftsmanship abilities. The online drop box will allow you to upload images, an image list, and a one-page graphic design statement.

**Guide to writing a one-page design statement:**

- Why do you want to become a graphic design artist?
- Regarding your design work, where do your 'ideas' or images come from?
- What media or software do you work with best?
- How do design history and/or specific graphic designers influence or inspire you?

**Digital portfolio uploaded to the online drop box. [LINK]**

- 9 digitized images (3 technical drawings, 3 graphic design pieces, 3 pieces of student choice)
- All images should be saved as jpegs (72ppi. Largest dimension no more than 1024 pixels in any direction), pdf or quicktime files.
- File names should begin with your last name followed by a period and then a number. Ex: smith.1.jpg

**Portfolio image list. Include the following information:**

- Image number
- Title of work
- Medium (for mixed media pieces, list the various media)
- Dimensions
- Date created
- For time-based media include also duration in minutes and seconds

Additional clarifying information may accompany the portfolio Examples might include:
- Was this a class assigned project?
- Was this an independently created design piece/work of art?

**Graphic Design Program Portfolio Review Dates**

**Fall 2012 Admission:**
**..., 2012**

**Winter 2013 Admission**
**..., 2012**

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**Graphic Design Portfolio Review Application**
Oakland University
Department of Art and Art History
Graphic Design Program Admission Form

Date:
Name:
Phone:
Street Address:
City, State, Zip:
Email Address:

Check the box for only one review date:
..., 2012          [entry date, Fall 2012]
..., 2012          [entry date, Winter 2013]

High School Name:
High School Graduation Date: (month/year)

Transfer Student?
Previous institution:
Number of credits earned:
[Note: Transfer students must provide an official transcript for admission to OU; decisions on transfer credits that will be applicable to the graphic design major will be made after receipt of the transcript.]

Your file will remain incomplete and your requested portfolio review date will not be confirmed until all of the REQUIRED information has been submitted (receipt of official transcripts for transfer students is not required before a review date can be confirmed).  You will receive written confirmation prior to the review date you have selected.
REGISTRATION DEADLINE IS ONE WEEK PRIOR TO THE DESIRED PORTFOLIO REVIEW DATE  – NO EXCEPTIONS.

Email completed form to [LINK]
Upload supporting documentation to [LINK]
        One page design statement
        Digital portfolio
        Portfolio image list