Texas A&M University
New Certificate, Bachelors, Masters, or Doctoral Program
• Proposal Checklist •

Requested by the Department or Unit of: Visualization

Program Type, Level, Designation, Title, Description, Hours
Program Type Certificate Program □ Degree Program □
Program Level □ Undergrad Certificate □ Grad Certificate □ Bachelor □ Master □ Doctoral □
Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.) MFA
Title of proposed program: Master of Fine Arts in Visualization
Proposed CIP Code (if known): 50.0706 Intermedia/Multimedia (conditional)
Brief program description (provide a catalog description for undergraduate and graduate certificates):

Minimum program semester credit hours
(SCH) Certificates - 12 hours* Bachelors - 120 hours Masters - 30 hours
Proposed program hours: ——— ——— 60
*12 hours minimum to appear on transcript

Off-Campus or Distance Delivery
% of Program a student can take off-campus or through Distance Education
Program Start Date SACS Approval** When Provost needs to inform
□ 25% ——— Notification Only SACS
□ 50% ——— Approval Required 6 months before first day of program
□ 80% ——— Approval Required 6 months before first day of program
□ 100% ——— Approval Required 6 months before first day of program

*Notification letter arranged through the Assistant Provost and sent by TAMU President.

Program Delivery Mode

Location
☑ On-campus Langford Center
☐ Broadcast / TTZN
☐ Specific off-campus location***
☐ Distance Education / Internet In-State ☐ Out-of-State ☐ Start Date ———
☐ Out-of-Country Will this program be offered with another institution? Yes ☐ No ☑

***Is this an approved SACS location? Yes ☐ No ☑ If no, a program prospectus must be sent to SACS.
Approved locations as of September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)

Program Funding
Has program funding been finalized at the department or college level? Yes ☐ No ☑
If no, explain or attach budget: A total of $506,660 is required for the first 5 years of the proposed program. The source of funding is undetermined.
Will new costs for the first five years of the program be under $2 million? Yes ☑ No ☐
If new costs exceed $2 million, coordinating board approval is required.
Submitted by (Contact Person):
Tim McLaughlin
Name
Department Head, Department of Visualization
Title

Email
timms@vtx.tamu.edu

Phone
(979) 845-3465

Certification Statement
By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically.

<table>
<thead>
<tr>
<th>Signature, Department Head or Interdisciplinary Program Chair</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim McLaughlin</td>
<td>8/4/10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Typical or Printed Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair, College Review Committee</td>
<td>6/24/10</td>
</tr>
</tbody>
</table>

| Date |
| Deans of College |
| 8/23/10 |

| Date |
| Chair, University Curriculum Committee or Graduate Council |
| 12/20/10 |

Additional Approvals Required: Faculty Senate and President.
New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document Standards for Bachelor's and Master's Programs, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. Institution: Texas A&M University

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., Bachelor of Business Administration degree with a major in Accounting):
   Master of Fine Arts in Visualization

3. Proposed CIP Code: 50.0706 –Intermedia/Multimedia (conditional)

4. Brief Program Description – Describe the program and the educational objectives:
The Master of Fine Arts in Visualization (MFA-V) program will create a 60 credit-hour terminal degree within the Department of Visualization. The MFA-V will offer a technology-infused visual arts oriented degree that complements the existing Master of Science in Visualization by expanding post-graduate opportunities to include university level faculty positions, self-employment as a contemporary artist, and commercial art direction in digital media.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (e.g., The Department of Electrical Engineering within the College of Engineering):
The Department of Visualization within the College of Architecture

6. Proposed Implementation Date – Report the first semester and year that students would enter the program:
   Fall 2011

7. Contact Person – Provide contact information for the person who can answer specific questions about the program:
   Name: Tim McLaughlin
   Title: Department Head
   E-mail: timm@viz.tamu.edu
   Phone: 979-845-3465
Program Information

I. Need

Note: Complete TA and TB only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

A. Job Market Need — Provide short- and long-term evidence of the need for graduates in the job market.

Graduates from the Master of Fine Arts in Visualization (MFA-V) program will be in demand for career positions in education, fine arts, entertainment, and media industries. Holders of the MFA-V degree will be credentialed to teach in accredited post-secondary digital arts programs. The November 2008 College Art Association’s career listing of 220 university teaching positions for studio artists announced 57 positions requiring expertise in digital mediums. In 2004 an accounting of equivalent positions was 30; a 54% increase in university level teaching positions in four years. This is a clear indication of the increasing reliance on digital media in the education of studio artists. In the position description listing, preference for the terminal MFA degree was 72%, compared with 3% preferring a PhD, EdD, ABD and 12% listing either an MFA or PhD as acceptable. In positions listed explicitly for studio instruction there was even a stronger preference, with 86% explicitly requiring the MFA degree, out of 57 positions.

In the private sector, Dun & Bradstreet reports as of January 2008 that Texas has 45,238 arts-related businesses employing 188,824 people. This shows an 11% increase in businesses and a 6% increase in employment in just two years since the January 2006 report. A January 2009 report commissioned by the Texas Cultural Trust projects that by 2016, 1 in 12 jobs throughout Texas will be creative sector jobs (creative sector jobs include computer & mathematical, architecture & engineering, sciences, art, design, entertainment, sports, & media occupations). This represents over a 22% increase from 2006. Wages for the creative sector are 80.8% higher than non-creative industries. In San Antonio alone, the economic impact of design & advertising, museums & collections, and the visual arts totaled $719 million in 2003. In Austin, the film & visual media, and visual arts sectors employed over 6,500 people in 2006, generating $167.5 million in wages.

Nationally, despite historically high unemployment rate in 2009, job opportunities for designers grew, according to the U.S. Bureau of Labor Statistics. Prior to the recession there were 612,095 businesses nationwide involved in the creation or distribution or the arts as of January 2008 (548,000 in January 2006). These businesses employed 2.98 million people (2.9 million as of January 2006). Between 2007 and 2008 the number of art-related business and grew 12%.

B. Student Demand — Provide short- and long-term evidence of demand for the program.

A survey of former students of the Master of Science in Visualization (MS-V) program was made in 2006 posing a question on preference of degree type. Given the hypothetical choice of the existing 40-credit-hour Master of Science in Visualization or a 60 credit hour Master of Fine Arts in Visualization, which degree...
program would have been preferred? Of 104 questionnaires sent to former students and 30 responses received, 16 stated preference a Master of Fine Arts. The reasons given for this preference were:

- Teach at university level (specifically 9 wish to teach)
- Terminal degree preferred
- Wider range of employment opportunities
- Broader skill set

Thirteen students preferred the existing MS-V stating the desire to pursue a more technical career path. One respondent did not state a preference.

The current MS-V program, formally instituted in 1989, has been the academic home to more than 300 graduate students and demonstrates an outstanding record of successful preparation for professional careers in industry. However, students who enroll in the MS-V program and desire a terminal degree for professional reasons, such as teaching or studio practice, must continue their education elsewhere after the MS-V program. Many other qualified students, with whom we’ve had recruitment oriented contact, turn down admission or fail to apply for admission in favor of MFA programs at other institutions. The majority of these candidates enroll in digitally oriented MFA programs outside the state of Texas. With the addition of an MFA in Visualization degree, students who are attracted to the unique graduate education offered in the Department of Visualization will have the option of pursuing a terminal degree. Texas A&M University will be in a better position to attract more highly qualified students who would otherwise choose MFA programs at other institutions.

During the past ten years, digital mediums have been integrated into most areas of studio art education in the art departments at public and private institutions. Listings of BFA and MFA programs throughout the United States demonstrate the expansion of curricula to include new majors such as Design and Technology, New Media, Games, or Animation. Courses in these majors include animation, motion graphics, 3D modeling, game design, graphics programming, digital video, the internet and mobile devices as art mediums, interactive media, robotics, generative art, and physical computing, among others. For example, the Arts & Technology (ATEC) Program at the University of Texas at Dallas is overflowing with more than 600 undergraduates, 200 master’s students, and 40 Ph.D. students.

With the competitive application process and overall health of the existing MS VIZA program, the proposed MFA-V will augment, rather than diminish, the student pool. Students who might choose Texas A&M due to the strength of our curriculum, but choose to turn away from Texas A&M due to the desire for a terminal degree will now have incentive to attend.

1 Source: Dr. Thomas E. Linehan, Director of the Institute for Interactive Arts and Engineering at the University of Texas at Dallas; Fall 2009.
C. **Enrollment Projections** — Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. *(Include majors only and consider attrition and graduation.)*

A conservative projection of student enrollment shows controlled growth for the first five years in full time student equivalents (FTSE). See table below. The desire is for a small program of high quality. Initially the student population will be comprised of students currently enrolled in the MS in Visualization program who prefer the MFA in Visualization degree, and students from art and design programs who meet the entry requirements in art, math, and computer programming.

<table>
<thead>
<tr>
<th>Table 1: Projected Enrollment Over First Five Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEAR</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Headcount</td>
</tr>
<tr>
<td>FTSE*</td>
</tr>
</tbody>
</table>

*Full-time student equivalent

Emphasis will be placed on recruitment from TAMU System schools, with special consideration for underrepresented populations. Recruitment efforts will focus on communicating the unique nature of the MFA-V relative to traditional MFA programs. It is particularly important to communicate the art and science courses required for admission as well as the emphasis on technical competency required through the curriculum. The technical requirements of the curriculum are a challenging hurdle for many artists, but conversely are the primary differentiating feature for the kind of artists we intend to attract and recruit.

II. **Quality**

A. **Certificate and Degree Requirements** — Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

In tables 2-4 an (*) denotes a course that will be added if the program is approved. Table 2 identifies the degree requirements for the Master of Fine Arts in Visualization program.

<table>
<thead>
<tr>
<th>Table 2: Degree Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
</tr>
<tr>
<td>Required Courses</td>
</tr>
<tr>
<td>Prescribed Electives</td>
</tr>
<tr>
<td>Free Electives</td>
</tr>
<tr>
<td><strong>Other: Research Studio</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

B. **Curriculum** — Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*
Table 3 identifies the required courses, including Research Studio, for the Master of Fine Arts in Visualization program.

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Required Courses</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIZA 630*</td>
<td>Perspectives in Contemporary Art I</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 631*</td>
<td>Perspectives in Contemporary Art II</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 690*</td>
<td>Professional Practice</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 693*</td>
<td>Research Studio</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>32</strong></td>
</tr>
</tbody>
</table>

Table 4 identifies the prescribed elective courses for the Master of Fine Arts in Visualization program.

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Prescribed Elective Courses</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>(one from below)</em></td>
<td></td>
</tr>
<tr>
<td>VIZA 654</td>
<td>Digital Image</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 656</td>
<td>Image Synthesis</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><em>(one from below)</em></td>
<td></td>
</tr>
<tr>
<td>VIZA 622</td>
<td>Design Communication I</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 643</td>
<td>Time Based Media I</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td><em>(one from below)</em></td>
<td></td>
</tr>
<tr>
<td>VIZA 614</td>
<td>Form, Installation, and Environment</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 684*</td>
<td>Professional Internship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><em>(min. six credit hours from below)</em></td>
<td></td>
</tr>
<tr>
<td>VIZA 614</td>
<td>Form, Installation, and Environment</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 615</td>
<td>Computer Animation</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 616</td>
<td>Rendering and Shading</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 617</td>
<td>Advanced Animation</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 618</td>
<td>Facial Modeling and Animation</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 622</td>
<td>Design Communication I</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 623</td>
<td>Design Communication II</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 625</td>
<td>Multi-Media Web Design</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 626</td>
<td>Generative Art</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 627</td>
<td>Design Communication III</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 629</td>
<td>Digital Media Inspiration and Process</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 641</td>
<td>Visual Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 643</td>
<td>Time Based Media I</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 644</td>
<td>Time Based Media II</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 647</td>
<td>Color Photography</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 656</td>
<td>Image Synthesis</td>
<td>4</td>
</tr>
<tr>
<td>VIZA 657</td>
<td>Computer Aided Sculpting</td>
<td>4</td>
</tr>
</tbody>
</table>
Table 5 identifies the free elective courses for the Master of Fine Arts in Visualization program.

Table 5: Free Electives

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Description</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIZA 659</td>
<td>Physically Based Modeling</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 662</td>
<td>Physical Computing for Art &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>VIZA 665</td>
<td>Digital Compositing</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL SCH</td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>

11 semester credit hours in any graduate level course or undergraduate level course designated as 300-400 level, with approval of thesis committee chair

| TOTAL | 11   |

C. Faculty — Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (Add and delete rows as needed.)

Core faculty is defined as a tenured or tenure-track faculty member who will teach 50% or more of the time in the required or prescribed elective courses associated with the MFA VIZA program.

<table>
<thead>
<tr>
<th>Name of Core Faculty and Faculty Rank</th>
<th>Highest Degree and Awarding Institution</th>
<th>Courses Assigned in Program</th>
<th>% Time Assigned To Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akleman, Ergun Professor</td>
<td>PhD. In Electrical Engineering, Georgia Institute of Technology</td>
<td>VIZA 641, VIZA 656</td>
<td>50%</td>
</tr>
<tr>
<td>Bienko, Joshua Asst. Professor</td>
<td>M.F.A, Lamar Dodd School of Art, University of Georgia</td>
<td>VIZA 631, VIZA 690</td>
<td>50%</td>
</tr>
<tr>
<td>Galanter, Philip Asst. Professor</td>
<td>M.F.A. Photography and Related Media, School of Visual Arts</td>
<td>VIZA 626, VIZA 662</td>
<td>50%</td>
</tr>
<tr>
<td>Hillier, Karen Professor</td>
<td>M.F.A University of Illinois</td>
<td>VIZA 614, VIZA 622, VIZA 647</td>
<td>75%</td>
</tr>
<tr>
<td>LaFayette, Carol* Assoc. Professor</td>
<td>M.F.A SUNY-Buffalo</td>
<td>VIZA 629, VIZA 630, VIZA 644</td>
<td>75%</td>
</tr>
</tbody>
</table>
Support Faculty

The table below provides information about Support Faculty for the proposed Master of Fine Arts in Visualization Program. A notation before the name of the individual denotes direct administrative responsibilities for the program.

Support Faculty is defined as a tenured or tenure-track faculty member who will teach at least 25% but not more than 50% of the time in the required or prescribed elective courses associated with the MFA VIZA program.

<table>
<thead>
<tr>
<th>Name of Support Faculty and Faculty Rank</th>
<th>Highest Degree and Awarding Institution</th>
<th>Courses Assigned in Program</th>
<th>% Time Assigned To Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>†McLaughlin, Tim Assoc. Professor, Dept. Head</td>
<td>M.S. Texas A&amp;M University</td>
<td>VIZA 615</td>
<td>25%</td>
</tr>
<tr>
<td>Srinivasan, Vinod Assist. Professor</td>
<td>PhD. Texas A&amp;M University</td>
<td>VIST 486</td>
<td>25%</td>
</tr>
</tbody>
</table>

†Department Head

Teaching Load

The Department of Visualization, in adherence to norms for the College of Architecture, and guidelines set forth by Texas A&M University and the TAMU System, expects tenured and tenure-track faculty to register 12 classroom teaching credits per nine-month academic year (with exceptions, a three contact hour lecture course is valued at three teaching credits). This is in addition to service on graduate committees and research/creative works commitments. Classroom teaching credits may vary based upon administrative service, research buy-out, and developmental assignments.

D. Students — Describe general recruitment efforts and admission requirements. In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Admissions Standards

(Describe the general graduate admission standards and program-specific standards for applicants to the program.)

Applicants should meet the university admission standards. Program specific requirements include holding baccalaureate degree, background in visual art,
aptitude and preparation in computer science and mathematics, and a desire to creatively use digital visual technologies. Prospective students with unusual talents or preparation will also be encouraged to apply.

In addition to the application materials required by the university, applicants to the MFA in Visualization program must submit the following materials:

- Resume of academic and / or professional experience;
- A brief autobiographical statement of the applicant's interest in electronic visualization and outlining applicant's goals for graduate study;
- A portfolio of visual works.

An optional technical portfolio demonstrating software development competence may be submitted including running programs developed with a visual orientation. Source code and operating instructions will be required with software development submissions.

**Candidacy/Final Study**

*(Describe the process leading to candidacy and completion of the MFA-V final study.)*

The MFA in Visualization is a non-thesis degree requiring the completion of 60 hours of course work. A final study, i.e. a focused body of work, is required, resulting in an appropriate form of public dissemination. Such forms might include an exhibition, screening, installation, or access via the World Wide Web. A written document addressing issues pertinent to the final study is also required.

Upon completion of the first year of coursework, the student will select an advisory committee chair and no fewer than two voting committee members. The chair must be a faculty member in the Department of Visualization. All voting members of the committee must be members of the university graduate faculty. As a final review of the body of work and the written document, a formal presentation is given to the advisory committee. If deemed successful by the advisory committee, the student will have completed the academic requirements for graduation.

E. **Library** — Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

*(note: a letter of assessment of library holdings has been requested)*

The TAMU Library regularly makes requests of the faculty for materials supporting the Department of Visualization's academic programs including expansion of the Library's Education and Media Services' holdings of time-based media. The collection has expanded the last decade to provide significant support.

Documentation from 2004 states the Texas A&M University Libraries has made no special arrangements for new degrees in visual arts because the Library has been routinely acquiring materials in this and related fields. At last count the Library had 287,536 titles available for the faculty and students in the visual arts. Between 2001 and 2003, the collections available for the visual arts have grown 9 percent. Resides books, the Library subscribes to 199 journals in paper and 25 in electronic format which visual arts researchers would find useful. Perhaps most
important is the 11,611 titles in the various video/file formats in the University Libraries Media and Reserves (M&R) unit. These materials can be studied either in the M&R, or checked out.

The assessment also states the Library has an extensive collection that could support bachelors, masters, and doctoral programs. Strengths of the collection are in the architecture and the computer-based arts holdings, and in the size of the current multimedia collection in M&R. Perhaps the only weakness is in the low number of materials relating to painting and the decorative arts. This weakness can easily be remedied by redirecting some funding to it. In the meantime, the holdings on visual arts at the Texas A&M University Libraries are more than adequate to support this new degree.

The Texas A&M University Libraries belongs to the Greater Western Library Alliance (GWLA). This consortium is an alliance of 26 libraries including Arizona, Arizona State, Iowa State, Kansas, Missouri, southern California, Texas (Austin), Washington, and Washington (Seattle) among others that negotiate for electronic resources. A special arrangement for interlibrary loan has also been negotiated. The Library also belongs to several interlibrary loan consortiums, which help faculty and students acquire materials thorough interlibrary loan. In 2003, the Library joined the Center for research Libraries (CRL), which has an extensive collection of domestic and foreign dissertations available for loan. Finally, the active participation of the Library in Internet activities insures that visual arts students can locate and use materials from institutions and agencies around the world.

F. **Facilities and Equipment** — Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

**Facilities**
Adequate facility support exists for classrooms, sound stage studios, fabrication facilities for short-term projects (TAMU Riverside Campus Architecture Ranch), wood shop, computing laboratories, color and black/white wet darkrooms, film processing, audio suite, image-processing/post-production suite, and a small format printing/scanning facility.

Students enrolled in the MFA in Visualization program will need individually assigned “cold-desk” studio space that does not currently exist. In order for the MFA-V student to successfully complete the Studio Research sequence, a workspace assigned to the student for the duration of their research is necessary. Space at TAMU is currently at a premium. One of the competitors for space in Building C of the Langford Architecture Complex, where Visualization is housed, is the Department of Construction Science. Construction Science is now in a capital campaign for a multi-storied building, to be built within the next five years. Once that building is completed, additional space will become available in Building C. Also, it is likely the Department of Visualization will have access to classroom and studio space in that new building. Based on these projections, there will be an estimated five-year period during which assigned cold-desk studio space for MFA-V students will need to be outsourced.

7/21/10
Given the existing space requirements at TAMU, renting off-campus commercial space is a possible solution. The cold-desk studio space requirements are estimated at a total of 3,000 square feet. There are many empty commercial spaces of adequate size adjacent to or within biking distance of the campus. Many other rental spaces in the downtown area of Bryan exist, with most having excellent high-bandwidth network service potential and the possibility of being configured inside of TAMU’s network firewall connection. A downtown Bryan location also provides an opportunity for enhancing community engagement, and for a vibrant TAMU presence in the revitalization of that urban fabric.

**Equipment**

A hallmark of the MFA in Visualization program at Texas A&M University will be the provision of robust, professional-grade digital tools to form a core-level of technological studio resources. Specialized equipment resources to support the MFA VIZA students in the first five years are:

- High-performance graphical workstations: these will be deployed over the 5-year period, in step with projected enrollment, and with a replacement cycle of 3.5 years. The resulting acquisition schedule will be 5 w/s in year 1, 2 w/s in year 2, 3 w/s in year 3, 7 w/s in year 4, 6 w/s in year 5. The workstation pool will support two large format archival printers, one high-resolution scanner, one post-production area and one audio production area.
- High-definition image acquisition devices: these will be deployed over the 5-year period; the replacement cycle will be 6 years. The acquisition devices are 5 professional HD digital still cameras, 3 HD video cameras, and portable field production kits (tripods, lighting and sound equipment).
- High-definition display systems: these are large format flat screen devices that are mounted for easy relocation to accommodate a variety of small-group viewing situations.
- High Dynamic Range Input/Output devices: theses are latest generation large format archival ink-jet printers, and a medium format high-resolution image scanner.
- Studio furnishings: workstation tables and seating
- Studio tools: general-purpose mechanical and electrical tools for use within the studio space.
- Other tools, rigging, and project-specific equipment will be provided by the student through extra-mural means, such as donations, gifts-in-kind, and directed grantsmanship. This process would be an important adjunct to professional preparation.

Each student will be expected to provide a robust personal computer. There are also a number of generic open-access computing labs across the university that students may use. Additionally, the department currently provides two general purpose high-performance graphical computing labs for its graduate students.

G. **Accreditation** — If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.
Accreditation for the Master of Fine Arts in Visualization program will be sought from the National Association of Schools of Art and Design (NASAD). Founded in 1944, NASAD is recognized in the United States as a respected accreditation body for programs in art. NASAD recognizes programs in Electronic Art, which may include courses in computer science, engineering, animation, and film/video languages as important contributors to the curriculum.

It is possible to seek accreditation once two students have graduated from the MFA in Visualization program. The accreditation process includes 1) a self-evaluation description of the institution, or unit; 2) an on-site review by a team of evaluators; and 3) judgment by an accrediting decision-making body focusing on educational quality, institutional integrity, and educational improvements.

H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

Evaluation standards and procedures for the MFA in Visualization program will be linked to seeking and maintaining accreditation, once obtained. NASAD provides forms to facilitate self-study and evaluation. Annual reports to NASAD are required to maintain accreditation. Specific areas for review will be:

- Purpose of the MFA-V
- Credit requirement
- General requirements
- Program components
- Curriculum structure and degree titles
- Published objectives
- Admission, retention, and advisement
- Faculty qualifications
- Assessments of students’ progress
- Presentation of student work

Additionally, the Department of Visualization conducts yearly evaluation of all programs in accordance with University processes, and guidelines expected by the Southern Association of Colleges and Schools. The annual assessment of programs includes review of program mission, objectives, goals, outcomes, and measures. Program Coordinators regularly meet with the Head of the Department to manage evaluation. Measures of effectiveness include student participation in peer-reviewed venues, success of recent graduates in achieving near-term professional goals following graduation, and feedback from affiliated industry advisors. Results from yearly assessments are communicated to the entire faculty as appropriate.

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.
## BASIS OF PERSONNEL COSTS:

### 5 YEAR PROJECTION

#### TABLE 6: FTE per new or unassigned courses & admitted students

<table>
<thead>
<tr>
<th>Year</th>
<th>Year #1</th>
<th>Year #2</th>
<th>Year #3</th>
<th>Year #4</th>
<th>Year #5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative:</td>
<td>1.25 FTE</td>
<td>1.75 FTE</td>
<td>1.75 FTE</td>
<td>1.75 FTE</td>
<td>1.75 FTE</td>
</tr>
<tr>
<td>New:</td>
<td>1.25 FTE</td>
<td>0.5 FTE</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Fall

- **VIZA 630-new LaFayette**
- **VIZA 659 Vacant/adjunct**
- **VIZA 654 Vacant/adjunct**
- **VIZA 625 Williams**

### Spring

- **VIZA 631-new Vacant/adjunct**
- **VIZA 623 Vacant/adjunct**

### Summer

- **VIZA 690-new Bienko**

### Studio

- **VIZA 693-new Various**
- **(4 new Research Studio Students)**
- **(4 old, 2 new Research Studio Students)**
- **(2 old, 5 new Research Studio Students)**
- **(4 old, 5 new Research Studio Students)**
### New Program Request Form for
Certificate Programs, Bachelor's and Master's Degrees

<table>
<thead>
<tr>
<th>Student Admits</th>
<th>New: 2</th>
<th>New: 3</th>
<th>New: 4</th>
<th>New: 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoM: 3</td>
<td>Return: 6</td>
<td>(Attrition: 1)</td>
<td>CoM: 2</td>
<td>Return: 7</td>
</tr>
<tr>
<td></td>
<td>Graduate: 4</td>
<td></td>
<td>Graduate: 2</td>
<td>(Attrition: 1)</td>
</tr>
<tr>
<td></td>
<td>Total: 5</td>
<td>Total: 7</td>
<td>Total: 12</td>
<td>Total: 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key:**
- **New:** new student to TAMU
- **CoM** (Change of Major) – student previously enrolled at TAMU

1.25 FTE (including benefits) annual $92,190 x 1 yr. = $92,190.
1.75 FTE (including benefits) annual 129,070 x 4 yrs. = 516,250.
Grad. Assistant, non-teaching, annual 10,000 x 5 yrs. = 50,000.
Grad. Assistant, teaching annual 10,000 x 5 yrs. = 50,000.
0.5 FTE Staff, year 4 – 5, annual 15,000 x 2 yrs = 30,000.
Core Faculty (aggregate cost % commitment) 340,155 x 5 yrs. = 1,700,775.
Support Faculty (aggregate cost % commitment) 59,430 x 5 yrs. = 297,150.
**TOTAL** $2,736,365.

### BASIS OF FACILITIES AND EQUIPMENT
5-YEAR PROJECTION
- Off-campus studio space, annual $33,000 x 3 yrs = $99,000.
  (Includes rent, utilities, misc. maintenance, insurance; total $2,750/mo)
- High-performance workstation 5,000 x 23 = 115,000.
- High-definition acquisition device 8,000 x 5 = 40,000.
- High-definition display system 2,000 x 5 = 10,000.
- Studio furnishings = 5,000.
- Studio tools = 2,000.
**TOTAL** $253,000.

### BASIS OF LIBRARY, SUPPLIES, AND MATERIALS
5-YEAR PROJECTION
- Library $0.
- Office supplies, annual $1,800 x 5 yrs. = 9,000.
- Materials, ink, misc., annual 1,935 x 5 yrs. = 9,675.
**TOTAL** $18,675.

### BASIS OF OTHER** ADMINISTRATIVE COSTS AND TRAVEL
5-YEAR PROJECTION
- Administrative costs, 1/6 FTE, annual $13,500 x 5 yrs. = $67,500.
- Travel, annual 6,750 x 5 yrs. = 33,750.
**TOTAL** $101,250.

7/21/10
New Program Request Form for  
Certificate Programs, Bachelor’s and Master’s Degrees  
Page 16

**BASIS OF REALLOCATED FUNDS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel, existing faculty</td>
<td>$1,997,925.</td>
</tr>
<tr>
<td>Office supplies, materials, misc.</td>
<td>18,675.</td>
</tr>
<tr>
<td>Administrative and travel</td>
<td>101,250.</td>
</tr>
<tr>
<td>Facilities</td>
<td>49,500.</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,167,350.</strong></td>
</tr>
</tbody>
</table>
Signature Page

1. **Adequacy of Funding** – The chief executive officer shall sign the following statement:

   *I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.*

   
   __________________________  __________________________
   Chief Executive Officer        Date

2. **Board of Regents or Designee Approval** – A member of the Board of Regents or designee shall sign the following statement:

   *On behalf of the Board of Regents, I approve the program.*

   
   __________________________  __________________________
   Board of Regents (Designee)    Date of Approval

3. **Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval** – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b): The criteria stipulate that the program shall:

   1. be within the institution’s current Table of Programs;
   2. have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
   3. have sufficient clinical or in-service sites, if applicable, to support the program;
   4. be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
   5. attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
   6. not unnecessarily duplicate existing programs at other institutions;
   7. not be dependent on future Special Item funding;
   8. have new five-year costs that would not exceed $2 million.

   *On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).*

   
   __________________________  __________________________
   Board of Regents (Designee)    Date