

PROGRAM ANNOUNCEMENT

November 5, 2007

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| Institution: | New Jersey Institute of Technology |
| New Program Title: | Bachelor of Fine Arts |
| Degree Designation: | B.F.A. in Architectural, Landscape and Public Art Sculpture |
| Degree Abbreviation: | B. F.A. |
| CIP Code and Nomenclature: | 50.0701 |
| Campus where the program will be offered: | New Jersey Institute of Technology, University Heights, Newark, NJ |
| Date when program will begin (month and year): | September 2008 |
| List the institutions with which articulation agreements will be arranged: | No articulation agreement is anticipated. |

Is licensure required of program graduates to gain employment? Yes No

Will the institution seek accreditation for this program? Yes No
If yes, list the accrediting organization:

National Association of Schools of Art and Design

Program Announcement Narrative

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1. Objectives

Briefly summarize the program and indicate its objectives; e.g., the nature and focus of the program, the knowledge and skills students will acquire, any cooperative arrangements with other institutions or external agencies in offering this program, etc.

There are three primary objectives in proposing a BFA in Architectural, Landscape and Public Art Sculpture.

One: To expand the School of Architecture's existing curriculum by offering a Fine Arts Degree in a new Degree Category dealing with but not restricted to large-scale Architectonic Sculpture and Landscape Sculpture as implemented through the construction/ fabrication industry.

Such a degree would bring NJIT and NJSOA in line with recent developments in academia wherein institutions, like Lehigh and Renneseler Polytechnic Institute have just added a fine arts/visual theory curriculum to their curricula, and, in the case of RPI with a new multi-million dollar building to accommodate, along with competitive institutions like Syracuse University, Rhode Island School of Design, Pratt Institute, which have already aligned their architecture programs within a fine arts agenda.

The introduction of a fine arts program within the School of Architecture will significantly enhance the academic environment of the School. Students with a overwhelming fine arts predilection bring new perspectives and unrestrained creative energy to a study of visual thinking and its processes in general and, more specifically, to the study of architecture as being the "art and science of building construction" (Webster's New American Dictionary).

A B.F.A. in Architectural, Landscape, and Public Art Sculpture would, as the name suggests, share in many of the same explorations carried out by architecture students, but would do so with radically unanticipated results, thereby enriching immeasurably NJSOA's existing architecture program, as well as culturally benefiting the entire NJIT community.

Two: To establish the first BFA in Architectural and Landscape Sculpture in New Jersey, the Tri-State Region, if not in the country.

The proposed NJIT program will differ markedly from the usual BFA program. It will substantially de-emphasize coursework in the more traditional topics such as painting, figure drawing, ceramics, printmaking, textiles, photography, video/film, set design, art history though the ages, etc. Instead the proposed Bachelor of Fine Arts degree will provide a comprehensive education to those students who wish to pursue innovative careers specializing in public art installations dealing with but not restricted to large-scale architectural sculpture, landform or site design, and the construction/fabrication industry.

In order to achieve this, there will be courses outlining the principles of structure, construction methods, assembly component systems and their detailing, fabrication procedures, issues of weathering, drainage, contouring, outdoor lighting, material selection and availability, contract documents, site design, etc. The traditional fine arts

curricula such as drawing, two dimensional graphics, etc., will be subsumed in a curricula that fuses the various modes of visual communication and construction methodology with current software as 3D Max, Illustrator, AutoCAD, and especially Rhino.

Correspondingly, students will acquire intensive, targeted knowledge concerning the influence of the major creative art movements of the twentieth and twenty first century in the conception and production of public art installations that influenced architectural sculpture and site-specific landform design. They will become conversant with the various images and elements that form a generalized syntax and lexicon of architecture and landform design considered purely as aesthetic enjoyment, purely as cultural symbolism..... that is, without those encumbering criteria that are derived from habitable buildings.

Furthermore, in alliance with the programs in Architecture, Industrial Design, Digital Media, and Interior Design, BFA students will be required to spend at least one semester of their senior year in a design discipline other than their major. This approach recognizes the necessity of cross-fertilization between different modes of creative endeavors and increasingly blurs categorical boundaries in the pursuit of design excellence.

Three: The inclusion of a BFA as described, along with the new degree programs in Interior Design, Industrial Design, and Digital Media, would greatly enhance the public's conception of N.J.I.T. as being a Comprehensive University in addition to it being a premier Institute of Science and Technology.

Because the proposed BFA degree program will co-exist within an established architectural curriculum that has achieved a strong digital design and fabrication legacy, and because it is located within a technological university of national prominence, NJIT is now in a unique position to explore the intersection of art and technology for those students wishing to pursue innovative careers combining art, technology, architectural-landscape sculpture, as well as in complex collaborative multi-media installation.

As a consequence, interactive and reactive art will become a hallmark of a NJIT Fine Arts program; it will represent the next generation of creative expression in the arts and should give free reign to exciting new possibilities. It thus provides an interesting counter point to the disciplines currently being represented at NJIT.

2. Need for the Program

a) If the program falls within the liberal arts and sciences and does not specifically prepare students for a career, provide evidence of student demand and indicate opportunities for students to pursue advanced study (if the degree is not terminal with regard to further education)

Student demand

This degree falls under the visual arts, not the liberal arts and sciences. Of the many areas of interest indicated by high school students taking the SATs, 4600 students checked an interest in the visual and performing arts. Of that total, 28% interested in all degrees are expected to leave the state. This leaves a market pool of roughly 3,300 students. As students become more and more sophisticated and are exposed more and more to new and compelling modes of expression, such as the towers of light at the World Trade Center, these interests are nurtured and grow.

b) If the program is career-oriented or professional in nature, provide evidence of student demand, labor market need, and results of prospective employer surveys. Report labor market need as appropriate on local, regional, and national bases. Specify job titles and entry-level positions for program graduates, and/or indicate opportunities for graduates to pursue additional studies.

Market need:

The burgeoning interest in large scale, interactive visual arts as seen in museums and parks across the country attest to the widening interest in a less traditional and more interactive expression of the fine arts. In addition, all large scale public buildings being designed today in the state of New Jersey have, by law, a portion of their budgets designated as art inclusions.

In general, students across the state who are not necessarily committed to fine arts, but who are college bound, can pursue an undergraduate degree in fine arts as a preamble to a graduate professional degree in other fields. For certain professions, it is assumed that there is a bifurcation between undergraduate and graduate education. In this model, an intellectual broadening occurs at the undergraduate level and a more focused course of study occurs on a graduate level.

c) *Describe the relationship of the program to institutional master plans and priorities.*

Increased enrollment is one of our highest priorities. The introduction of a fine arts program within the School of Architecture will increase the overall pool of potential applicants to which the University is appealing.

Because many of the courses to be offered in the new program will be attractive as electives to our present cohort of 800 students, they will likely be fully populated thereby achieving some efficiencies in course enrollment.

d) *List similar programs within the state and neighboring states and compare this program with those currently being offered.*

There are numerous Fine Arts programs in the immediate tri-state area, 23 of which are located in the State of New Jersey. They are listed below. While remarkably similar in curricula, the programs do vary widely in their particular emphasis and in their appeal to interested candidates. Almost all, with little exception, are modeled on very traditional educational approaches to the fine arts. As already discussed, NJIT/NJSOA's Fine Arts program will be radically different in scope and intent thereby occupying a unique position within the vast panoply of Fine Arts programs that exist not only in the Tri- State region, but also across the nation.

Located within a technological research university, we are uniquely positioned to explore the intersection of art and technology. We expect to define our role within the panoply of Fine Arts programs very differently.

- The latest technology will be implemented to create and experience art.
- There will be a common first year with Digital Design, Industrial Design, Interior Design, Interior Design and Fine Arts.
- There will be a mandatory studio requirement in third year to spend one semester in a design discipline other than the major.
- In the third year there will be the equivalent to artists-in-residence program.
- The final year will be spent in comprehensive studios. One such studio may consist of students from differing media simultaneously exploring the same problem. This approach recognizes the cross-fertilization between different modes of expression and the increasingly blurring lines among media.
- The final semester will be a thesis studio, the results to be exhibited to the public.

The Fine Arts Program will be taking advantage of technological means to create, depict and make artifacts. It will also explore technological means by which the work can be experienced. Interactive and reactive art will be a hallmark of NJIT Fine Arts Program; it represents the next generation of artistic expression and should give free reign to exciting new possibilities.

New Jersey Fine Arts degree programs are listed below. A more detailed survey of each of these programs can be found in the document entitled *Comparison of Fine Arts Programs: New Jersey Institutions* which is available upon request.

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|---|-------------|
| Bloomfield College | B.A |
| Caldwell College | B.A. |
| Centenary College | B.F.A |
| The College of New Jersey | B.F.A / B.A |
| College of Saint Elizabeth | B.A |
| Drew University | B.A |
| Fairleigh Dickinson University | B.A |
| Felician College | B.A |
| Georgian Court College | B.F.A / B.A |
| Kean University | B.A |
| Monmouth University | B.F.A |
| Montclair State University | B.A |
| New Jersey City University | B.A |
| Ramapo College | B.A |
| Richard Stockton College of N J | B.A. |
| Rider University | B.A |
| Rowan University | B.F.A |
| Rutgers Newark | B.A |
| Saint Peter's College | B.A |
| Seton Hall University | B.A |
| William Paterson University | B.F.A / B.A |

3. *Students - Estimate anticipated enrollments from the program's inception until a steady state or optimum enrollment is reached.*

We propose to begin with fifteen students and to add fifteen students per year for the next three years until a steady state of sixty is reached in academic year 2011/2012.

Anticipated enrollment from inception to steady state is as follows:

Academic year 08/09: 15 students
Academic year 09/10: 30 students
Academic year 10/11: 45 students
Academic year 11/12: 60 students

The enrollment is expected to be all full-time students. It is also expected that students from other related disciplines at Rutgers Newark, NJIT and the School of Architecture may enroll in some of the courses proposed for the Fine Arts program.

4. *Program Resources - Briefly describe the additional resources needed to implement and operate the program during the program's first five years, e.g., the number of full-time faculty, number of adjunct faculty, computer equipment, print and non-print material, etc.*

a) Faculty

There are a number of faculty members in the New Jersey School of Architecture with expertise or backgrounds in fine arts. The School of Architecture is also scheduled to hire one additional tenure track Assistant Professor in Fine Arts for the academic year 2008/2009 as part of the Faculty Separation Incentive Plan (FSIP). The remainder of the required teaching staff will be hired in later years as enrollment increases or as adjunct faculty.

The additional faculty needs are as follows.

| | | |
|--|-------|-----------|
| Academic year 08/09 (+15 students): | 1 FTE | 1A |
| Academic year 09/10 (+15 students): | | 1A |
| Academic year 10/11 (+15 students): | 1 FTE | 2A |
| <u>Academic year 11/12 (+15 students):</u> | | <u>3A</u> |
| TOTALS (+ 60 students): | 2 FTE | 7A |

b) Computing Facilities/Equipment

This is included under Library below.

c) Library – Print and Non Print Material

The following is the National Association of Schools of Art and Design (<http://nasad.arts-accredit.org/>) accreditation requirements for the BFA program:

Library collections [should] include all formats required for the study of art and design as indicated in NASAD standards. Collections are to be correlated to curricular offerings and the research needs of students and faculty. Library collections normally provide access to text and image resources in print, slide, or electronic form that are at least equivalent to: 10,000 volumes on art, design, and related areas; 50 periodicals; 30,000 slides for institutions offering professional undergraduate programs.

Institutions offering multiple professional undergraduate major programs and/or graduate programs should have significantly greater library resources than those listed above, especially in areas of curricular specialization.

Books:

NASAD requires 10,000 titles for accreditation. NJIT libraries currently house 4,300 titles on art, design and related areas. The Dana Library at Rutgers houses an additional 2,600 titles for a combined total of 6,900 titles. This leaves 3,100 remaining books required for accreditation. The Newark Public Library also has additional related titles and these may be used to fill the shortfall. This can be investigated further.

The estimated cost for new titles is \$310,000. This amount assumes \$100 cost per book for acquisition, processing, and cataloging. Of these 3,100 books, however, some standard reference books and classics in the field are out of print and their cost may therefore be higher than the estimate assumption.

Electronic Periodicals and Databases:

The availability of electronic journals in Fine Arts at NJIT will depend upon maintaining subscriptions to full-text databases to the following full-text databases.

- Art Full Text
- Academic Search Premier (subscription will expire on March 1, 2008)
- OmniFile Mega Edition
- JSTOR.

Currently the number of titles available at NJIT is comparable to collections of our peer institutions:

- NJIT – 175 titles
- Virginia Tech - 179 titles
- Carnegie Mellon University - 223 titles
- Syracuse University - 196 titles

| DATABASES | Art Full Text | Grove Art | Art Index Retro. | Art Bibliographies Modern | Art STOR | BHA | DAA |
|---------------------|---------------|-----------|------------------|---------------------------|----------|-----|-----|
| NJIT | X | X | X | | | | |
| Syracuse University | X | X | X | X | X | X | X |
| Carnegie Mellon | X | X | X | X | X | X | X |
| Virginia Tech | X | X | X | X | X | X | X |
| RISD | X | X | X | X | X | X | X |

Print Periodicals:

Acquisition of “core” print journals will require at least additional \$7,000 annually.

| | |
|---------------------------------------|-----------------|
| ArtBibliographies Modern | \$ 4,180 |
| Bibliography of the History of Art | \$ 2,925 |
| Design and Applied Art Index | \$ 2,755 |
| <u>Design Abstracts Retrospective</u> | <u>\$ 1,850</u> |
| Total Annual cost | \$11,710 |

Images:

Via the Grove Dictionary of Art online subscription, we currently have access to images from the *Bridgeman Art Library*, which includes major international museums, galleries and auction houses, and *Art Resource*, which has an emphasis on 20th century art. Images can be downloaded at an additional cost.

In addition, *Artstor* provides access to 550,000 images in the areas of art, architecture, the humanities, and social sciences with a set of tools to view, present, and manage images for research and pedagogical purposes. An *Artstor* subscription will satisfy the National Association of Schools of Art and Design (NASAD) requirement for 30,000 slides. This will require a one-time \$10,000 fee and a \$5,000 annual fee.

Summary:

The following is an annual estimated budget for fine arts acquisitions. The estimate takes into consideration the rate of inflation of book costs (4-5%) and database costs (5-6%). It does not include the cost of space, ILL transactions, cataloging, processing, or additional staff. Given this budget, the Library will meet NASAD accreditation requirements by 2009-2010.

First Year

| | |
|----------------------------------|------------------|
| Books | \$ 77,500 |
| <u>Periodicals and Databases</u> | <u>\$ 33,710</u> |
| Total: | \$111,210 |

Second, Third, and Fourth years

| | |
|-------------------------------|------------------|
| Books | \$ 77,500 |
| <u>Journals and Databases</u> | <u>\$ 23,710</u> |
| Total: | \$101,210 |
| <u>X3 years</u> | <u>3</u> |
| Total for three years | \$303,630 |

d) Classrooms and Laboratories

Estimates for additional studio space required for the proposed Fine Arts program are based on the steady state enrollment of the program (60), and the number of hot seat and dedicated seat sections required for the studio courses scheduled. A *hot seat* section is one in which students are not assigned a permanent seat which is theirs alone throughout the semester. Students rotate through the seat throughout the day and week. A *dedicated seat* section is one where a single student has use of a seat for the entire semester. This is the model used in the architecture studios today.

The table below lists estimated additional studio space required by type and by year at steady state. The total estimated additional studio space required is 6, as indicated in the bottom right hand cell. Calculations are based on a 32 hour week. If this can be increased the total estimated number of additional spaces will be reduced.

A "diversity factor" as been applied beneath the *Subtotals* line in the column headed *Studio spaces required*. This factor takes into account the likely imperfect match between the number of studio spaces required and the number of studio spaces available at any given point in the academic schedule.

| STUDIO SPACE CALCULATIONS | | | | |
|---|----------------------------------|----------------------------|------------------------------|------------------------|
| PROGRAM | FINEARTS | | | |
| YEAR | Dedicated seat sections required | Hot seat sections required | Sections per studio space ** | Studio spaces required |
| First | | 3 | 4 | 0.75 |
| Second | | 2 | 4 | 0.50 |
| Third | | 2 | 4 | 0.50 |
| Fourth | 2 | | 1 | 2.00 |
| Subtotals | 2 | 7 | | 3.75 |
| <i>Diversity factor</i> | | | | 0.50 |
| Diversity (spaces) | | | | 1.88 |
| TOTAL STUDIO SPACES NEEDED (rounded) | | | | 6 |

** 32 hours/week/space @ 8 hours/week/section = 4 sections/week/space

5. *Curriculum/Degree Requirements – Provide an outline of the curriculum including a list of the proposed courses and credits per course. Indicate the total number of credits in the degree program and for undergraduate programs, the number of general education credits.*

Bachelor of Arts in Fine Arts Degree Requirements:

A minimum of 132 credits will be required for the proposed Fine Arts degree. As noted earlier, a total of 59 credits would be earned through new courses specifically developed for fine arts with all required courses offered within NJIT. The remaining 73 credits would be earned primarily in existing courses offered at the School of Architecture, other schools and colleges within NJIT, or through Rutgers. The following spreadsheet entitled *Proposed Curriculum for the Fine Arts Program at NJIT* provides a detailed listing of new and existing courses. In the spreadsheet, new courses are indicated in red, existing courses are indicated in black.

Please refer to the following document entitled *Course Descriptions: Fine Arts (DRAFT 10/18/07)* for a more detailed preliminary draft description of each course listed in *Proposed Curriculum for the Fine Arts Program at NJIT* referenced above.

Please refer to the following document entitled *Potential Electives for the Fine Arts Program* for a survey of existing courses relevant to the study of fine arts. Courses offered by appropriate departments at NJIT and Rutgers University-Newark would be used within the limits of the NJIT transfer policy.

Proposed Curriculum for the Fine Arts Program at NJIT

Course Key

New Course

Existing Course

Year 1

Year 2

Fall (17)

Spring (17)

Fall (17)

Spring (17)

Fine Arts
(132 credits)

(Foundation Year)

| | | | | |
|-------------------------------|--|---|---|-------------------------------|
| <u>Lower Level Curriculum</u> | Modes of Representation I 3 | Modes of Representation II 3 | Studio I 4 | Studio II 4 |
| | Fundamentals of Design I 4 | Fundamentals of Design II 4 | Principles of Structure & Construction 3 | Digital Animation 3 |
| | Art & Design History in Modern Context I 3 | Art & Design History in Modern Context II 3 | Studies in Landform & Architectural Sculpture | 3 Case Studies in Criticism 3 |
| | | | | |

NJIT GUR
(48 credits)

| | | | |
|--|--|---------------------------|----------------------------------|
| English Composition (HUM101) 3 | Computer Programming & Graphics Problems (CS104) 2 | Social Science Elective 3 | HIST213 The 20th Century World 3 |
| Finite Math and Calculus I (MATH113) 4 | MATH114 4 | Cultural History 3 | Natural Sciences 4 |
| Freshman Seminar 0 | Physical Education 1 | Physical Education 1 | |

| | Year 3 | | | | Year 4 | | | |
|-------------------------------|--|---|---------------------------|---|---|---|-----------------------------------|---|
| | Fall (16) | | Spring (16) | | Fall (16) | | Spring (16) | |
| Fine Arts | | | | | | | | |
| <u>Upper Level Curriculum</u> | Studio III | 4 | Studio IV | 4 | Studio V | 4 | Senior Thesis | 4 |
| | Design Elective | 3 | Design Elective | 3 | Art Studio Elective | 3 | Art Studio Elective | 3 |
| | History Pre-20 th Century Art | 3 | History Non-Western Art | 3 | Free Elective | 3 | Free Elective | 3 |
| | | | | | Philosophical Structure of Art | 3 | Contemporary Aesthetics | 3 |
| | | | | | | | | |
| NJIT GUR | | | | | | | | |
| | Social Science elective | 3 | Management (MGMT390) | 3 | HUM Elective [300+ level Lit/Ph/Hist/STS] | 3 | HUM Capstone elective (400 level) | 3 |
| | HUM Elective [300+ level HUM/SS] | 3 | Natural Sciences Elective | 3 | | | | |
| | | | | | | | | |

**Free Electives can be chosen from among art/design/architecture courses, and approved Rutgers and NJIT courses*