

BACHELOR OF ARTS IN GRAPHIC DESIGN
UNIVERSITY OF HOUSTON-VICTORIA

Congruence with System Goals and University Mission

The proposed Bachelor of Arts in Graphic Design will advance University of Houston System goals by educating professionals in graphic design who will be able to take their skills and talents into a competitive marketplace. Given the University of Houston-Victoria's (UHV) specific mission to serve the region, this program will be particularly important as it will educate students in a growing and dynamic field. As the proposed program is growing out of a communication design program (that is being discontinued), there are many university resources as well as community partnerships already in place to advance both student needs and integrate the university into the cultural and professional life of the region.

Note: UHV's current communication design program is being closed due to low graduation numbers, as dictated by THECB policy. Reorganizing existing resources into a renewed and updated graphic design program, shifting focus away from print-based design to digital design and user experience/UX, will attract more students into a successful program. The proposal to start a graphic design program is in this context. Given existing studio space as well as computers equipped with industry standard programs and tools, the development of this new program requires relatively few new resources and stands to give significant benefit to UHV.

Program Description

The B.A. in Graphic Design is 120 semester credit hours and will prepare students with the skills and knowledge necessary to use visual media to communicate different ideas in a global and diverse world. This program prepares students for careers in design, digital communication, print communications, marketing, public relations, advertising, and other fields that use visual media for effective communication. Student learning outcomes include:

- Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
- Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.
- Utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.
- Apply graphic design principles in the ideation, development, and production of visual messages.

The proposed B.A. in Graphic Design trains students for the field where students learn to analyze, synthesize, and utilize tools from art, communication, and technology and apply what they have learned in the development of and production of visual messaging. Job prospects for graduates with these skills are very good and students can enter careers in design, marketing, and other fields where communication skills are key to success.

Student and Job Market Demand

According to the U.S. Bureau of Labor Statistics (BLS), the mean hourly wage of graphic designers is \$28.32 per hour, or a median annual wage of \$58,910. The BLS indicates there were 270,900 graphic designer jobs in 2022, with a projected job growth outlook of 3% or "as fast as average". A search of Texas Workforce Commission projections indicates that 2,871 graphic designers will be needed in the Austin area by 2031, while MyTexasFuture.org indicates a projected growth of 10.3% for graphic designers across the state, with a median salary of \$47,557.

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The proposed program is a replacement for UHV's B.A. in Communication Design program. Although the graduation rate of the previous program had fallen below THECB's threshold for low-producing programs, necessitating that the program be closed, there was steady (albeit insufficient) enrollment. The proposed B.A. in graphic design is structured to incorporate new methods and technologies to best prepare students for working in current design and online environments. The steady enrollment in the previous program, in combination with the updated curriculum, indicates that there will be student demand for the program.

Program Duplication

According to the Texas Higher Education Coordinating Board Program Inventory, there are several programs designated as a B.A. in Graphic Design (St. Edward's University, Wayland Baptist University, Texas A&M-Corpus Christi). A few are B.A./B.S. in Art with a Graphic Design emphasis (Dallas Baptist University, UT-Permian Basin). Many of the graphic design programs grant a B.F.A. credential: B.F.A. in Graphic Design (e.g., Houston Christian University, Sam Houston State University, University of Houston, West Texas A&M University), B.F.A. in Visual Communication (Texas A&M-Commerce, UTRGV), and B.F.A. in Art and Design with a Graphic Design Emphasis (UH-Clear Lake, University of Mary Hardin-Baylor).

Faculty Resources

Kevin Auer (M.F.A., Graphic Design) has been a Lecturer at the University of Houston-Victoria since September 2018. His primary teaching assignments have been in the Communication Design program, which is now being closed. He will transition to Lecturer of Graphic Design. Jia Liu (M.F.A., Set Design) was hired as Assistant Professor of Graphic Design in September 2023. Her teaching assignments will be with the program. Qualified adjuncts will be utilized as course loads and student enrollment requires, and a third faculty member added when financially and academically viable.

State or National Need

With the proliferation of digital media and communication streams, the skills gained in a program like UHV's Graphic Design program are increasingly in demand across many markets, to increase visibility and accessibility to all audiences. The B.A. in Graphic Design allows students interested in both the artistic and the technical to develop those skills and prepare for meaningful contributions in various industries and locations.

PRO FORMA FOR BA in Graphic Design

FY2026 ▼

			Year 0	Operating Years				
				FY2026	FY2027	FY2028	FY2029	FY2030
Enrollments				Fall25	Fall26	Fall27	Fall28	Fall29
Cohort 1				10	9	7	7	
Cohort 2					10	9	7	7
Cohort 3						15	13	10
Cohort 4							15	13
Cohort 5								15
Cohort 6								
Total				10	19	31	42	45
Expenses								
Faculty (9 month)	Salary	% effort	Year 0	FY2026	FY2027	FY2028	FY2029	FY2030
Liu	60,000	100%		60,000	61,200	62,424	63,672	64,946
Auer	56,149	75%		42,112	42,954	43,813	44,689	45,583
Position 3				-	-	-	-	-
Position 4				-	-	-	-	-
Position 5				-	-	-	-	-
Position 6				-	-	-	-	-
Adjuncts				-	-	-	-	-
Subtotal	116,149	175%	-	102,112	104,154	106,237	108,362	110,529
Faculty FTE				1.75	1.75	1.75	1.75	1.75
Staff (12 month)								
Position 1--college-level shared administrative support	40,000	5%		2,000	2,040	2,081	2,122	2,165
Position 2				-	-	-	-	-
Position 3				-	-	-	-	-
Position 4				-	-	-	-	-
Position 5				-	-	-	-	-
Position 6				-	-	-	-	-
Graduate Students				-	-	-	-	-
Subtotal	40,000	5%	-	2,000	2,040	2,081	2,122	2,165
Staff FTE				0.05	0.05	0.05	0.05	0.05
Total Salaries			-	104,112	106,194	108,318	110,484	112,694
Benefits @ 20.5%			-	21,343	21,770	22,205	22,649	23,102
Total Personnel			-	125,455	127,964	130,523	133,133	135,796
Non-Personnel								
Marketing/Recruiting				5,000	4,000	2,000	2,000	2,000
Scholarships & Tuition Assistantships								
Annual maintenance & operations				1,000	1,000	1,000	1,000	1,000
Library and Information Technology				1,000	1,000	1,000	1,000	1,000
Accreditation				-	-	-	-	-
Facilities				-	-	-	-	-
Laboratory and other equipment				3,000	3,000	3,000	3,000	3,000
Other				-	-	-	-	-
Total Non-Personnel			-	10,000	9,000	7,000	7,000	7,000
Allocated to university operations	10%			5,687	10,804	19,225	25,480	29,284
Total Annual Expense			\$ -	\$ 141,141	\$ 147,768	\$ 156,748	\$ 165,614	\$ 172,080
Revenue								
Formula Funding Generated				-	-	41,765	41,765	96,642
Statutory Tuition Applied to Formula				-	-	(25,800)	(25,800)	(59,700)
Subtotal: State General Revenue				-	-	15,965	15,965	36,942
UH Tuition and Fees				63,882	121,376	198,034	268,304	287,469
Allocated to set aside per student				(7,016)	(13,331)	(21,751)	(29,469)	(31,574)
Total Revenue from Enrollment				56,866	108,045	192,248	254,800	292,837
Philanthropy and other External Revenue				-	-	-	-	-
Net Revenue				56,866	108,045	192,248	254,800	292,837
Net Annual Gain/(Loss)			-	\$ (84,276)	\$ (39,724)	\$ 35,500	\$ 89,187	\$ 120,757
Cumulative Gain/(Loss)			-	\$ (84,276)	\$ (123,999)	\$ (88,499)	\$ 688	\$ 121,445

Campus Signoff

John S. Olson

Date: _____

Daniel Chang, Program Director, Office of the Provost Signature: _____

Date: _____

Vivianne Do, Executive Director, Office of the Provost Signature: _____

Date: _____