

School of Design and Creative Technologies Facilities Task Force Report

**College of Fine Arts, University of Texas at Austin
April 2, 2018**

Introduction

Between 2014 and 2016, an all-college, strategic facilities and space planning exercise was conducted for the College of Fine Arts by consultants Facilities Programming and Consulting and Lake Flato Architects. At the time, the School of Design and Creative Technologies existed in the nascent form of the Center for Arts and Entertainment Technologies. The goal of this task force is to be more precise than the original report could be in forecasting the new school's space and facilities needs over the next five years.

The School of Design and Creative Technologies was created to meet the growing need for creative professionals in business, nonprofit and public sector jobs. In 2011, the National Endowment for the Arts reported that half of the more than two million U.S. workers “primarily employed as artists” work in design professions.¹ Adopting a broader definition of “creative professions” as jobs that require creative talents and that drive innovation in a broad range of industries, a 2009 report by the Texas Cultural Trust identified Austin as having the highest percentage of “creative sector” employment in the state of Texas, ranking among the top ten metropolitan regions nationally.² The new School of Design and Creative Technologies is adapted and scaled to prepare graduates to work in these emerging creative professions and industries.

The School is currently offering the following degree plans:

- Master of Fine Arts in Design
- Bachelor of Fine Arts in Design
- Bachelor of Arts in Art (Design)
- Bachelor of Science in Arts and Entertainment Technologies

¹ NEA Research Note #105, October, 2011. <https://www.arts.gov/sites/default/files/105.pdf>

² “The Role of the Innovation Workforce & Creative Sector in the Texas Economy,” The Texas Cultural Trust, January, 2009, p. 21.

In collaboration with the Dell Medical School and the Cockrell School of Engineering, the SDCT is proposing to offer:

- A Master of Art in Design, with concentrations in Design for Health and Industrial Design

The following centers are housed in the new School:

- Center for Integrated Design (CID)
- Design Institute for Health (DIH), a partnership with Dell Medical School
- The Game and Mobile Media Applications (GAMMA) Program, a partnership program with Computer Science and RTF

The School offers the Bridging Disciplines Program (BDP) certificate for undergraduates in Design Strategies and a second in Digital Arts & Media. These are among the most popular BDP concentrations at UT.

External and internal applications for admission to the School of Design and Creative Technologies, after one year, are robust. As of the fall of 2017, the SDCT had 342 undergraduate majors, 220 in the BS in Arts and Entertainment Technologies and 122 in Design.

The MFA in Design enrolled 12 students the fall of 2017. The BS in AET will be graduating its first undergraduate class this spring.

The BS in AET had 182 completed freshmen applications for next fall, and is expecting better than a 60% yield on those applications. Eighty-nine current UT students have applied for internal transfer to the BS from a wide variety of majors, including 18 from UGS. Yields on internal transfers typically exceed 90%. The admissions target for new AET majors for fall, 2017 is 148 students, which would bring AET enrollments to over 370 majors in the second, official year of the major.

The BA and BFA in Design expect to matriculate 66 new freshmen and transfers with total predicted enrollments in the fall of 2018 of 160 undergraduate majors, a 100% increase from a few years ago.

Benchmarking against peer programs nationally, and presuming admissions selectivity typical for the College of Fine Arts, these programs could double in size over the next several years, instructional resources and facilities allowing.

The new BDP in Design Strategies, open to all UT undergraduates, expects to fill 410 seats in a variety of one and three-credit course offerings next fall. The BDP in Arts and Digital Media expects to have 104 students pursuing the full certificate in the fall of 2018.

History

The School of Design and Creative Technologies in the College of Fine Arts at The University of Texas at Austin was created in 2017. With its founding, the School became the fourth major academic unit in the College of Fine Arts and the first departmental addition in the 80-year history of the college. Other departments include the Department of Art and Art History, the Butler School of Music and the Department of Theatre and Dance.

The new School combined the Design division faculty and programs, formerly in the Department of Art and Art History since 1992, with the Arts and Entertainment Technologies program. The Department of Arts and Entertainment Technologies grew out of the Center for Arts and Entertainment Technologies, which launched in 2016.

The Center for Integrated Design (CID) was formed in 2016 as a partnership between the University of Texas at Austin's Design, Engineering, Information, Business, Computer Science and Architecture programs. Through the Bridging Disciplines Program (BDP), the CID offers Design Thinking courses to all UT students in an 18-credit certificate program.

The Bridging Disciplines Program (BDP) also offers a Digital Arts & Media certificate. Digital Arts & Media BDP is designed to guide students toward careers by providing a unique mix of courses from fine arts, radio-television-film, computer sciences, humanities, and engineering. The BDP provides a framework for students to explore and create work that pushes the boundaries of traditional disciplines and media.

The Design Institute for Health (DIH) was created in 2015 as a collaboration between the Dell Medical School and the College of Fine Arts to apply a creative, design-based approach to the nation's health care challenges, and to rapidly integrate that perspective into medical education and community health programs.

The Game Development Program was created in 2012 and was renamed the Game and Mobile Media Applications (GAMMA) Program in 2014 when mobile applications were added to the curriculum. The program provides an interdisciplinary undergraduate certificate program for students interested in game and mobile development. The program draws students from Arts and Entertainment Technologies, the Computer Science Department, and the Department of Radio-Television-Film.

SDCT Facilities Task Force

The task force was composed of Doreen Lorenzo, Assistant Dean of the School of Design and Creative Technologies, Bruce Pennycook, Department Chair of Arts and Entertainment Technologies and Monica Penick, Interim Department Chair of Design. Supporting members were Cameron Weed, Executive Assistant for the School of Design and Creative Technologies and Chloe Gilmore, Administrative Assistant in charge of course scheduling for The School of Design and Creative Technologies.

Methodology

The team took a multi-step approach to understanding space needs for a brand-new School. We used historical data from the Design and Arts and Entertainment Technologies programs, assessment of the job market for graduates with degrees from our programs, recruitment interest from high school students and applications to the programs to build a five-year plan of enrollment to the school.

Enrollment SDCT					
DES Growth Plan/Undergrad					
	2017-18	2018-19	2019-20	2020-21	2021-22
DES (BFA+BA) Total	122	160	196	250	322
AET Growth Plan/Undergrad					
	2017-18	2018-19	2019-20	2020-21	2021-22
AET (BS) Total	220	370	520	670	800
DES Growth Plan/Grad					
	2017-18	2018-19	2019-20	2020-21	2021-22
DES (Grad) Total	12	6	30 ³	50	70
SCDT Total	354	536	746	970	1192

Additional students using the SDCT space are students currently enrolled in the Center for Integrated Design, growing Bridging Discipline Program, and AET and DES cross-lists with other departments in the College of Fine. They number approximately 300 students and growing.

We are also forming an executive/extended education program and an entrepreneurial program. Both of which we need specialized space.

Facilities Needs

Currently, SDCT administrative offices and specialized classrooms are on the fourth floor of the Fine Arts Library in the Doty Fine Arts (DFA) building with additional classrooms, studios and faculty offices spread through the Art Building (ART), the Winship Building (WIN), and the Performing Arts Center (PAC) of Texas Performing Arts. Many new faculty members in SDCT do not yet have dedicated or shared office space.

AET also uses the Foundry, a fabrication lab, housed on the third floor of the Fine Arts Library for class and student projects.

³ Includes projected enrollments in new Option III MA in Design.

Courses for this academic year 2017 – 2018 and for the 2018- 2019 academic year can be accommodated in the existing facilities. During the Fall 2018 semester, classes will begin at 8:00am and end at 9:00pm on the DFA fourth floor to accommodate the students and space requirements. Starting Fall 2019, SDCT will not have enough space to house the projected student, faculty and staff population.

The classes for both AET and DES require specialized class spaces due to the project-based curriculum of the School. AET uses state of the art equipment to teach. We currently have one 48-seat classroom on the fourth floor of the DFA, a lighting lab in the Scene Shop of Bass Hall that is being retrofitted, and plans are being developed with the Butler School and Theatre and Dance for shared teaching spaces in those facilities.

The Design department needs both “dirty” work spaces and “clean” classroom spaces with movable desks, chairs and writable wall surfaces. Currently there is one “clean” design classroom and one “dirty” lab space in the Art Building. There are two “clean” design classrooms in the fourth floor DFA. There are currently no rooms for the students to keep store or post their work after class time. There is also limited “dirty” space or maker areas.

The attached chart lays out the prioritized space needs by year.

Room Type	rm. capacity	features	classes 2019-2020	classes 2020-21	classes 2021-22
small computer lab 1	20-25	Mac	AET upper div.	x	x
small computer lab 2	20-25	PC	AET upper div.	x	x
recording studio	15-20	w/live audio room	AET 2019/20	x	x
lighting/green screen studio	10 to 15		AET 2019/20	x	x
multi use large classroom	75-100	movable tables/chairs	DES 2019/20	x	x
small studio 1 (dirty)	20-25	w/storage lockers	DES 2019/20	x	x
small studio 2 (dirty)	20-25	w/storage	DES Sr. Studio 19/20	x	x
small studio 3 (dirty)	20-25	w/storage			DES 2021/22 - Grad Des.
medium studio 1 (dirty)	25-40	w/storage	DES Grad Studio 19/20	x	x
medium studio 2 (dirty)	25-40	w/storage			DES 2021/22 - Grad Des.
large studio 1 (dirty)	40-50	w/storage		DES 2021/22	x
large studio 2 (dirty)	40-50	w/storage			DES 2021/22 - Grad Des.
large studio 3 (dirty)	40-50	w/storage			DES 2021/22 - Grad Des.
med. multi-use classroom 1	20-25	movable tables/chairs		DES 2020/21	x
large multi-use classroom 1	25-40		DES 2019/20 - Foundations	x	x
large multi-use classroom 2	40-50		EXEC.ED 2019/20	x	x
large multi-use classroom 3	40-50			AET 2020/21	x
Room Type	rm. capacity	features	classes 2019-2020	classes 2020-21	classes 2021-22
venue black box	100-200	public access		AET 2020/21	x
prod/rehearsal space		sound proofing		AET 2020/21	x
microelec workshop					AET 2021/22
lab		Fab Lab upgrade		DES 2020/21	x
Admin Space:			2019-2020	2020-2021	2021-2022
large shared faculty office 1			faculty	x	x
large shared faculty office 2					faculty