



**LAKE WASHINGTON  
INSTITUTE OF TECHNOLOGY™**

**LWTech.edu**

**STATE BOARD FOR COMMUNITY  
AND TECHNICAL COLLEGES  
JULY 2022  
STATEMENT OF NEED  
BACHELOR OF APPLIED SCIENCE  
APPLIED ART-ILLUSTRATION  
*LAKE WASHINGTON INSTITUTE OF TECHNOLOGY***

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# Cover Page — Statement of Need

## Program Information

Institution Name: Lake Washington Institute of Technology

Degree Name: Bachelor of Applied Science, Applied Art - Illustration

CIP Code: 50.0410

Name(s) of existing technical associate degree(s) that will serve as the foundation for this program:

Degree: AAS-T, Design - Illustration

CIP Code: 11.0803

Year Began: 2020

Degree: AAS-T, Design

CIP Code: 11.0803

Year Began: 2014

Degree: AAS-T, Digital Gaming and Interactive Media

CIP Code: 10.0304

Year Began: 2014

**Proposed Start Implementation Date (i.e. Fall 2014): Fall 2023**

Projected Enrollment (FTE) in Year One: 18

Projected Enrollment (FTE) by Year: 36

Funding Source: State FTE

## Mode of Delivery

Mode of Delivery: Single Campus Delivery

Off-site: N/A

Distance Learning: Hybrid program with lecture/theory delivered online, potential for a residency/seminar model

## Statement of Need

Please see criteria and standard sheet. **Page Limit: 20 pages**

## Contact Information (Academic Department Representative)

Name: Professor Jason Sobottka

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## Chief Academic Officer signature

The Statement of Need must be signed. To sign, double click on the signature line below.

X   
Tuần, Aug 9, 2022 06:45 PDT

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Chief Academic Officer

8/8/2022

# Criteria 1

## Relationship to institutional role, mission, and program priorities.

Lake Washington Institute of Technology's (LWTech) mission is *to prepare students for today's careers and tomorrow's opportunities*. The college's vision is *to be the college of choice for workforce education*. LWTech offers robust training in Design, Graphic Design, User-Centered Design, Illustration, Game Design, and Interactive Media. The college works closely with our industry partners to provide opportunities for students to achieve professional certificates, two-year degrees, and bachelor's degrees in Design and Digital Gaming and Interactive Media. Through active dialogue with our industry partners, there is an increasing need for 2D and 3D illustrators. The skills and training required are unique and necessitate a new bachelor-level degree track in Illustration. LWTech is a leader in responding to needs like this, developing programs that fulfill the college's mission to serve students and industry.

Creative people with skills in both analog and digital art techniques are in high demand in the Puget Sound area. Local design and architecture firms organize artist teams to complete national and international art projects and installations. Cultural non-profit organizations were shown in the [2014 Artsfund Economic Impact Study](#) to have generated 2.4 billion dollars in the Washington State economy and created more than 35,000 jobs. Since the pandemic, many more companies are hiring illustrators and visual designers to work remotely or as contract employees. Illustrators with a strong portfolio and a bachelor's degree are in high demand and are compensated at a higher rate than those without a degree.

The Puget Sound region is home to many companies who employ commercial artists and illustrators. These titles may vary across corporate cultures, but employees who can sketch, draw, conceptualize, and bring those analog visions forward using graphics software are in high demand.

The Applied Art-Illustration BAS degree is designed to meet the needs of students with an AAS-T in Design, Illustration, or Digital Gaming and Interactive Media to earn a Bachelor of Applied Science (BAS) degree. In addition, employees seeking promotion to management or leadership positions will be able to complete their BAS degree to enhance their career pathway.

The Applied Art-Illustration BAS will be delivered in a flexible and accessible hybrid atelier-style studio. The online and evening hybrid classes will appeal to both working professionals hoping to advance their careers with a bachelor's degree, and associate degree students looking to transfer to a four-year program. LWTech will provide this pathway by leveraging online learning for lectures, history, and some tutorials, while also providing an excellent hands-on studio experience. Companies demand employees who can synthesize creativity and traditional art media with cutting-edge graphics software to produce uniquely branded visual communication in print, mobile, and web formats. LWTech's decades of visual art and design training make it the obvious and accessible choice for a diverse student population.

Students will come into the program with a solid foundation of drawing, painting, and printmaking skills. They will also have skills in digital drawing and photography software systems from LWTech's Design program. Junior students will further sharpen their analog skills while completing theory and history courses focusing on the psychology of creativity and mass communication theory.

In their senior year, students will work primarily in the studio with an emphasis on combining their unique analog artwork with digital technologies to create client-based solutions and unique products. They will complete courses in ethics, design mathematics, business, entrepreneurship, marketing and preparing for their thesis exhibition. As demanded, the program can be delivered using a residency/seminar model in the future, allowing even more flexibility for working students.

LWTech is committed to its equity, diversity, and inclusion (EDI) work, which is core to the mission of the college. Students will solve real world EDI concerns across several courses that focus on visual communication in a global marketplace.

Graduates of the Applied Art-Illustration BAS will be prepared to explore post-baccalaureate certificates in scientific and medical illustration, as well as Master of Fine Arts programs. Graduates will also:

- Synthesize Traditional and Digital Arts
  - Students will demonstrate technical proficiency and creative skills related to graphic design and illustration fields.
  - Students will manage files and content in a manner suitable for industry.
  - Students will create visual narratives and designs based on customer demands.
- Explore Industry Trends and Cross Platform Opportunities
  - Students will develop multiple formats for 2D and 3D applications of designs and illustrations.
  - Students will present ideas, pitches, and portfolios to industry and peers.
  - Students will research marketing, promotion, business strategy, and professional ethics.
  - Students will curate a portfolio to industry standard.
- Lead in Global Workplace
  - Students will demonstrate critical thinking, teamwork, communication, cultural humility, and information literacy skills.
  - Students will evaluate how art and design can work sustainably and with resource stewardship.
  - Students will practice how to craft messages that are accessible and supportive of a diverse and inclusive community.
  - Students will apply the care and nuance required when visual communication is broadcast globally.

# Criteria 2

## Support of the statewide strategic plans.

The proposed Applied Art-Illustration BAS supports statewide strategic plans articulated in the State Board for Community and Technical Colleges (SBCTC) Mission Study and Washington Student Achievement Council (WSAC) Strategic Master Plan for Higher Education. SBCTC published the Mission Study in May 2010. Goals identified in the study include:

Goal #2: Close the statewide skills gap for technically trained workers

Goal #4: Contribute more to the production of baccalaureate degrees (p. 4)

The Applied Art-Illustration BAS will contribute to both goals.

### Goal 2: Closing Statewide Skills Gaps

The Applied Art-Illustration BAS will fill multiple gaps that exist in educational opportunities, career preparation, and industry partnership. Fine arts education is frequently inaccessible to students who wish to pursue education in the field. Programs are highly competitive with limited admission and are cost prohibitive for low- and middle-income students. This program is specifically designed for students who complete an applied associate degree in our college system with flexibility and affordability in mind. Currently, fine arts degrees offered not only in our state but also nationally and internationally do not fully prepare students for employment in the fast-growing tech sector and beyond. Opportunities for employment as Illustrators have evolved as the skills required and needs of industry shift with technological advancements and cultural aesthetic demands. Instead of having artists and graphic designers cobble together new skills as they are able and industry hire employees outside of Washington, this program responsively integrates fine arts and technology to build our local workforce.

### Goal 4: Contributing to Baccalaureate Degree Production

The Applied Art-Illustration BAS provides a career-focused bachelor's degree pathway for illustrators. Currently, no other college in the CTC system offers a similar degree. The Applied Art-Illustration BAS also addresses the loss of baccalaureate programs in our region through the closure of institutions like the Art Institute of Seattle. It increases opportunities for students who earn associate degrees in applied arts to continue their education without credit loss and unnecessary cost.

## Criteria 3

### Employer/community demand for graduates with baccalaureate level of education proposed in the program.

LWTech's proposed Applied Art-Illustration degree will focus on the application of 2D and 3D imagery created for a commercial client's needs. As such, it is dramatically different from a traditional Bachelor of Fine Arts program and the work fine artists accomplish. The job category of "illustrator" is lumped in with fine art painters and sculptors, rendering much of the state's job data insufficient for this job-centered degree program. In January of 2022, an employer survey for this proposed degree took place across three significant efforts: 1. Guidance and outreach from the Design Program Advisory Committee, 2. an online employer survey, and 3. focused Puget Sound area active job postings and employment data.

#### Advisory Committee

The Design Advisory Committee offered advice about how the commercial art and illustration job market has shifted due to the COVID-19 pandemic. Prior to the pandemic, commercial art positions were often either local permanent positions or sub-contracted gigs. Since the increase in remote work and the closing of many offices, commercial art jobs have gone global and remote. No longer do illustrators need to live where they work. The Advisory Committee shared many instances of hiring illustrators from other countries and time zones to work on Puget Sound-based projects, because qualified illustrators in the area are limited. Another key change is that sub-contract or gig work has grown to the point where self-employed illustrators can be hired to work on several contracts at once and build a contract sequence where they can effortlessly move from one project into another project with minimal or no unemployment time between gigs.

The Advisory Committee clearly indicated that there are many jobs available, with a contemporary urgency for companies to employ commercial artists who can create unique handmade-appearing promotional material, training animations, and visual design. Historically, these positions often do not require any degree, due to the focus on a professional-level portfolio being the critical mechanism for hiring. Providing the time and discipline it requires to build a competitive portfolio is the most important aspect of a degree program. The hours of successful practice, feedback mechanisms, and business strategies are all significant outcomes gained through this program and meet Advisory Committee expectations.

#### Employer Survey

The ongoing impact of both the pandemic and remote work made itself clear in the attempt to get responses to the Employer Survey. While communication with the Design Advisory Board was strong, getting employer surveys completed proved daunting. Attempts by faculty, staff, and the Design Advisory Board were made via email, personal connections, social media, and telephone calls. The survey results align with what the Advisory Board indicated, but the sample size is small (only 8 returns).

The online survey included the following questions:

1. Do you have anticipated demand for application job title(s) (Applied Art-Illustration)? While your



specific job title may vary, we are training students to balance creative illustration with industry-standard design software to create 2D and 3D images for commercial applications.

Respondents were split 50% yes and 50% no for this question. However, in the third section of research there is a clear demand for illustrators and commercial artists.

**2. If there is demand, how many positions do you currently have open? How many do you anticipate having open in the next 3 years?**

62.5% of respondents indicated that they anticipate one to three new positions opening, while 37% indicated the question was *not applicable*. The comments shed more light onto this data point:

*"I founded a company in another industry but spent 30 years in the game industry hiring ADs, designers, concept artists, and hundreds of illustrators."*

**3. Is a bachelor's degree a requirement or preference for this position?**

37.5% responded that a BA is required for their applicants. 62.5% said a BA degree is not, but in the comments the importance of a degree shows:

*"Gaining skills required to excel in the field."*

*"If the person had talent and some training, a degree wouldn't be necessary."*

*"It's a preference and not a requirement. It's not common that a great illustrator can achieve technical and artistic success (a demand that pays all the bills) without focused training."*

*"It has been hard to find artists with bachelor's degrees, so we just started accepting ones with 2-year degrees."*

**4. If a bachelor's degree is not required, would such a degree help employees advance in your organization?**

80% of respondents indicated a BA degree would result in an increase of pay. 20% indicated a BA degree is required for management or leadership. Comments included:

*"A degree can directly reflect the amount of technical skills and creativity someone has gained through guidance and instruction. Then that can translate into advancement and increased pay."*

*"A bachelor's degree would also help with promotions and leadership roles."*

**5. Do you have difficulty finding bachelor's degree level applicants for this position? (If yes, explain):**

50% responded yes, while 50% responded no. Comments include:

*"Some of the top illustrators and concept artists I've hired went to school for illustration."*

*"It has been hard to find artists with bachelor's degrees, so we just started accepting ones with 2-year degrees." (This comment is duplicated from question 3).*

**6. Will the proposed program assist you in finding qualified applicants to fill the position?**

37.5% responded yes, this program would assist. 12.5% said no. 50% responded that the question was not applicable. Comments include:

*"I'm still connected to the game industry and people reach out to me for recommendations. Knowing there is a local school focusing on illustration could provide quality internships and employment, especially for concept artists."*

*"We often hire freelance talent to help us fulfil jobs for clients and having well educated people in our industry are always a benefit."*

## Puget Sound Area Employment Data and Active Job Postings

In order to ensure that there will be adequate employment opportunities for program graduates, the limited responses to the Employer Survey are supplemented here by [Washington Employment Security Department data](#) (retrieved 6/16/2022) and an analysis of active job postings in our region.

As described earlier, a job classification does not exist that directly aligns with the work for which Applied Art-Illustration graduates will be prepared. The following occupation titles were selected as most closely related. Annual growth and openings for three of the four titles demonstrate expected demand between 2024 and 2029. According to [ONET Online](#), all but one of the occupations require a four-year bachelor's degree. The one that does not is a broad category, where illustrator positions are grouped with other fine artists. That makes it difficult to present that employers are looking for education beyond the associate degree and/or experience.

### Art Directors (27-1011)

- Most of these occupations require a four-year bachelor's degree, but some do not.
- Seattle-Bellevue-Tacoma
  - Average Wage: \$56,68
  - Annual Wage: \$117,884
- Seattle-King County
  - Estimated Employment 2022: 2,601
  - Average Annual Growth Rate 2024-2029: 4.59%
  - Average Annual Openings 2024-2029: 1,569

- Estimated Employment 2022: 344
- Average Annual Growth Rate 2024-2029: 1.01%
- Average Annual Openings 2024-2029: 134

### Fine Artists, including Painters, Sculptors, and Illustrators (27-1013)

- Most of the occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree.
- Seattle-Bellevue-Tacoma
  - Average Wage: \$29.74
  - Annual Wage: \$61,860
- Seattle-King County

### Multimedia Artists and Animators (27-1014)

- Most of these occupations require a four-year bachelor's degree, but some do not.
- Seattle-Bellevue-Tacoma
  - Average Wage: Not available
  - Annual Wage: Not available
- Seattle-King County
  - Estimated Employment 2022: 2,862
  - Average Annual Growth Rate 2024-2029: 4.23%
  - Average Annual Openings 2024-2029: 1,349

### Graphic Designers (27-1024)

- Most of these occupations require a four-year bachelor's degree, but some do not.
- Seattle-Bellevue-Tacoma
  - Average Wage: \$41.22

- Annual Wage: \$85,735
- 2029: 3.76%
- Seattle-King County
  - Estimated Employment 2022: 5,626
  - Average Annual Growth Rate 2024-
  - Average Annual Openings 2024-2029: 2,577

## Active Job Postings Summary of Findings

Examples of Illustration-related job postings that require a bachelor's degree included the following local companies:

<b>Dice</b> Redmond, WA 2D/3D Designer/Illustrator	<b>Microsoft</b> Redmond, WA 3D Artist	<b>Amazon</b> Seattle, WA Production Designer/Amazon Publishing	<b>Amazon</b> Seattle, WA Multimodal Designer
<b>Gensler</b> Seattle, WA Visualization Artist	<b>Axion</b> Seattle, WA Junior Designer	<b>The Mom Project</b> Redmond, WA Technical Artist	<b>Adobe</b> Seattle, WA Designer
<b>Funko</b> Everett, WA 2D Illustrator/Package Design	<b>Funko</b> Everett, WA 3D Illustrator	<b>Reflection Games</b> 2D Concept Artist	<b>Formosa Interactive</b> 2D/3D Artist
<b>Hardsuit Labs</b> Seattle (and remote) Concept Artist	<b>Nintendo of America</b> Redmond, WA Environment Texture Artist	<b>Wizards of the Coast</b> Renton, WA Creative Game Designer	<b>Olson Kundig</b> Seattle, WA Visualization Artist
<b>Warner Media</b> Kirkland, WA Senior Artist, Concept	<b>Tether</b> Seattle, WA Designer	<b>Paula's Choice Skincare</b> Seattle, WA Senior Production Artist	<b>Amperity</b> Seattle, WA Designer

Jobs advertised locally but which are remote postings that require a bachelor's degree include:

<b>Dice</b> Icon Visual Designer	<b>Kaplan</b> Medical Figure Illustrator	<b>Esri</b> United States illustration	<b>Swissborg</b> Illustrator
<b>UWorld</b> Medical Illustrator (Demonstrated excellence in figure drawing and human anatomy)	<b>UWorld</b> Scientific Illustrator (Demonstrate excellence at drawing human figures, animals, and geological features)	<b>Lyra Health</b> Senior Product Illustrator	<b>General Motors</b> Creative Visualization Designer
<b>Digiday</b> Graphic Designer/Illustrator	<b>Sevens LLC</b> Product Illustration	<b>Dexerto</b> Creative Manager	<b>Evans Denham Group</b> Creative Manager

## Criteria 4

### **Baccalaureate program builds from existing professional and technical degree programs offered by the institution.**

Design, animation, digital gaming, and interactive media have been an integral part of LWTech's curriculum for decades. LWTech's Illustration AAS-T was launched in the Fall 2020. The associate degree attracts students interested in art and commercial art, as well as the more visual-focused design students and digital gaming students who do not want to pursue the programming side of game design. The proposed Applied Art-Illustration BAS program would be open to all AAS-T graduates from Illustration, Design, and Digital Gaming and Interactive Media.

LWTech's first BAS degree was the Applied Design degree, launched in the Fall of 2010. In the Fall of 2017, LWTech launched its BAS in Digital Gaming and Interactive Media. The Design BAS curriculum and focus have evolved since 2010, and it has become a design-thinking degree with more emphasis on user-experience (UX) design, product design, and commercial and industrial design. The Digital Gaming and Interactive Media degree focuses on game theory, programming, and game design. The proposed Applied Art-Illustration degree will accept students seeking a commercial art or traditional graphic design career and caters more to these students than the current Design BAS. Additionally, the Applied Art-Illustration BAS would work well for Digital Gaming students who want to pursue the more illustrative and artistic aspects of game design and marketing.

Enrollment in these programs is discussed in the next section.

# Criteria 5

## Student demand for program within the region.

The Illustration AAS-T has grown in enrollment from 9 students in the Fall of 2020 (when the degree officially launched) to 24 students in the Spring of 2022. There were 5 graduates prior to the Spring of 2022, and 6 Illustration AAS-T students graduated in Spring of 2022 for a total of 11 graduates.

The Design AAS-T program had 71 enrolled students in the Fall of 2020 and had 75 enrolled by Spring of 2022. Some of these students are pursuing dual degrees with Illustration and have indicated a desire to pursue the Applied Art-Illustration BAS degree. The AAS-T Design program includes 62 graduates between 2017 and 2022.

The Digital Gaming and Interactive Media AAS-T had 165 students enrolled in the Fall of 2020. In the Spring of 2022, there were 142 students enrolled. 110 students have graduated from the Game program since 2017.

In the Winter Quarter of 2022, a student survey was done. The survey was conducted via email and the online learning platform CANVAS. The 12 respondents only include active students.

The questions included:

**1. Are you a current student or graduate from a Design, Illustration, Digital Gaming, Interactive Media, or User-Experience Design program?**

100% of respondents indicated they were enrolled in one of these areas of study.

**2. What program/area are you studying or interested in?**

8.33% Design, 16.67% User-Experience Design UX, 50% Digital Gaming and Interactive Media, and 25% Illustration.

**3. How interested are you in pursuing a Bachelor of Applied Science degree in Applied Art-Illustration at Lake Washington Institute of Technology?**

58.33% responded they were Very Interested. 33.33% were Neutral. 8.33% were Not Interested.

**4. If you pursue an Applied Art-Illustration BAS at LWTECH, what best describes your preferred schedule?**

18.18% indicated evening hybrid classes from 6-9PM. 9.09% responded that modified studio, with online lecture was preferred. 9.09% wished for daytime on campus classes. 36.36% responded they desire a mix of face-to-face, hybrid and online courses.

In addition to the survey respondents, 5 current students were interviewed verbally, and all indicated a strong desire to apply for this BAS program. Additionally, 10 alumni from the Design program who emphasized illustration in their portfolios regularly request information about the proposed BAS degree in Applied Art-Illustration.

# Criteria 6

## Efforts to maximize state resources to serve place-bound students.

Building off the success of LWTech's other creative bachelor's degrees, the Applied Art-Illustration degree will serve working adults who want to earn a bachelor's degree while maintaining employment. Additionally, because the job survey and Advisory Committee input indicates that a BAS is necessary for advancement to management or leadership positions, this proposed degree offers a highly flexible pathway for doing so.

Traditionally education in the arts requires students to move to an art school, secure a studio, and incur significant costs. The Applied Art-Illustration BAS provides accessible and affordable online learning with a state-of-the-art studio environment on campus.

## Identify similar programs offered

While many state community and technical colleges, as well as universities, offer art and graphic design degrees, no state schools specifically offer a degree in Illustration. The University of Washington has two degrees that are similar: The School of Art has Interdisciplinary Visual Arts, and the Design School has Visual Communications Design (which is more aligned with our current Design BAS). Neither of these degrees synthesize analog art tradition with industry expected technology and a clear client focus.

LWTech's proposed program is unique and intended to train illustrators and independent contractors directly for the workforce. This proposed degree grew from LWTech's Design program, as that program's evolution indicated an industry need for graduates with the ability to communicate visually (often from one's imagination) and translate drawings and sketches into digital renderings. Because this program differs from surrounding programs in intent, no conflicts are anticipated.

Only two private art colleges, Cornish in Seattle and Northwest College of Art and Design (NWCAD) in Tacoma (formerly Poulsbo), have BA/BFA degrees in Illustration. Cornish is a private college with tuition around \$33,000 annually and attracts high school graduates or students with Associate of Fine Arts degrees who may be able to transfer. NWCAD is not regionally accredited and is also very expensive.

LWTech's proposed degree would be significantly less expensive, accredited, and available to a wider range of students, including students who are working full time.

## Collaboration with other community colleges and industry

The design and proposal of the Applied Art-Illustration degree included discussions and brainstorming with faculty from Green River College, Tacoma Community College, Grays Harbor College, North Seattle College, and South Puget Sound Community College. The primary outcome of these discussions includes the anticipated degree option for transfer for AAS students from those respective colleges to LWTech's Applied Art-Illustration BAS.

LWTech had initial planning conversations in Summer 2022 with Washington State University for

articulation to their MFA program. Central Washington University encouraged LWTech to align curriculum to entrance requirements for their MFA program.

The Design Advisory Committee membership includes:

- Laura Dynan, Senior Art Director, Amazon Photos
- Christopher McInerney, Director User Experience and Digital Design SAP, Concur
- Mary Herrmann, Principal of MH Design Associates
- Moses Feliz, Designer, Drata
- Kate Sweeney, Visual Artist and Biological/Medical Illustrator

In addition, the college has relationships with Kirkland Art Center, Bellevue Art Museum, and Tacoma Art Museum, as well as galleries at other community and technical colleges. These provide partnerships for exhibitions, portfolio reviews, and professional practice.

# Criteria 7

## Promoting equitable opportunities for students, including historically marginalized students.

Central to the proposed Applied Art-Illustration BAS is the work of the ART Department, a subset of the Humanities Program, which falls under the General Education division of LWTech while also being integrated with the Design and Digital Gaming programs. The ART Department recently completed its first independent program review, with an emphasis on how historically underrepresented (HU) students perform in the ART courses, and how the pandemic/remote operations impacted student learning. The program review spanned Summer 2018 to Fall of 2021.

Keeping in mind that students from many different programs take ART courses, the following data shows where the Applied Art-Illustration degree starts off and sets the benchmark for continued improvement.

### ART Students Pass Rates:

- White students passed at the lowest in the Summer of 2018 with a 71% pass rate. At the highest, white students reached a 97% pass rate in the Summer of 2019.
- HU students had their lowest pass rate in the Summer of 2018 with 82% passing, higher than white students. 100% of HU students passed in the Summer of 2020.

### ART Students Average Grades:

- White students' lowest GPA was 2.7 in the Summer of 2018. Their highest was 3.6 in the Fall of 2019.
- HU students' lowest GPA was 3.1 in Summer of 2018 and peaked at 3.8 in the Summer of 2020, a pandemic quarter.

Overall, there appears to be little achievement gap between white and HU ART students.

When compared to the overall LWTech college results, white and HU students in ART classes earned higher GPAs. Most significantly, the move to remote/online learning due to COVID-19 negatively impacted HU students more than their white counterparts as indicated in the college's overall data. The ART area saw the inverse of this, with HU students performing better during the pandemic than their white peers.

Faculty who teach ART classes use responsive teaching practices and individualize student learning. Their teaching materials and examples strive to be inclusive and representative of diverse artists. When foundations such as Renaissance perspective are taught, the ART and Illustration faculty bring global artists and cultures into the lecture to provide expanded understanding and a greater application of history.

Faculty who teach in the Illustration program practice the 4 Connections. The 4 Connections is a framework for building relationships with students that promote equitable student success. The four practices in the framework are 1) learning and using students' names, 2) checking in regularly, 3)



meeting with every student one-on-one, and 4) practicing paradox (high expectations and high levels of flexible support). At LWTech, faculty who practice the 4 Connections have seen a significant reduction, elimination, and or reversal of equity gaps in their students' class success, with all students passing at higher rates (and withdrawing at lower rates) since implementing the framework.

In addition to what occurs in the classroom, the college is committed to recruiting students from diverse backgrounds and supporting them in their learning and other needs from the time they express interest through to graduation. Access to advising, mental health counseling, library resources, a robust career center, and other support services are available to every student at the college. Faculty and staff work together to provide personalized interventions when issues arise in students' lives.

One of the greatest motivators in proposing this program is providing a fully supported, financially accessible, and career-focused fine arts experience for the students our colleges serve. Opening the arts, and their application in the job market, to low-income, historically underrepresented students of color, students with disabilities, and others who have not traditionally had this access aligns with both the SBCTC mission and LWTech's mission.

# Appendix A: Employer Survey Results

1 - Do you have anticipated demand for application job title(s)? While your specific job title may vary, we are training students to balance creative illustration skills with industry-standard design software, to create 2D and 3D images for commercial application.					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	4	50.00%		1.50
No	(2)	4	50.00%		
Response Rate	Mean	STD			
8/8 (100%)	1.50	0.53			

2 - If there is demand, how many positions do you currently have open? How many do you anticipate having open in the next 3 years?					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
One	(1)	2	25.00%		1.60
Two to Three	(2)	3	37.50%		
Four to Five	(3)	0	0.00%		
More than Five	(4)	0	0.00%		
More than Ten	(5)	0	0.00%		
N/A	(0)	3	37.50%		
Response Rate	Mean	STD			
8/8 (100%)	1.60	0.55			
<ol style="list-style-type: none"> <li>I have a very small graphic design business and am gradually winding it down. At this point, it is only me.</li> <li>I founded a company in another industry but spent 30 years in the game industry hiring ADs, designers, concept artists, and hundreds of illustrators.</li> </ol>					

3 - Is a bachelor's degree a requirement or preference for this position?					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	3	37.50%		1.63
No	(2)	5	62.50%		
Response Rate	Mean	STD			
8/8 (100%)	1.63	0.52			
<ol style="list-style-type: none"> <li>gaining skills required to excel in the field.</li> <li>If the person had talent and some training, a degree wouldn't be necessary.</li> <li>It's a preference and not a requirement. It's not common that a great illustrator can achieve technical and artistic success (a demand that pays all the bills) without focused training.</li> <li>It has been hard to find a Artist with bachelors degrees so we just started accepting ones with 2 year degrees</li> </ol>					

4 - If a bachelor's degree is not required, would such a degree help employees advance inside your organization?					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Bachelor's degree would result in an increase of pay	(1)	4	80.00%		1.40
Bachelor's degree would facilitate advancement or promotion	(2)	0	0.00%		
Bachelor's degree is required for management/leadership.	(3)	1	20.00%		

Bachelor's degree would facilitate transfer	(4)	0	0.00%
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>	
5/8 (62.5%)	1.40	0.89	
<ol style="list-style-type: none"> <li>1. A degree can directly reflect the amount of technical skills and creativity someone has gained through guidance and instruction. That then can translate to advancement and increased pay.</li> <li>2. A bachelor's degree would also help with promotions and leadership roles</li> </ol>			

5 - Do you have difficulty finding Bachelor's degree level applicants for this position? (If yes- explain)					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	3	50.00%		1.50
No	(2)	3	50.00%		
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
6/8 (75%)	1.50	0.55			
<ol style="list-style-type: none"> <li>1. Some of the top illustrators and concept artists I've hired went to school for illustration.</li> <li>2. It has been hard to find a Artist with bachelors degrees so we just started accepting ones with 2 year degrees</li> <li>3. A Bachelor's degree level applicant might be considered over-qualified for a position with our firm, but I would gladly interview them if they applied.</li> </ol>					

6 - Will the proposed program assist you in finding qualified applicants to fill the position(s)?					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	3	37.50%		1.25
No	(2)	1	12.50%		
N/A	(0)	4	50.00%		
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
8/8 (100%)	1.25	0.50			
<ol style="list-style-type: none"> <li>1. Thanks and good luck!</li> <li>2. I'm still connected to the game industry and people reach out to me for recommendations. Knowing there is a local school focusing on illustration could provide quality internships and employment especially for concept artists (if you plan to have any focus on that).</li> <li>3. We often hire freelance talent to help us fulfill jobs for clients and having well educated people in our industry is always a benefit.</li> </ol>					

# Appendix B: Student Survey Results

NOTE: There are an additional 5 current students and 10 alumni who verbally answered questions and are not reflected in this survey.

1 - Are you a current student or graduate from a Design, Illustration, Digital Gaming, Interactive Media, or User-Experience Design program?					
Response Option		Weight	Frequency	Percent	Means
Yes		(1)	12	100.00%	1.00
No		(2)	0	0.00%	
Response Rate	Mean	STD			
12/458 (2.62%)	1.00	0.00			

2 - What program/area are you studying or interested in?					
Response Option		Weight	Frequency	Percent	Means
Design		(1)	1	8.33%	2.92
User-Experience Design UX		(2)	2	16.67%	
Digital Gaming and Interactive Media		(3)	6	50.00%	
Design-Illustration		(4)	3	25.00%	
Response Rate	Mean	STD			
12/458 (2.62%)	2.92	0.90			

3 - How interested are you in pursuing a Bachelor of Applied Science degree in Applied Art-Illustration at Lake Washington Institute of Technology?					
Response Option		Weight	Frequency	Percent	Means
Very Interested		(1)	7	58.33%	1.92
Interested		(2)	0	0.00%	
Neutral		(3)	4	33.33%	
Not Interested		(4)	1	8.33%	
Response Rate	Mean	STD			
12/458 (2.62%)	1.92	1.16			
1. I want to get a Bachelor's degree for digital gaming and interactive media. 2. I hope to go straight into the job market with my AAS-T in User Centered Design					

4 - If you pursue an Applied Art-Illustration BAS at Lake Washington Institute of Technology, what best describes your preferred schedule:					
Response Option		Weight	Frequency	Percent	Means
Evening hybrid, classes are Monday- Thursday, 6-9 PM.		(1)	2	18.18%	3.55
Modified Studio: Online lecture at the beginning of the quarter and on-campus supervised studio for the remaining two-thirds of the quarter.		(2)	1	9.09%	
Day-time on campus classes.		(3)	1	9.09%	
Fully online.		(4)	3	27.27%	
A mixture of face-to-face on campus, hybrid, and online classes.		(5)	4	36.36%	
Response Rate	Mean	STD			
11/458 (2.4%)	3.55	1.57			
1. I prefer to study at home and to hands on activities on campus. 2. I like having a mix of classes that are in-person and online, its much easier on my schedule.					