

## PROPOSAL

**I. Objectives and Need**

**1. Description of Program:** Media Arts, which began as a graduate program in 1998 and added a minor in 2000, has grown to serve each year some 15 MFA candidates, 136 minors and nearly 600 undergraduate students through its general education classes. The graduate MFA program focuses on digital moviemaking. The minor is designed to service students from all majors who need to work with digital media and its story-based applications. Students join us from a wide array of majors, but particularly from Radio/Television, Education, Communication Studies, Drama/Dance, Business, Art, Journalism and Music. Because of the success of both the graduate and undergraduate programs and the increasing student demand for a major, the Media Arts Program proposes adding a Bachelor of Arts major in Media Arts. The major will consist of a core curriculum of four classes (12 credits) and 30 additional credits that will allow students to focus on either digital art/design or video production, bringing the B.A. to a total of 42 credits.

The size of major requirements for the B.A. fits within the liberal arts nature of the university, as it allows room outside of the major for the student to investigate a broad range of courses and learning experiences that are important for a liberal arts education. Through experience with our minor, we have found that students from other majors find value in combining studies in Media Arts with their major area of study and believe that a significant number of them, given the opportunity, would take advantage of the opportunity to double major.

Over the past twenty years the modes of communication and interaction in our culture have shifted significantly. Students realize that they need the ability to interact creatively with new technologies and present their ideas through digital toolsets if they are to be prepared for life after graduation, whether that be in the workplace or a higher level of more specialized graduate or professional education.

**2. Documented Need for the Program:** The two internal indicators for program need are found in the growth of our minor and direct requests for a major from students.

**Growth of the Media Arts Minor**

The minor in Media Arts began in Autumn of 2000. Until that point Media Arts served the undergraduate population through its two general education courses: Intro to Media Arts (101L) and Fundamentals of Media Arts Production (111A). These two classes were always full, with the 111 class expanding to five sections and still having a waiting list each semester. The Intro class began with 28 students and now is capped at between 160 and 180 each semester.

The first year of the minor, two students graduated with that distinction. The list of registered minors has grown steadily since then:

Autumn 01	12
Autumn 02	23
Autumn 03	57
Autumn 04	85
Spring 05	135

**Requests for the Major**

In a survey presented to students attending Media Arts classes Spring Semester 2005, more than one hundred indicated interest in the major. Our concern is not whether the numbers will justify initiation of a major degree offering, but if we can accommodate all the students waiting to enter the program. There is a backlog of students who will have finished the core classes before the implementation of the major, since the core of the major is ostensibly the same as the minor. The fact is, the Media Arts Program has never lacked for numbers. We have always had to limit class size based on the small number of faculty available to deliver classes. Fortunately, the addition of two new faculty lines has overcome this problem.

**Digital Media as a Focal Point for Integration**

While respecting the traditional teachings of all departments on campus, Media Arts offers a unique opportunity for utilizing digital media in teaching of creative thinking, visualization and problem solving skills. Digital media projects require the collaboration of many individuals and the integration of varied aspects of production: audio, video, writing, production design, production organization, etc. Over the

past seven years, Media Arts has attracted a diverse student body. Through digital media, the arts integrate with other areas of study, and The University of Montana has the opportunity to give students a liberal arts experience that supports this fact. This is an arts curriculum for those within and outside of the normal boundaries of the arts.

### Media Literacy

As methods of communication have advanced over the past fifty years, universities have adapted to technological change in order to give students learning experiences that prepare them for real world interactions. During that period, technology has changed not only what, but how we teach. The variety of technologies available for transmission of ideas from teacher to student is larger than ever. The next step is to have students graduating who are not only capable of communicating through written and verbal means, but who are media literate. Students who are not fluent in the languages of media are at risk of falling behind those who have that knowledge. In fact, those students educated in a liberal arts curriculum with a strong core in these areas of literacy have the potential to affect large numbers of people in a positive, forward-looking way.

### Media Arts as a Regional Force

The Bachelor of Arts in Media Arts is not offered on any other campus in the Montana University System. The particular skill sets that are taught, plus the emphasis on training liberal arts students in digital media production, make the major unique in the region.

### 3. Additional Courses and Course Requirements

The following is a list of courses to be added. The first represents a new core course to be required of students enrolled in both tracks. This is followed by a list of those courses specific to the offerings in *Digital Art and Design* and *Video Production*.

<u>Class</u>	<u>Credits</u>	
MAR 211 Principles of Digital Video Production	3	New Core Class

#### Recommended courses for students interested primarily in *Art and Design*

MAR 221 Fundamentals of Digital Image Design	3
MAR 222 Fundamentals of Digital Compositing	3
MAR 321 Digital Image Design Techniques	3
MAR 322 2D Motion Design	3
MAR 325 Fundamentals of Digital Animation	3
MAR 330 Principles of Sound Design	3
MAR 340 Principles of Web Design	3
MAR 422 3D Motion Design	3
MAR 425 Techniques of Digital Animation	3
MAR 440 Web Design Techniques	3
<b>Total</b>	<b>30</b>

#### Recommended courses for students interested primarily in *Video Production*

MAR 250 Visions of Film	3
MAR 251 Digital Video Production Techniques	3
MAR 353 Production Management	3
MAR 355 Directing the Fiction Movie	3
MAR 357 Digital Video Editing	3
MAR 450 Contemporary Trends in Digital Media	3
MAR 455 Experimental Documentary	3
MAR 465 Commercial Video Production	3
MAR 301 Practicum	6
<b>Total</b>	<b>30</b>

### SEMESTER BY SEMESTER COURSE REQUIREMENTS/TEACHING ASSIGNMENTS

#### Media Arts, emphasizing *Digital Art and Design*

Total Credits: 42

#### **Semester One (Fall)**

MAR 101 Intro. to Media Arts (core)	3	Michael Murphy
MAR 111 Fund. of Digital Design (core)	3	Richard Hughes
<b>Semester Two (Spring)</b>		
MAR 210 Creation of Media Story (core)	3	James Kriley
MAR 211 Prin. of Dig. Video Production (core)	3	James Kriley
<b>Semester Three (Fall)</b>		
MAR 221 Fund. of Digital Image Design	3	Gregory Twigg
MAR 222 Fund. of Digital Compositing	3	Richard Hughes
<b>Semester Four (Spring)</b>		
MAR 321 Digital Image Design Techniques	3	Gregory Twigg
MAR 322 2D Motion Design	3	Richard Hughes
<b>Semester Five (Fall)</b>		
MAR 325 Fund. of Digital Animation	3	Gregory Twigg
MAR 330 Principles of Sound Design	3	Richard Hughes
<b>Semester Six (Spring)</b>		
MAR 340 Principles of Web Design	3	Staff
MAR 422 3D Motion Design	3	Richard Hughes
MAR 425 Techniques of Digital Animation	3	Gregory Twigg
<b>Semester Seven (Fall)</b>		
MAR 440 Web Design Techniques	3	Staff
<b>Total</b>	<b>42 credits</b>	

**Media Arts, emphasizing Digital Video Production**

Total credits: 42

<b>Semester One (Fall)</b>		
MAR 101 Intro. to Media Arts (core)	3	Michael Murphy
MAR 111 Fund. of Digital Design (core)	3	Richard Hughes
<b>Semester Two (Spring)</b>		
MAR 210 Creation of Media Story (core)	3	James Kriley
MAR 211 Prin. of Dig. Video Production (core)	3	James Kriley
<b>Semester Three (Fall)</b>		
MAR 250 Visions of Film	3	Andrew Smith
MAR 251 Dig.Video Production Techniques	3	Digital Cinematographer
<b>Semester Four (Spring)</b>		
MAR 353 Production Management	3	Staff
MAR 355 Directing the Fiction Movie	3	Andrew Smith
MAR 357 Digital Video Editing	3	Grad. TA
<b>Semester Five (Fall)</b>		
MAR 450 Contemporary Trends in Dig. Media	3	Andrew Smith
MAR 455 Experimental Documentary	3	Michael Murphy
<b>Semester Six/Eight (Spring)</b>		
MAR 465 Commercial Video Production	3	Digital Cinematographer
MAR 301 Practicum	6	Staff
<b>Total</b>	<b>42 credits</b>	

**II. Adequacy, Accreditation, and Assessment Issues****1. Adequacy of Present Faculty**

**Professors/Academic Areas**

(FTE stated here applies specifically to the undergraduate major)

**Michael Murphy, Director, Media Arts, Associate Professor (MFA):** Directing, Experimental Documentary, Digital Narrative Editing, Acting for the Camera. FTE load for major .25

**Richard Hughes, Associate Professor (MFA):** Compositing, 2D/3D Motion Design, Sound Design and Digital Audio Engineering, Digital Effects. FTE load for major 1.0

**Andrew Smith, Assistant Professor (MFA) (contract begins August 05):** Directing, Writing, Digital Video Directing. FTE load for major .33

**Gregory Twigg, Adjunct Professor (MFA) (search for tenure track 05-06, contract begins August 06):** Digital Still Image Design, Animation, Motion Design, Effects, Color Correction/Composition. FTE load for major 1.0

**Dr. James Kriley, Professor (PhD):** Directing, Film Studies, Writing. FTE load for major .33

**Digital Cinematography Position (MFA) (search for tenure track 05-06, contract begins August 06):** Digital Cinematography, Commercial Video Production, Advanced Cinema Studies, Techniques of Video Production. FTE load for major .5

**Timothy Howard, Director, Digital Media Services (Staff)** Production Management, Computer Systems Administration, Camera/Lighting Training. FTE load for major .25

**Total Faculty FTE for major: 3.66**

## 2. **Facilities and Equipment**

Media Arts has five computer labs with more than 80 stations. Of these, the undergraduate program occupies three labs with 54 stations. These classrooms/labs will accommodate the predicted student load, because they are limited to use by Media Arts students only. This means adequate time exists for the scheduling of classes. In addition, all labs are swipe-card accessible and available during posted hours outside of scheduled class times. Students in the major will be required to have their own hard-drives on which to store projects. This allows them to move easily from station to station and to be able to work at home, using suitable equipment that many of them already possess. Media Arts also has its own video production lab space that will accommodate all classes in video production. The *Digital Video Production* coursework will use existing camera and sound equipment, which includes eight digital video cameras. Media Arts is in the process of securing funds for additional equipment through its network of outside donors as well as from traditional university equipment funds.

## 3. **Accreditation Status**

There are no accrediting agencies at the present time that deal with digital media programs. Media Arts will be a part of the Northwest Association of Schools and Colleges (NASC) accreditation reviews as it has in the past.

## 4. **Assessment Issues**

### Student Assessment

#### Portfolio Review

Media Arts is predominantly a project-based major. Most classes deal with understanding and application of principles of narrative and design through the creation of media products, including video, motion design, web design and animation. The student creates an ongoing portfolio of work that can be organized either on the web or via DVD to allow for critique and comparison. All faculty will have access to former work and can help address needs and challenges faced by the student each academic term.

#### Acceptance and Continuation of the Major

After the completion of 101L and 111A (introductory level courses), students must have achieved a 3.5 grade point average in Media Arts courses to move on to MAR 210 and 211. Once they have completed these classes, they may apply to the major. Acceptance requires

faculty approval (based on student portfolio ranking), a 3.0 GPA in Media Arts classes and no less than a 2.5 GPA in the student's overall studies. These requirements continue through each assessment period, with annual reviews occurring at the end of spring semester each year and including portfolio review.

#### Grading

It is important for faculty to maintain rigor in grading. Successful students must demonstrate:

- the understanding and application of theory and craft principles in their creative work
- the ability to apply developmental processes to their work
- competency in aesthetic construction and composition
- the ability to listen to and incorporate feedback to their work
- the ability to work positively in collaborative situations
- the ability to deliver meaningful feedback to the work of others
- competency in the hardware and software associated with a given class or project
- self-motivation
- the ability to complete projects to deadline
- growth in their artistic/analytical work
- understanding and application of professional techniques and standards

#### Public Showings

Each academic year, a presentation forum of student work, open to the public, will be scheduled for which students submit creative projects to a jury for entry. The jury will consist of faculty and/or professionals from the various areas in which students would be seeking to engage upon graduation.

#### Program Assessment

##### Standard Assessment

Media Arts participates in all present forms of UM program and faculty assessment through its graduate and minor programs. Input from students in the undergraduate major will be included in these reviews.

##### Alumni Interaction

Media Arts is interested in tracking the professional lives of program alumni to follow their post-graduate experiences. Part of this is to track success stories, but also to learn what has been valuable about their education here and what they feel they could have used that we perhaps do not yet provide. Our MFA graduates have been very helpful at providing this kind of feedback, and we will carry it on in the undergraduate program.

##### Professional Interaction

Inviting professionals to interact with our students and faculty is important for broadening our students' educational experience. Professionals also help us with feedback on our program. We have numerous professional visitors to our program each year. The undergraduate majors will be able to join in these enriching experiences.

##### International Digital Media & Arts Association/University Film & Video Association

Involvement with professional organizations such as these is critical to the ongoing growth and success of the program. It is essential that faculty and students interact with their counterparts from other campuses. It is also important to note that as digital media programs grow around the country, The University of Montana needs to play a leading role in shaping dialogue and developing academic standards on a national level.

##### Yearly Faculty Retreat

Digital Media programs, arguably more than any other campus programs, must continually assess and revise curricula based on new information, theory and technology. For this reason it is important for faculty to have time to reflect and discuss these areas away from the classroom or traditional faculty meetings.

#### **5. Library Holdings**

Media Arts already has a library budget in place (\$2,322) that will adequately support our student and faculty needs.

### **III. Impact on Faculty, Costs, Students, and Other Departments and Campuses**

1. **Additional Faculty Requirements:** The initiation of a Media Arts major requires no additional faculty beyond the current staffing plan. All positions listed above will be in place by August '06.

2. **Costs:** Media Arts has been a part of the ongoing challenge of bringing our campus up-to-date in digital technology. The support of the university has been a critical part of our success in this area as well as support by our donor base, with whom we have worked in concert with the university to see that our technology goals are met. We expect this relationship to continue in a positive fashion as we move forward purchasing the additional video and sound equipment needed for the undergraduate major. As was stated before, all computer equipment and labs essential are already in place.

Media Arts has completed half of its renovation of the McGill gymnasium space. This progress results from collaboration among faculty in the Schools of Fine Arts and Education, specifically in four units (Drama/Dance, Health and Human Performance, Educational Research and Service, and Media Arts), the upper administration and a generous donor. Finishing the facilities is one of the present goals of the UM Foundation Capital Campaign as we move forward. As a result of the first phase of renovation, McGill Hall now includes a large graduate student lab, two undergraduate labs, two seminar teaching spaces and an unfinished production lab. As part of this, the computer and telecommunications infrastructure has been upgraded. The next phase will finish the production space, sound lab, third undergraduate lab and viewing space.

3. **Students: Enrollment Impact:**

Planned Student/Faculty Ratios: 15:1

Special Admission Standards or Enrollment Limits: 3.5 GPA in the first two classes of core and 3.0 in Media Arts course work subsequent years. Because of the technological training involved in most classes, sections must be capped at 15 students. (See II. 4., Acceptance and Continuation of the Major, above.)

Special Procedures to recruit students from under-represented populations: We have found the program very viable for students with disabilities who can create their work on computers. The program may also recruit under-represented populations from within Montana.

Projected Employment Possibilities: Students from Media Arts have found employment almost anywhere digital media is used to communicate ideas and stories. This includes obvious areas like advertising, video production houses, television stations and as designers for web work. Additional opportunities exist in such areas as education, business, the arts and anywhere the need exists for professionals with the collaborative, creative and critical thinking skills this program fosters.

Projected size of the program: (see appendix A, page 1)

4. **Impact on Other Departments:** As Media Arts has evolved we have communicated with UM programs and departments in Drama/Dance, Radio/Television, Curriculum and Instruction, Information Technology in the School of Business, Communications, Art, Music and Journalism as to the viability and usefulness of our programs. All areas have been supportive of the opportunities that Media Arts offered their students. We believe that the B.A. adds the opportunity for students in these and other areas to double major, adding to their portfolio and educational experience in a way that does not take away from these programs. The major in Media Arts may also attracted new students to the university, whether they decide eventually to obtain a B.A. in Media Arts or major in some other related field.
5. **Impact on Other Campuses:** The proposed Media Arts Bachelor of Arts major does not duplicate any existing program in the Montana University System and is unique within our region. It is not expected other campuses will be impacted by the existence of this offering.

6. Cost Analysis

(Faculty FTE is based on percentage of faculty load devoted to undergraduate major)

	Year 1		Year 2		Year 3	
FTE Enrollment	48		78		87	
<b>Estimated Incremental Revenue</b>						
Use of Current General Operating Funds						
State Funds						
State Funding for Enrollment Growth					149,118	
Tuition Revenue	160,829		261,347		291,502	
A. Gross Incremental Tuition Revenue						
B. Reductions to Incremental Tuition						
C. Net Applied Tuition Revenue (A-B)						
Program Fees						
External Funds						
Other Funds						
<b>TOTAL Estimated Revenue</b>	160,829		261,347		440,620	
<b>Estimated Incremental Expenditures</b>						
	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>	<b>FTE</b>	<b>Cost</b>
Personal Services	3.21*	176,463	3.21	179,992	3.21	183,591
Operating Expenses	4,415		4,800		5,124	
Equipment					38,000	
Start-up Expenditures						
<b>TOTAL Estimated Expenditures</b>	180,878		184,792		226,715	
<b>Estimated Revenues Over/Under ( - ) Expenditures</b>	-20,049		+76,555		+64,787	

\* FTE when program is in full delivery

IV. Process Leading to Submission of Proposal

This proposal has been created and approved by Media Arts Program faculty, who have worked on its development for the past two years. It has also received further approval from the Media Arts Program Director and the Dean of the School of Fine Arts. The document is now submitted for consideration by the Provost and Vice President for Academic Affairs, the Academic Standards and Curricular Review Committee (ASCRC) along with its Education/Fine Arts Subcommittee, Faculty Senate, and the President of The University of Montana, prior to receipt by the Office of the Commission of Higher Education and Board of Regents.

Appendix A



**Breakdown of Calculations on Cost Analysis for UG Major Proposal**

Out-of-State students figured at 20% of enrollment, based on Registrar's Fall '04 benchmark of 2,113 out-of-state paid fees against 10,445 in-state paid fees.

	FTE Students	Income generated by FTE
Year 1 Total Students	48	
Out-of-State (20%)	9.6X \$6933	\$66,557
In-State	38.4X \$2455	94,272
Year 1 Total income		<b>\$160,829</b>

= = 160,829

Year 2 Total FTE 78  
 Out-of-State 15.6X6933= 108,155  
 In-State 62.4X2455= 153,192  
 261,347

Year 3 Total FTE 87  
 Out-of-State 17.4X6933= 120,634  
 In-State 69.6X2455= 170,868  
 291,502

FTE of faculty salary in dollars when program is in full delivery

Kriley	.33	25,741
Murphy	.25	12,998
Hughes	1.0	45,224
Smith	.33	15,000
Dig. Design	1.0	45,000
Dig. Cinema	.5	22,500
Dir. Dig.	.25	<u>10,000</u>
		176,463
		3.66

**Three Year Projection of Media Arts Student FTE:**

<b>Media Arts Major Projected Numbers by Semester and Year</b>									
	Autumn 06	Spring 07	Totals 06-07	Autumn 07	Spring 08	Totals 07-08	Autumn 08	Spring 09	Totals 08-09
1st Year Core	15	15	30	15	15	30	15	15	30
2nd Year Design	15	Cont.	15	15	Cont.	15	15	Cont.	15
2nd Year Video	15	Cont.	15	15	Cont.	15	15	Cont.	15
<b>Total Students</b>			<b>60</b>						
<b>Total FTE students</b>			<b>48</b>						
3rd Year Design				15	Cont.	15	15	Cont.	15
3rd Year Video				15	Cont.	15	15	Cont.	15
<b>Total Students</b>			<b>90</b>						
<b>Total FTE students</b>			<b>78</b>						
4th Year Design							10	Cont.	10
4th Year Video							10	Cont.	10
<b>Total Students</b>			<b>110</b>						
<b>Total FTE students</b>			<b>87</b>						

**Graduate Digital Moviemaking/Undergraduate Video Production Load Distribution**

Year designates the first implementation of a class

<b>Fall</b>		<b>Spring</b>	
<b>Undergraduate</b>		<b>Undergraduate</b>	
Intro to Media Arts	Murphy	Intro to Media Arts	Murphy
Creation of Media Story	Kriley	Creation of Media Story	Grad T. A.
Prin. Video Production '06	Kriley	Video Production '06	Cinematog.
Production Management '07	Howard	Digital Video Directing '07	Smith
Dig Video Prod. Tech. '07	Cinematog.	Narrative Editing (U) '07	Grad T. A.
Advanced Writing G/UG '06	Smith	Visions of Film '07	Smith
Contemp. Trends Med. '08	Cinematog.	Dig. Commer. Vid. Prod. '07	Cinematog.
Experimental Doc. '08	Murphy	Practicum/Crew '07	Howard
Practicum/Crew '07	Howard		
<b>Graduate</b>		<b>Graduate</b>	
Directing I	Kriley	Directing II	Smith
Directing III	Smith	Directing the Actor	Murphy
Screenwriting I	Smith	Narrative Editing	Murphy
Screenwriting II G/UG	Smith	Production Management '06	Howard
Digital Production I	Cinematog.	Digital Production II	Cinematog.
Int. Digital Cinematography	Cinematog.	Grad. Advanced Film Study	Smith
Graduate Media Research	Murphy	Adv. Dig. Cinematography '07	Cinematog.
<u>Other courses covered</u>		<u>Other courses covered</u>	
Dramatic Lit	Kriley		
Acting for the Camera	Murphy		
<b>Load per teacher</b>	Murphy 3 Kriley 4 Smith 4 Cinematog. 4 Howard 2	<b>Load per teacher</b>	Murphy 3 Kriley 0 Smith 4 Cinematog. 4 Howard 2

**Undergraduate Digital Design Load distribution by semester**

<b>Fall</b>		<b>Spring</b>	
<b>Undergraduate</b>		<b>Undergraduate</b>	
Fund. of Digital Integrated Art	Hughes (2sec)	Fund. of Digital Integrated Art	Hughes
Fundamentals of Compositing	Hughes	2D Motion Design	Hughes
Princ. of Sound Design	Hughes	3D Motion Design	Hughes
Fund. of Integrated Digital Art	Twigg	Prin. of Web Design	Hughes
Digital Still Image Design I	Twigg	Fund. of Digital Integrated Art	Twigg (2sec)
Fund. of Dig. Animation	Twigg	Digital Still Image Design II	Twigg
Multi-linear Presentation	Twigg	Tech. of Digital Animation	Twigg
<b>Load per teacher</b>	Hughes 4 Twigg 4	<b>Load per teacher</b>	Hughes 4 Twigg 4