

**Utah System of Higher Education
New Academic Program Proposal
Cover/Signature Page - Full Template**

Institution Submitting Request: University of Utah

Proposed Program Title: BFA, Film & Media Arts, Animation Production Emphasis

Sponsoring School, College, or Division: College of Fine Arts

Sponsoring Academic Department(s) or Unit(s): Film & Media Arts Department

Classification of Instructional Program Code¹ :

Min/Max Credit Hours Required to Earn Degree: 76 / 81

Proposed Beginning Term²: Fall 2019

Institutional Board of Trustees' Approval Date:

Program Type (check all that apply):

<input type="checkbox"/> (AAS)	Associate of Applied Science Degree
<input type="checkbox"/> (AA)	Associate of Arts Degree
<input type="checkbox"/> (AS)	Associate of Science Degree
<input type="checkbox"/>	Specialized Associate Degree (specify award type ³ :)
<input type="checkbox"/>	Other (specify award type ³ :)
<input type="checkbox"/> (BA)	Bachelor of Arts Degree
<input type="checkbox"/> (BS)	Bachelor of Science Degree
<input checked="" type="checkbox"/>	Professional Bachelor Degree (specify award type ³ : BFA)
<input type="checkbox"/>	Other (specify award type ³ :)
<input type="checkbox"/> (MA)	Master of Arts Degree
<input type="checkbox"/> (MS)	Master of Science Degree
<input type="checkbox"/>	Professional Master Degree (specify award type ³ :)
<input type="checkbox"/>	Other (specify award type ³ :)
<input type="checkbox"/>	Doctoral Degree (specify award type ³ :)
<input type="checkbox"/>	K-12 School Personnel Program
<input type="checkbox"/>	Out of Service Area Delivery Program

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name _____ Date: _____

☐ I understand that checking this box constitutes my legal signature.

¹ For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

² "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

³ Please indicate award such as APE, BFA, MBA, MEd, EdD, JD

**Utah System of Higher Education
Program Description - Full Template**

Section I: The Request

University of Utah requests approval to offer the following Baccalaureate degree(s): BFA, Film & Media Arts, Animation Production Emphasis effective Fall 2019. This program was approved by the institutional Board of Trustees on .

Section II: Program Proposal

Program Description

Present a complete, formal program description.

The Department of Film and Media Arts currently offers a BA in Film & Media Arts with an optional emphasis in Animation Studies but does not offer a BFA. The proposed BFA in Film & Media Arts with an emphasis in Animation is intended to attract students who want to increase their depth within a unique discipline while benefiting from the cross-disciplinary methodology integral to the arts today and increasingly central to the Arts curricula offered in the College of Fine Arts. The BFA already has a proven track record in the College of Fine Arts—in disciplines such as Art, Dance, and Music—with its ability to encapsulate both professional and scholarly practices.

The proposed BFA in Film & Media Arts with an emphasis in Animation is an effort to better prepare students interested in production careers within an industry that requires an ever-increasing set of skills. The industry currently demands both critical thinking skills and deep production skills. The Animation emphasis BFA will provide students seeking a career in animation the greater depth of skills required without sacrificing the foundational and critical thinking skills they gain in the Arts disciplines (e.g. Art, Film).

The proposed BFA is designed for students who specifically aspire to hold careers within the professional industry given its increasing expectations for deeper skills. By building upon the current BA in Film & Media Arts, the proposed BFA will provide students with the opportunity for more rigorous focus in the area of Animation through four specific Learning Outcome Objectives:

- Project-based learning focused on developing and transferring knowledge
- Critical-thinking and problem-solving skills
- Experimentation with iteration, innovation, and invention
- Cross-disciplinary collaboration

Enrollment in the current Animation Emphasis has been expanding rapidly over the past several years. Recent animation majors have begun requesting a degree option that will provide them with the in-depth experience necessary to prepare them for professional careers. Student interest in this area is reflected in the initiative they have taken to expand their animation knowledge with recent field trips to the CTN Expo (Creative Talent Network) in Fall 2017 Animation Career Trek (A journey through the Animation Industry in LA) in Spring 2018, and creating “The Crew”, an animation-focused student organization.

This field offers a wide variety of career opportunities in digital media for students, including 3D previz artist, animation producer, lighting artist, character designers, technical director, storyboard artist, digital set design, texture artists, and concept artist. The BFA in Animation will equip students with a strong foundation from which to seek a career in independent animation or pursue graduate studies. Offering a dedicated BFA with an emphasis in Animation will enhance the long-term vitality and stature of the Department on campus and off, as well as enhance the stature of the University within the state, regionally, and nationally.

Consistency with Institutional Mission

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/.

The proposed Bachelor of Fine Arts in Film and Media Arts, Animation Emphasis directly supports the University of Utah's Institutional Mission by creating, innovating, and sharing knowledge in this rapidly expanding discipline. This degree is consistent with the wider mission of the University of Utah by providing opportunities for students to participate in "deeply engaged learning opportunities," as well as through generating "new knowledge, discoveries and innovations" while engaging with "local and global communities to promote education, health and quality of life."

The BFA degree is organized to sustain the University's uppermost standards of creative and professional practice while also emphasizing the depth of work that is an integral part of the academic field as well as the expectation by industry. This degree is designed to support students in keeping pace with the evolution of the animation industry. Animation has evolved, over the last twenty years, from a cartoon based medium to a medium whose techniques are increasingly used in scientific visualization, visual effects, internet communication etc. So, too, has our animation curriculum evolved. With this new BFA and its curriculum, our students will continue to generate "new knowledge, discoveries and innovations" as we and the industry evolve.

For Utah to thrive in an increasingly technological environment, increasing the skill-specific depth of our curriculum will help both our graduates and state remain competitive. This BFA is necessary to provide students with an increased engagement with digital media, thereby improving the undergraduate student experience, remaining relevant within the industry, and ensuring that the University of Utah is competitive by offering an equivalent level degree to other universities in Utah. With the universities working together we can meet the growing demand for new artists utilizing computer animation skills. The degree will directly support the University of Utah's Institutional Mission of fostering "student success by preparing students from diverse backgrounds for lives of impact as leaders and citizens." The purpose of this degree is to provide greater in-depth knowledge and skills in animation to support student success, and in turn, support Utah's growing digital media industry.

Section III: Needs Assessment

Program Rationale

Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program.

Many Film & Media Arts BA students in the Animation Emphasis and in the EAE emphasis increasingly express their desire to take additional courses in their major. They seek these courses not only in the department but also in the fine arts to prepare them for entry-level positions in the industry. The interest has been growing, especially in the animation production area where students are finding they don't have the depth of skills needed to jump-start their careers after graduation. This perception has also been supported by industry professionals in Salt Lake City who indicate that as good as the BA degree is at providing basic animation skills, creative and critical thinking skills, and a broad liberal arts knowledge base, it does not provide a career path for those students who want specialized production careers in animation and related industries. This dilemma has not gone unnoticed by some students who have chosen to select a BUS degree, or to stay longer at the university taking additional credits in order to acquire the depth they desire.

This BFA in Film & Media Arts, Animation Production Emphasis will provide students with the depth they need and want in order to pursue a professional experience; and, it will allow the Department of Film & Media Arts to offer a degree similar to other BFA programs across the College of Fine Arts, including a full-year capstone.

The department began the process of moving towards this professional degree several years ago when

it expanded its BA to include an Animation Emphasis. Starting in 2018-2019, the department is offering senior project courses to address the persistent interest of students. Additionally, over the past 1-2 years, the faculty began developing this BFA in Film & Media Arts, Animation Production Emphasis, giving it unanimous approval on 2/10/2018. The College Curriculum Committee then reviewed and unanimously approved the proposal on 4/6/2018.

This degree will benefit the University of Utah and the USHE by preparing students in an area of study that is important to the digital entertainment industry, has not yet been represented at the University at this level, and builds on the strength of the animation industry in the state. In addition, this degree will facilitate research and collaborative opportunities. Most importantly, this degree will allow the Department, College, and University to strengthen relationships with local industry by providing graduates who can fill the growing need for well-trained and highly skilled professionals in this area.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

Animation and production media are rapidly expanding into diverse fields, such as Scientific Visualization, VR, AR, commercials, and the web. This has resulted in a jump in media employment. A 2016 *Markets and Markets* report indicates that media arts production has a projected compound annual growth rate of 70.41% into 2022. It is anticipated that BFA in Film & Media Arts, Animation Production Emphasis graduates will be sought after not only by media companies (i.e. Adobe, Convergys), but also by non-traditional entities, such as healthcare and information technology companies. There is an expanding base of companies seeking to integrate new technologies across communication, education, and research as they engage their constituents. A critical component of this program is honing a student's ability not only to produce animation, but also to take these transferable skills across a multitude of digital media and artistic platforms. This will result in graduates who can enter the workforce with valuable communication skills as well as technical proficiency. Local, multinational companies such as Red Interactive Agency, Warner Bros., and WGU have been increasingly hiring animators; thus, there will be a market for the highly skilled graduates this degree will produce.

A recent *Markets and Markets* report on Digital Media (2017) indicates that the market will reach USD 174.10 Billion by 2024. This degree has its eye on that future as the first full graduating class will be in 2023 with the implementation of this degree in 2019. Because this degree will be so useful for students interested in careers in these fields, the existence of this degree should serve as a recruitment tool for the University and thereby contribute to the Governor's call for 66% of Utahans to have postsecondary certificates or degrees by 2020 and beyond. This degree will continue to expand the University of Utah's links with private industry as part of its mission to support the interests of the people of Utah as well as student career paths.

Student Demand

Provide evidence of student interest and demand that supports potential program enrollment. Use Appendix D to project five years' enrollments and graduates. Note: If the proposed program is an expansion of an existing program, present several years enrollment trends by headcount and/or by student credit hours that justify expansion.

Currently, there is a total of 104 students in the Film & Media Arts BA, Animation Emphasis. The number

of students in the degree, based on their year of entry, are: 15 students ('14-'15), 20 students ('15-'16), 23 students ('16-'17), and 49 students ('17-'18). The number of students choosing animation has been growing steadily. Based on students' expressed interest, it is likely that these numbers will continue to grow, but will now be distributed between the BA, Animation Emphasis and the BFA, Animation Production Emphasis.

Similar Programs

Are similar programs offered elsewhere in the USHE, the state, or Intermountain Region? If yes, identify the existing program(s) and cite justifications for why the Regents should approve another program of this type. How does the proposed program differ from or compliment similar program(s)?

Currently, there are programs in animation at University of Utah (BA), Brigham Young University (BFA), Utah Valley University (BS), Broadview University (BFA), and SLCC (AS). The BYU program is highly regarded in the animation industry, with many of its graduates placed in top animation studios. Brent Adams, Director of the Center for Animation, has indicated on more than one occasion his support for additional animation programs in Utah, because BYU cannot graduate sufficient number of graduates to support the industry in the state. He has indicated that USHE institutions currently don't produce the critical mass necessary to expand the industry here in Utah.

BYU has an Animation BFA and their Computer Science Department has an Animation Emphasis within their BS in Computer Science degree. There are some similarities in the degrees, but because BYU and the University of Utah tend to draw different students, these degrees will complement rather than compete with each other. Utah Valley University's Department of Digital Media offers a BS, Animation and Game Development Emphasis. They focus on creating animators who also understand the games pipeline. Weber State University offers animation courses in their Visual Communication program. Utah State University does not offer animation courses.

Several institutions in the adjacent intermountain west—University of Nevada, Las Vegas; University of Arizona; University of Idaho, Moscow; and University of New Mexico—offer courses in animation but not a degree. Adding a BFA in Film & Media Arts, Animation Production Emphasis would allow the University of Utah to compete for students who might otherwise chose to leave Utah to attend other institutions in California.

Internationally, there are many programs that offer some type of undergraduate education in animation. These vary from a few classes in animation production to entire degrees. The top 10 ranked undergraduate animation production programs in the world, according to the recently released 2017 Animation Career Review (www.animationcareerreview.com), are:

1. Sheridan College, Oakville, Canada
2. California Institute of the Arts, Valencia, CA
3. Digital Animation and Visual Effects School, Orlando, FL
4. Rhode Island School of Design, Rhode Island
5. Ringling College of Art and Design, Sarasota, FL
6. Carnegie Mellon Graphics Lab, Pittsburgh, PA
7. School of Visual Arts, New York, NY
8. Vancouver Institute of Media Arts, Vancouver, Canada
9. Seneca College, Toronto, Canada
10. Capilano University, Vancouver, BC

All the above top-rated programs offer the BFA or its professional equivalent. In addition, if there is more than one top-rated program in a locale it has had a direct positive impact on the employment in that industry in the area. For example, Toronto has a strong animation industry, including a number of large animation studios (Nelvana, Guru, and Elliott), with both Sheridan College and Seneca College offering

strong animation programs. Vancouver, often considered the Digital Media capital in Canada, has both Vancouver Institute of Media Arts and Capilano University. There is a need in Utah for additional graduates and this BFA in Film & Media Arts, Animation Production Emphasis at the University of Utah with help meet that need.

Collaboration with and Impact on Other USHE Institutions

Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higher.utah.gov/policies/policy315/. Assess the impact the new program will have on other USHE institutions. Describe any discussions with other institutions pertaining to this program. Include any collaborative efforts that may have been proposed.

This program will not be offered outside the University of Utah's designated service area. It is anticipated that impact on other USHE institutions will be negligible. Instead, this proposal adds to the menu of majors available to University of Utah students. As indicated above, the closest program within the USHE system is the Digital Media degree at UVU, which has some overlapping coursework. Because of the interdisciplinary (art, film, animation) nature of the proposed program, however, it is anticipated that University of Utah graduates will fill positions that will augment those filled by graduates of the UVU program, rather than compete with them. The Department of Film & Media Arts has collegial relationships with the faculty across the University of Utah, UVU, and BYU. We will continue to foster these relationships to ensure minimal conflict and to encourage collaboration.

External Review and Accreditation

Indicate whether external consultants or, for a career and technical education program, program advisory committee were involved in the development of the proposed program. List the members of the external consultants or advisory committee and briefly describe their activities. If the program will seek special professional accreditation, project anticipated costs and a date for accreditation review.

The Department of Film & Media Arts currently has local practicing professionals teaching several animation classes as Adjunct Instructors. We have consulted with them, as well as with professionals in the industry. It is anticipated that with both a BA and a BFA in animation the Department will convene an advisory board from industry to guide the area in the future, but at this point it does not exist. Such a board would assist in curriculum review and development, as well as with internship and job placement. In addition, the College of Fine Arts has committed to hiring an Internship Coordinator starting in 2018-2019.

The accreditation review of this degree will be conducted through the National Association of Schools of Art and Design (NASAD). Within the College of Fine Arts, the Department of Art & Art History is leading the process of preparing to seek accreditation from NASAD in the near future.

In crafting the requirements for the degree, the faculty extensively examined programs, comparable to the one proposed here, at the top schools and universities around the country (e.g. Ringling School of Art & Design, Sheridan College, California Institute of the Arts, School of Visual Arts NY). Courses in the BFA in Film & Media Arts, Animation Production Emphasis are common across all such programs.

Section IV: Program Details

Graduation Standards and Number of Credits

Provide graduation standards. Provide justification if number of credit or clock hours exceeds credit limit for this program type described in R401-3.11, which can be found at higheredutah.org/policies/R401.

All courses taken to satisfy the BFA major requirements must be taken for a letter grade and must be passed with a “C-” or better. To remain in good standing and graduate, a student must maintain a cumulative GPA at the University of 2.75 or higher while also maintaining a GPA of 2.75 or higher in coursework counted toward the degree.

Admission Requirements

List admission requirements specific to the proposed program.

There are no admission requirements beyond admission to the University of Utah. This is an open major.

Curriculum and Degree Map

Use the tables in Appendix A to provide a list of courses and Appendix B to provide a program Degree Map, also referred to as a graduation plan.

Section V: Institution, Faculty, and Staff Support

Institutional Readiness

How do existing administrative structures support the proposed program? Identify new organizational structures that may be needed to deliver the program. Will the proposed program impact the delivery of undergraduate and/or lower-division education? If yes, how?

This BFA in Film & Media Arts, Animation Production Emphasis builds on the BA in Film & Media Arts, Animation Emphasis and will not require new organizational structures. The courses already exist in the Department and in other of the academic units in the College. This degree will not impact the delivery of undergraduate and/or lower-division education as the department is in the process of hiring another tenure-track animation professor.

Faculty

Describe faculty development activities that will support this program. Will existing faculty/instructors, including teaching/graduate assistants, be sufficient to instruct the program or will additional faculty be recruited? If needed, provide plans and resources to secure qualified faculty. Use Appendix C to provide detail on faculty profiles and new hires.

The Department of Film & Media Arts has six full-time faculty who teach some or all of their courses in animation and related areas. In addition, during 2018-2019 the Department will be

searching for an additional tenure-track faculty member in animation.

Staff

Describe the staff development activities that will support this program. Will existing staff such as administrative, secretarial/ clerical, laboratory aides, advisors, be sufficient to support the program or will additional staff need to be hired? Provide plans and resources to secure qualified staff, as needed.

Additional staff are not required to support this degree. The department already covers multiple emphases with existing staff.

Student Advisement

Describe how students in the proposed program will be advised.

This degree is an extension of the current BA in Film & Media Arts, Animation Emphasis. The advising for this emphasis has been well handled by the College of Fine Arts advisors. The College of Fine Art advisors are already familiar with this field of study, as well as with the BFA structure. Thus, the existing advisors are prepared to handle this additional degree within the College.

Library and Information Resources

Describe library resources required to offer the proposed program if any. List new library resources to be acquired.

Because the BA in Film & Media Arts, Animation Emphasis already exists, the Department has worked closely with the library in acquiring multiple resource materials that current students use. These resources are sufficient for the new BFA in Film & Media Arts, Animation Production Emphasis.

Projected Enrollment and Finance

Use Appendix D to provide projected enrollment and information on related operating expenses and funding sources.

Section VI: Program Evaluation

Program Assessment

Identify program goals. Describe the system of assessment to be used to evaluate and develop the program.

The program's goals are:

- i. To serve University of Utah students by providing them strong creative, technical, and analytical skills, as well as foundational knowledge about animation processes, techniques, application, and theory.
- ii. To serve the people of the State of Utah by producing graduates with not only strong animation skills, but also a firm understanding of how the animation industry works.
- iii. To produce graduates who possess the ability to combine experience, knowledge, and interpersonal skills to create animation collaboratively.
- iv. To strengthen the state's economy by producing graduates who will make valuable contributions to our animation studios as well as to other companies that need employees with these skills. This skill base is needed to attract national employers who

utilize the talents of skilled animators.

The BFA program strives for the right balance of critical theory in animation, film, and the arts, coupled with a rigorous production practice curriculum. The proposed curriculum consists of required courses aligned with the University of Utah's Essential Learning Outcomes. Coursework to focus on the skill set of teamwork, problem solving, critical and creative thinking, and building demonstrable media production skills. It is here the program's culmination senior capstone project will demonstrate if it translates into the student's ability to synthesize their general and specific knowledge, creating a complex and substantial animation project.

The senior capstone project will be shown at the end of the year department screening. It is here that the student's work is shown yearly. The current results of our BA in animation is one of the motivations for this proposal; the other being the employment record of our students. Both will be clear indicators of the program's ability success in providing the skill set needed by the students. At the end of the academic year the student's abilities will be evident in the work and if the program is meeting expectations. Our graduates success rates will be tracked and feedback will be solicited for improvements.

In any animation program the capstone provides a definitive indicator of success. For instance, if teamwork and the ability to solve production problems is a problem it frequently results in unfinished projects. We have learned that employers look for not only demonstrable media production skills but also whether the students can work together and finish an animation project. Each academic year, the faculty not only see the results on the screen but formally review the outcomes. These outcomes are evident in what is there and what is missing. If production skills are lacking it is evident in subpar work on the screen. If the work does not connect to the audience then it is evident the program is not providing the critical thinking necessary to solve the communication problems. The program's electives will be reviewed to determine if these have generated the breadth and depth of skills needed to permit student to develop a focus, as well as produce work that meet industry standard practices and methodologies necessary for careers in the animation industry. All of this is to be accomplished within a hierarchical structure of progressively sophisticated results.

The program's viability will be measured in two ways. First, we will track overall interest in the courses and degree. We have begun, and will continue to survey the students in our courses and our major to determine overall satisfaction and learn how we can provide a better experience to our students. We will consult with employers to learn about our student's preparedness to meet today's business and policy challenges. To insure these outcomes, the animation program faculty will meet each year to assess the degree. This assessment will be comprised of student portfolios, student exit data, and aggregate student feedback from course evaluations. This information will then be used to improve teaching methodologies and curriculum offered.

Student Standards of Performance

List the standards, competencies, and marketable skills students will have achieved at the time of graduation. How and why were these standards and competencies chosen? Include formative and summative assessment measures to be used to determine student learning outcomes.

By the time the student reach graduation they will be required to demonstrate significant animation skills as evidenced in their BFA capstone animation. Competencies chosen are based on the skills required to create animation and find employment. Marketable skills for students seeking employment are those indicated by employers at www.creativeheads.net, the industry clearing house for major animation companies.

Formative assessment measures include demonstrable mastery of the fundamental animation skills sets (e.g. modeling, rigging, animation, lighting, texturing, mapping). In either 2D or 3D, animation students are to be able to design and create either models and characters. Student will demonstrate the ability to either rig characters (e.g. Maya, Blender) or link movements in 2D (e.g. ToonBoom or Adobe After Effects). Mastery is to be evident in lighting, texturing, and mapping of characters and environments. To demonstrate the ability to animate characters in 2D (drawing), 3D (computer), or interactive media with believable movements. To demonstrate the ability to use digital media applications to support animation projects (e.g. Photoshop, Premiere, FinalCut). The previous are a minimum list and will expand to include a student's particular focus in the field.

The summative assessment the department has been conducting is primary motivation for the BFA proposal that implements a

required Senior Capstone classes and additional courses. It is at this senior level students are to demonstrate the ability to work together in teams, requiring them to communicate their creative goals through written, oral and formal presentation. Meeting benchmarks in the production process is expectation that students must meet. Faculty will collectively evaluate the final year projects where teamwork, animation skills, and communication abilities will be assessed. Students are required to show their final work and provide postmortem documents. This document is to be a critical self-assessment and assessment of teammates, of what did, and did not, work in the production process and final animation).

Appendix A: Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to be awarded the degree.

For variable credits, please enter the minimum value in the table for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box at the end of this appendix.

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
General Education Credit Hour Sub-Total			
Required Courses			
FILM 1010		Intro to Undergraduate Studies (.5) 2 courses	1
FILM4960		Animation Project I (Capstone)	4
FILM4965		Animation Project II (Capstone)	4
Required Course Credit Hour Sub-Total			9
Elective Courses			
		Complete 2 Film & Media Arts Production Electives	8
FILM 2590		• Production for Video Artist (4)	
FILM 3411/3412		• Editing I (2) and Final Cut Pro (2)	
FILM 3500		• Film Production I (4)	
FILM 3510		• Intro to Media Arts Production (4)	
FILM 3860		• Acting for TV and Film (4)	
FILM ****		• Scriptwriting course : 3810, 4810, 4820, 4830, 4840 or 4850 (4)	
FILM 4580/4590		• Producing (4) /Directing (4) The Indie Film	
		Take 20 Credits of Related Arts Electives (minor recommended)	20
		• Drawing Minor (20)	
		*ART2200/2250 Drawing (8) or * ART 2203-2206 Drawing/Design (8)	
		* Complete 4 Drawing Courses	
		- DRAW 3040 Drawing the Human Head and Hands (3)	
		- DRAW 3120 Figure Structure (3)	
		- DRAW 3130 Drawing I (3)	
		- DRAW 4110 Drawing II (3)	

Course Number	NEW Course	Course Title	Credit Hours
		- DRAW 4120 Life Drawing (3)	
		- DRAW 4140 Drawing III (3)	
		Games/EAE Minor (20)	
		Other approved Art, Theatre, or EAE courses	
		Complete 1 Intro Film & Media Arts course	4
FILM 2100		• Intro to Film (HF) (4)	
FILM 2120		• Intro to Media Arts (HF) (4)	
FILM 1600		• Animation Then Now Next (FF) (3)	
		Complete 1 History/Critical Studies in Animation Course	4
FILM 3160		• Animation Film Survey (4)	
FILM 3170		• Japanese Anime (4)	
FILM 4165		• Contemporary Animation: The Simpsons to South Park (4)	
		Complete 2 Additional History/Critical Studies Courses	6
FILM 3135		• History of Media Arts (4)	
FILM 3110		• History of Film until 1952 (FF) (4)	
FILM 3120		• History of Film from 1952 (FF) (4)	
FILM 2230		• Celebrity (DV BF) (3)	
FILM 3330		• TV: Streaming and Otherwise (CW) (3)	
Elective Credit Hour Sub-Total			42
Core Curriculum Credit Hour Sub-Total			51

Are students required to choose an emphasis? ☒ Yes or ☐ No

Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:		Animation Production	
		Complete 7 Animation Production Core courses	28
FILM 2600		• Intro to Animation Techniques (4)	
FILM 2630		• Traditional Animation I (4)	
FILM 2640		• Traditional Animation II (4)	
FILM 3420		• Sound for Film & Media Arts (4)	
FILM 3600		• Storyboarding/Visual Storytelling (4)	
FILM 3610		• Computer Animation I (4)	
FILM 3620		• Computer Animation II (4)	

Course Number	NEW Course	Course Title	Credit Hours

Emphasis Credit Hour Sub-Total			28
Total Number of Credits to Complete Program			79

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information.

Students in the proposed BFA in Film & Media Arts, Animation Production Emphasis will take a series of core courses. The courses are structured to provide an understanding of animation principles and foundation skills. Our initial core comprises 9-10 credit hours. Students will complete their studies with an intensive two-semester capstone experience.

Major Hours: 76-81

Film & Media Arts Core (9-10 credits)

Complete 2:

- FILM 1010 (.5) Intro to Undergraduate Studies

Complete 1 intro course:

- FILM 2100 (4) Intro to Film **(HF)**
- FILM 2120 (4) Intro to Media Arts **(HF)**
- FILM 1600 (3) Animation Then | Now | Next **(FF)**

Complete 3 history/critical studies courses:

- FILM 2230 (4) Celebrity (DV BF)
- FILM 3110 (4) History of Film until 1952 **(FF)**
- FILM 3120 (4) History of Film from 1952 **(FF)**
- FILM 3135 (4) History of Media Arts
- FILM 3160 (4) Animation Film Survey
- FILM 3170 (4) Japanese Anime
- FILM 3330 (4) TV Streaming and Otherwise (CW)

- FILM 4165 (4) Contemporary Animation: The Simpsons to South Park

Animation Production Core (28 credits)

Complete 7 animation related courses

- FILM 2600 (4) Intro to Animation Techniques
- FILM 2630 (4) Traditional Animation I
- FILM 2640 (4) Traditional Animation II
- FILM 3600 (4) Storyboarding/Visual Storytelling
- FILM 3420 (4) Sound for Film & Media Arts
- FILM 3610 (4) Computer Animation I
- FILM 3620 (4) Computer Animation II
- FILM 4565 (4) Digital Effects and Compositing for the Screen

Film & Media Arts Production Electives (8 credits)

Complete 2 elective courses:

- FILM 2230 (4) Celebrity **(DV BF)**
- FILM 2590 (4) Production for Video Artist
- FILM 3330 (4) TV:Streaming and Otherwise **(CW)**
- FILM 3411 (2) Editing I and Film 3412 (2) Final Cut Pro I
- FILM 3500 (4) Film Production I
- FILM 3510 (4) Intro to Media Arts Production
- FILM 3420 (4) Sound for Film & Media Arts
- FILM 3810 (4) Screenplay/Drama Structure
- FILM 3860 (4) Acting for TV and Film
- FILM 4810 (4) Killer Scripts: Short Screenplay **(CW)**
- FILM 4820 Screenwriting I **(CW)**
- FILM 4850 Prose to Screenplay **(CW)**

Animation Senior Project (8 credits)

Complete 2 senior project courses

- FILM 4960 (4) Animation Project I
- FILM 4965 (4) Animation Project II

Related Arts Discipline Hours (20 credits)

Drawing Minor, Games Minor, or 20 hours

- Drawing Minor (20 hours)
 - ART 2200 (4) Beginning Drawing
 - ART 2250 (4) Drawing, Value, & Color
- OR
- ART 2203-2206 (2,2,2,2) Studio Foundations

Complete 4

- DRAW 3040 (3) Drawing the Human Head and Hands
 - DRAW 3120 (3) Figure Structure
 - DRAW 3130 (3) Drawing I
 - DRAW 4110 (3) Drawing II
 - DRAW 4120 (3) Life Drawing
 - DRAW 4140 (3) Drawing III
- Games/EAE Minor (to be determined)
 - EAE 3600 (3) 3D Modeling for Video Games & Machinima

- EAE 3660 (3) Interactive Machinima
- Other approved Art, Theatre, or EAE courses

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below.

First Year Fall	Cr. Hr.	First Year Spring	Cr. Hr.
FILM1010 Intro to Undergraduate F&MA	0.5	FILM1010 Intro to Undergraduate F&MA	0.5
FILM 1600 Animation Then Now Next	3	FILM2600 Intro to Animation Techniques	4
F&MA History/Critical Studies Course	4	F&MA History/Critical Studies Course	4
Arts Related Elective	3	Animation Production Core Course	4
General Education (WR2)	3	General Education (QA)	3
Total	13.5	Total	15.5
Second Year Fall	Cr. Hr.	Second Year Spring	Cr. Hr.
Animation Production Core (Trad or Comp)	4	Animation Production Core Course	4
Arts Related Elective (Drawing)	3	Arts Related Elective	3
Arts Related Elective	3	F&MA Production Elective	4
General Education (BF)	3	General Education (SF)	3
General Education (BF)	3	General Education (HF)	3
Total	16	Total	17
Third Year Fall	Cr. Hr.	Third Year Spring	Cr. Hr.
Animation Production Core Course	4	Animation Production Core Course	4
F&MA Production Elective	4	Animation Production Core Course	4
General Education (BF)	3	General Education (HF)	3
General Education (SF/AS)	3	General Education (QB)	3
		Elective	3
Total	14	Total	17
Fourth Year Fall	Cr. Hr.	Fourth Year Spring	Cr. Hr.
FILM 4960 Senior Animation Project I	4	FILM 4960 Senior Animation Project II	4
Animation History/Critical Studies Elective	4	Arts Related Elective	3
Animation Production Core Course	4	Elective	4
General Education (DV)	3	General Education (CW)	3
Total	15	Total	14

Appendix C: Current and New Faculty / Staff Information

Part I. Department Faculty / Staff

Identify # of department faculty / staff (headcount) for the year preceding implementation of proposed program.

	# Tenured	# Tenure -Track	# Non -Tenure Track	
Faculty: Full Time with Doctorate	4	2	0	
Faculty: Part Time with Doctorate	2	0	3	
Faculty: Full Time with Masters	3	2	1	
Faculty: Part Time with Masters	0	0	3	
Faculty: Full Time with Baccalaureate	0	0	2	
Faculty: Part Time with Baccalaureate	0	0	5	
Teaching / Graduate Assistants			18	
Staff: Full Time			2	
Staff: Part Time			1	

Part II. Proposed Program Faculty Profiles

List current faculty within the institution -- with academic qualifications -- to be used in support of the proposed program(s).

	First Name	Last Name	Tenure (T) / Tenure Track (TT) / Other	Degree	Institution where Credential was Earned	Est. % of time faculty member will dedicate to proposed program.	If "Other," describe
Full Time Faculty							
	Craig	Caldwell	T	PhD	The Ohio State University	100	
	Lien	Fan Shen	T	PhD	The Ohio State University	100	
	Steve	Pecchia-Bekkum	Other: CL	MFA	University of Utah	38	
	Sonia	Albert Sobrino	TT	MFA	University of Utah	25	
	Miriam	Albert Sobrino	TT	MFA	Univesity of Utah	25	
	Ha Na	Lee	TT	PhD	University of Washington	25	
Part Time Faculty							
	Michael	Edwards	Other	MFA	University of Utah	100	
	Benjamin	Burrell	Other	BA	University of Utah	100	

Part III: New Faculty / Staff Projections for Proposed Program

Indicate the number of faculty / staff to be hired in the first three years of the program, if applicable. Include additional cost for these faculty / staff members in Appendix D.

	# Tenured	# Tenure -Track	# Non -Tenure Track	Academic or Industry Credentials Needed	Est. % of time to be dedicated to proposed program.
Faculty: Full Time with Doctorate					
Faculty: Part Time with Doctorate					
Faculty: Full Time with Masters		1		MFA in Animation or related field	100
Faculty: Part Time with Masters			1	MFA in Animation or related field	100
Faculty: Full Time with Baccalaureate					
Faculty: Part Time with Baccalaureate					

	# Tenured	# Tenure -Track	# Non -Tenure Track	Academic or Industry Credentials Needed	Est. % of time to be dedicated to proposed program.
Teaching / Graduate Assistants					
Staff: Full Time					
Staff: Part Time					

Appendix D: Projected Program Participation and Finance

Part I.

Project the number of students who will be attracted to the proposed program as well as increased expenses, if any. Include new faculty & staff as described in Appendix C.

Three Year Projection: Program Participation and Department Budget						
	Year Preceding Implementation	New Program				
		Year 1	Year 2	Year 3	Year 4	Year 5
Student Data						
# of Majors in Department	595					
# of Majors in Proposed Program(s)	////	15	35	55	80	100
# of Graduates from Department	115					
# Graduates in New Program(s)	////	0	0	0	0	0
Department Financial Data						
	Department Budget					
		Year 1	Year 2	Year 3		
	Year Preceding Implementation (Base Budget)	Addition to Base Budget for New Program(s)	Addition to Base Budget for New Program(s)	Addition to Base Budget for New Program(s)		
<i>Project additional expenses associated with offering new program(s). Account for New Faculty as stated in Appendix C, "Faculty Projections."</i>						
EXPENSES – nature of additional costs required for proposed program(s)						
<i>List salary benefits for additional faculty/staff each year the positions will be filled. For example, if hiring faculty in year 2, include expense in years 2 and 3. List one-time operating expenses only in the year expended.</i>						
Personnel (Faculty & Staff Salary & Benefits)	\$274,111	\$68,000		\$10,000		
Operating Expenses (equipment, travel, resources)	\$0	\$0	\$0	\$0		
Other:						
TOTAL PROGRAM EXPENSES	////	\$68,000	\$0	\$10,000		
TOTAL EXPENSES	\$274,111	\$342,111	\$274,111	\$284,111		
FUNDING – source of funding to cover additional costs generated by proposed program(s)						
<i>Describe internal reallocation using Narrative 1 on the following page. Describe new sources of funding using Narrative 2.</i>						
Internal Reallocation		\$68,000		\$10,000		
Appropriation						
Special Legislative Appropriation						
Grants and Contracts						
Special Fees						
Tuition						
Differential Tuition (requires Regents approval)						
PROPOSED PROGRAM FUNDING	////	\$68,000	\$0	\$10,000		
TOTAL DEPARTMENT FUNDING	\$0	\$68,000	\$0	\$10,000		
Difference						
Funding - Expense	(\$274,111)	(\$274,111)	(\$274,111)	(\$274,111)		

Part II: Expense explanation

Expense Narrative

Describe expenses associated with the proposed program.

Existing faculty and staff will cover most of the administrative and curricular expenses associated with the BFA in Film & Media Arts, Animation Production Emphasis. A new tenure-track faculty member in animation will be hired to begin work in Fall 2019. Any additional course needs will be covered by adjunct faculty members.

Part III: Describe funding sources

Revenue Narrative 1

Describe what internal reallocations, if applicable, are available and any impact to existing programs or services.

The Department of Film & Media Arts has been awarded a new position and is currently searching for a tenure-track faculty member in Animation. Adjunct salary expenses (\$10K) that were previously used to support departmental curriculum that is no longer being offered will shift to Animation curriculum support.

Revenue Narrative 2

Describe new funding sources and plans to acquire the funds.