Graphic, Animation, and Motion Design

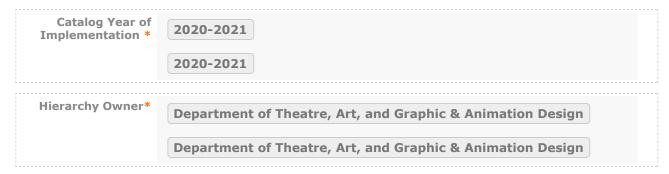
2020-2021 Program Form: Undergraduate New

General Catalog Information

** Read before you begin**

- 1. TURN ON help text before starting this proposal by clicking ¹ in the top right corner of the heading.
- 2. DO NOT type any changes before launching the proposal. Required fields are marked with an
- *. The form cannot be launched without filling those in.
- 3. If changes will occur in a required field, launch the proposal with existing attributes -- in other words, proposed changes should not be made prior to launching the proposal. If the required field will be empty, type a period in the field prior to launch.
- 4. LAUNCH proposal by clicking in the top left corner. DO NOT make proposed changes before launching proposal. Changes will only be tracked after proposal is launched.
- 5. GO TO discussion $\sqrt{}$ in the right panel, and change "Show current" to "Show current with markup" to track changes.
- 6. MAKE CHANGES to the proposal so they can be tracked. Attach any needed documents and approve the proposal to go to the next step.

For a new degree program, in addition to EPC program and course forms you must complete all procedures and forms found in the "SCHEV Proposal Guidelines."



PROPOSED PROGRAM INFORMATION

Degree Type*

Bachelor of Fine Arts

	Bachelor of Fine Arts	
Type of Program*	Major .	
	Minor	
	Endorsement	
	Certificate .	
	Concentration.	
Title*	Graphic, Animation, and Motion Design	
Is this an Interdisciplinary program?*	○ Yes • No	
List the Total Credits for the program. If this is a major, list Total Credits for the entire degree, not just the total for the major.		
	the major.	
not just the total for	the major.	

Follow these steps to propose (changes to) the program curriculum:

Step 1 Add all courses to be used in program.

Start in "View Curriculum Courses." There are two options to add courses for proposed changes: "Add Course" and "Import Course." For courses already in the catalog, click on "Import Course" and find the courses needed. For new classes going through a Curriculog Approval Process click on "Add Course"-- a box will open asking you for the Prefix, Course Number and Course Title.

Step 2 Set up program requirements.

Click on "View Curriculum Schema." and select the core header of the program where you would like to add/remove courses to expand the section. Click on "Add Courses" to bring up the list of courses available from Step 1. Select the courses you wish to add. If you mistakenly added a course and need to remove it, click on the X and proceed.

Step 3 Review full program structure.

Click on to view the full program.

Step 4 Track changes made

Go to discussion $\overline{\ }$ in the right panel and select "Show current with markup". Click the core header of the program to expand the section and track changes.

Program Curriculum*		
Course(s) to be added [including new courses]:*	Major Requirements (27 credits).	
new courses]."	GAND - 210	
	GAND - 212	
	GAND - 226	
	GAND - 260	
	GAND - 330	
	GAND - 360	
	GAND - 421	
	GAND - 422	
	GAND - 462	
	Major Electives (15 credits)	
	GAND - 246 - Design Lab I (serves as theory, critical, or practical) / 1-3 credits	
	GAND - 345 - Design Lab II (serves as theory, critical, or practical) / 1-3 credits	
	GAND - 346 - Design Lab III (serves as theory, critical, or practical) / 1-3 credits	
	GAND - 445 - Design Lab IV (serves as theory, critical, or practical) / 1-3 credits	
	Theory (6 credits)	
	THEA - 113 - Acting I	
	THEA - 414 - Movement II	
	PSYC - 360 - Consumer Psychology	
	PSYC - 384 - Cross Cultural Psychology	
	PSYC - 400 - Human Factors in Psychology	
I .		

PHIL - 300 - Logic

ENGL - 350 - Linguistics

MARK - 280 - Fundamentals of Marketing

Critical (3 credits)

GAND - 301 - History of Graphic Design

GAND - 331 - History of Animation

ENGL - 301 - Rhetorical Criticism

ENGL - 356 - Film I

ENGL - 357 - Film II

THEA - 230 - Theatre Aestheitic

SOCL - 302 - Sociology of Popular Cuture

Practical (6 credits)

GAND - 202 - Action Analysis I

GAND - 221 - Graphic Design and Production I

GAND - 310 - Animation - Simulation I

GAND - 322 - Graphic Design and Production II

GNAD - 325 - Introduction to 3D Modeling

GSNF - 326 - Typography II

GAND - 425 - Interactive and Web Design

THEA - 241 - Drafting for Theatre

THEA - 340 - Scene Design

RATIONALE FOR PROGRAM

Enter the rationale for the how the program

This concentration will make our graduates more competitive in the job market. **program**, Increasingly, employers are looking for designers with multiple, rather than including a specialized, skills. The concentration will advantage our animators who may need to start their animation careers in motion design. Also, many of our

aligns with Longwood's mission.*

students are requesting a concentration that is a hybrid of graphic, animation, and motion design. They recognize that this new concentration will teach them skills that will make them more attractive hires. We believe that in five years, this hybrid concentration will be our most popular concentration.

Enter the anticipated enrollment in the program after five years.*

40 to 45 students

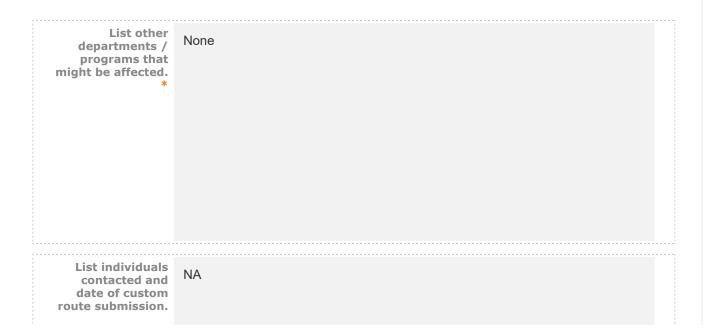
AFFECTED DEPARTMENTS OR PROGRAMS

IF the proposal could have an impact on other departments or programs, the appropriate affected department chairs or program coordinators should be notified. Where teaching licensure may be affected, the proposal will go through the Professional Education Council.

To notify the appropriate department chairs or program coordinators, request a custom route. To do so: navigate to the Proposal Toolbox and select Custom Route under the Decisions icon (

Once you make your decision the system will allow you to set up the requested ad-hoc step. The name of the route should be: Chair/Coordinator Notification. The participants should be the relevant affected chairs or coordinators. You can also select rules, decisions, and deadlines/reminders.

A System Administrator will need to review and approve your request before it can proceed.



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Does this program lead to teaching	○ Yes • No
licensure, or will	
it affect an existing	
program's licensure?*	
ilcensure:**	
RESOURCE ASSES	<u>SMENT</u>
,	
Describe anticipated	None
changes in	
staffing for this program.*	
program.	
Fatimata and	
Estimate and itemize the cost of	None
new equipment,	
library resources, technology,	
and/or other	
resources required to carry	
out this program	
proposal.*	
ATTACHMENT LIS	г
	_
Please attach any re	equired files by navigating to the Proposal Toolbox and clicking 뎌 in the top
right corner.	
Attach (for	Academic Initiative Planning Checklist
Majors, Certificates,	Academic Inductive Flamming Checkist
Substantively	
Different Concentrations)	

Attach Eas Recommendation Workshoot	,		
Fee Recommendation worksheet	Attach	Fee Recommendation Worksheet	

All curriculum proposals/changes are processed in the date order received.

Course changes intended to go into effect for the following summer or fall must reach EPC by November 1. All other curriculum proposals to be implemented in the following summer or fall (including program changes and new courses) must reach EPC by December 15.

Curriculum proposals intended to go into effect the following intersession or spring, and proposals related to academic policy must reach EPC by March 1.

Submission within the deadlines does not guarantee processing in time for the next academic year's catalog.

For the Curriculum Development Handbook, see http://blogs.longwood.edu/curriculum/.

REGISTRAR ONLY

Program OID	
Program Type	
Degree Type	
Status	Active-Visible Inactive-Hidden