




## 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  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  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](#)."

Catalog Year of Implementation \*

2020-2021

2020-2021

Hierarchy Owner \*

Department of Theatre, Art, and Graphic & Animation Design

Department of Theatre, Art, and Graphic & Animation Design

#### **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.


**Total Credits\*** 120

### **PROPOSED CATALOG DESCRIPTION OF PROGRAM**



**Program Catalog Description\***

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  and proceed.

**Step 3 Review full program structure.**

Click on  to view the full program.

#### Step 4 Track changes made

Go to discussion  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).

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

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 Aesthetic

SOCL - 302 - Sociology of Popular Culture

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 program, including a statement about how the program**

This concentration will make our graduates more competitive in the job market. Increasingly, employers are looking for designers with multiple, rather than 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.**

**List other departments / programs that might be affected.\***

None

**List individuals contacted and date of custom route submission.**

NA

[Empty text area]

Does this program lead to teaching licensure, or will it affect an existing program's licensure?\*

Yes  No

**RESOURCE ASSESSMENT**

Describe anticipated changes in staffing for this program.\*

None


[Empty text area]

Estimate and itemize the cost of new equipment, library resources, technology, and/or other resources required to carry out this program proposal.\*

None

[Empty text area]

**ATTACHMENT LIST**

Please attach any required files by navigating to the Proposal Toolbox and clicking  in the top right corner.

Attach (for Majors, Certificates, Substantively Different Concentrations)

Academic Initiative Planning Checklist

**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