<div style="border: 1px solid black">

UNDERGRADUATE NEW PROGRAM
MAJOR OR MINOR OR CONCENTRATION
Within an Existing Degree Program*

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

Proposal for a New Program

Department	*Theatre, Art, & Graphic Design*	Submission Date	*18 February 2014*
Degree	*Bachelor of Fine Arts*	Program Name	*Graphic and Animation Design*

Major [X]   Minor [ ]   Concentration [ ]

Semester of Implementation: *Fall 2015*

I.   Outline of the proposed major, minor or concentration including catalog copy. (see SCHEV program proposal and attached catalog copy)

The proposed major requires a total of 120 credit hours. The curriculum will include 38 credits of General Education and 6 credits of additional requirements for the Bachelor of Fine Arts degree. Students will choose a concentration to pursue in the fall of their sophomore year. Those choosing Brand, Identity and Media Design will include 61credits of major requirements, and 15 credits of general electives. Those choosing Animation, Simulation and Time-Based Media Design will include 67 credits of major requirements, and 9 credits of general electives. Sample plans of study and course descriptions are detailed in Appendices A and B respectively.

Graphic and Animation Design major, B.F.A. degree
A.   General Education Core Requirement / 38 credits
Goal 1: LSEM 100 Longwood Seminar / 1 credit
Goal 2: ENGL 150 Writing and Research / 3 credits
Goal 3: Literature goal / 3 credits
Goal 4: Arts goal / 3 credits
Goal 5: Math goal / 3 credits (CMSC 121 is recommended)
Goal 6: Natural Sciences goal / 4 credits
Goal 7: Western Civilization goal /3 credits
Goal 8: Social Science goal /3 credits (PSYC 101 or SOCL 101 is recommended)
Goal 9: Diversity goal / 3 credits
Goal 10: Foreign Language goal / 3 credits
Goal 11: Physical Activity goal / 2 credits
Goal 12: Ethics goal / 3 credits
Goal 13: Active Citizenship goal / 3 credits
Goal 14: Experiential Learning goal / 1 credit (1 credit of DSAM 462 meets this requirement)

B. Additional B.F.A. Degree Requirements / 6 credits
Bachelor of Fine Arts Degrees require the following requirements along with General Education:
HUMANITIES / 3 credits; not in the discipline of the major.
SOCIAL SCIENCES / 3 credits; Students must take one of the following courses:
History 200, 354 or 360; Geography 241; or 3 credits at the 202 or above level foreign language.

C. Major requirements
1. All students must pass DSAM 100; 200; 300; 350; 400. These are 0 credit classes attached to the five assessments a passing grade (P) must be earned in all five as a graduation requirement.

2. CORE REQUIREMENTS / 24 credits

DSAM 101: Visual Problem Solving for Design / 1.5 credits
DSAM 102: Drawing for Design / 1.5 credits
DSAM 103: Handcraft and Color / 3 credits
DSAM 104: Digital Craft and Color / 3 credits
DSAM 105: Research Critique and Presentation for Design / 3 credits
DSAM 204: Surface, Space and Time I / 3 credits
DSAM 205: Surface, Space and Time II / 3 credits
ART 262: History of Western Art: Renaissance to Modern / 3 credits
DSAM 301: History of Graphic Design / 3 credits

3. Brand, Identity and Media Design concentration (22 credits)

DSAM 221: Graphic Design and Production I / 3 credits
DSAM 226: Typography I / 3 credits
DSAM 322: Graphic Design and Production II / 3 credits
DSAM 326: Typography II /3 credits
DSAM 330: Illustration and Digital Imaging / 3 credits
DSAM 421: Graphic Design Portfolio / 3 credits
DSAM 425: Interactive Design / 3 credits
DSAM 462: Senior Professional Project / 2 credits (1 credit for Goal 14)

4. Simulation, Animation, and Time-Based Media Design concentration
     (25 credits)

DSAM 210: Animation/Simulation I / 3 credits
DSAM 221: Graphic Design and Production I / 3 credits
DSAM 226: Typography I / 3 credits
DSAM 310: Animation/Simulation II / 3 credits
DSAM 325: Introduction to 3-D Modeling / 3 credits
DSAM 330: Illustration and Digital Imaging / 3 credits
DSAM 410: Intermediate 3-D Modeling / 3 credits
DSAM 421: Graphic Design Portfolio / 3 credits
DSAM 462: Senior Professional Project / 2 credits (1 credit for Goal 14)

D. Major electives

Brand, Identity and Media Design (15 credits)
Animation, Simulation, and Time-Based Media Design (15 credits)

Brand, Identity and Media Design concentration major electives

DSAM 246; 345; 346; 445: Design Lab/ 1–3 credits (serves as theory, critical or practical)

THEORY   (choose 6 credits from the following list)
ENGL 302: History of Rhetoric / 3 credits - preq. of ENGL 150
ENGL 303: Visual Rhetoric and Document Design / 3 credits - preq. of ENGL 150
ENGL 350: Linguistics / 3 credits - preq. of goal 3
PHIL 300: Logic / 3 credits - no preq.
GEOG 358: Map Design and Analysis / 3 credits - no preq.
MANG 360: Principles of Management / 3 credits
MANG 463: Project Management / 3 credits - preq. of MANG 360
MANG 469: Entrepreneurship / 3 credits - preq. of ACCT 240 and junior or higher standing
MARK 280: Fundamentals of Marketing / 3 credits - no preq.
MARK 380: Principles of Marketing / 3 credits - preq. of ACCT 240 and ECON 217 or permission of instructor /
MARK 381: Marketing Research / 3 credits - preq. of MARK 380 and MATH 171 or other approved Statistics course
MARK 383: Consumer Behavior / 3 credits - preq. of MARK 380
MARK 484: New Product Marketing / 3 credits - preq. of MARK 380
PSYC 360: Consumer Psychology / 3 credits - preq. of PSYC 101with a grade of C- or better
PSYC 384: Cross Cultural Psychology / 3 credits - preq. of PSYC 101with a grade of C- or better
PSYC 400: Human Factors in Psychology / 3 credits - preq. of PSYC 101with a grade of C- or better
THEA 340: Scene Design / 3 credits - preq. of THEA 225

CRITICAL   (choose 3 credits from the following list)

ENGL   301:   Rhetorical Criticism / 3 credits - preq. of ENGL 150
THEA   339:   Fashion History and Décor / 3 credits - no preq.
SOCL   302:   Sociology of Popular Culture / 3 credits - preq. of SOCL 101 or 102

   PRACTICAL (choose 6 credits from the following list)
ART   250:   Relief / 3 credits
ART   252:   Instaprint / 3 credits
ART   457:   Editions / 3 credits
CMSC   210:   Web Page and Scripting / 3 credits - preq. of CMSC 160 or permission of instructor
ENGL   301:   Rhetorical Criticism / 3 credits - preq. of ENGL 150
ENGL   319:   Technical Writing / 3 credits - preq. of ENGL 150
GEOG   358:   Map Design and Analysis / 3 credits - no preq.
THEA   225:   Elements of Theatrical Design / 3 credits - no preq.
THEA   240:   Technical Theatre / 3 credits - no preq.
THEA   241:   Drafting for Theatre / 3 credits
THEA   339:   Fashion History and Décor / 3 credits - no preq.
THEA   340:   Scene Design / 3 credits - preq. of THEA 225
THEA   345:   Costume Design / 3 credits - preq. of THEA 225
                            or permission of instructor

Animation, Simulation and Time-Based Media Design concentration major electives

DSAM 246; 345; 346; 445: Design Lab/ 1–3 credits (serves as theory, critical or practical)

   THEORY   (choose 6 credits from the following list)
PHIL   300:   Logic / 3 credits - no preq.
MANG 469:   Entrepreneurship / 3 credits - preq. of ACCT 240 and junior or higher standing
MARK 484:   New Product Marketing / 3 credits - preq. of MARK 380
THEA   225:   Elements of Theatrical Design / 3 credits - no preq.
THEA   340:   Scene Design / 3 credits - preq. of THEA 225
ENGL   356:   Film I / 3 credits - preq. of ENGL 150
ENGL   357:   Film II / 3 credits - preq. of ENGL 150
ENGL   360:   Genre Studies / 3 credits - preq. of Goal 3

   CRITICAL   (choose 6 credits from the following list)
ENGL   356:   Film I / 3 credits - preq. of ENGL 150
ENGL   357:   Film II / 3 credits - preq. of ENGL 150
ENGL   358:   Women in Film / 3 credits - preq. of ENGL 150
THEA   339:   Fashion History and Décor / 3 credits - no preq.

   PRACTICAL (choose 3 credits from the following list)
CMSC   210:   Web Page and Scripting / 3 credits - preq. of CMSC 160 or permission of instructor
CMSC 325:   Mathematical Modeling & Simulation / 3 credits - preq. of MATH 261, MATH 171 or MATH 270, and CMSC 160
CMSC 381:   Introduction to Graphic Programming / 3 credits - preq. of MATH 261 and CMSC. 162
GEOG   358:   Map Design and Analysis / 3 credits - no preq.
THEA   240:   Technical Theatre / 3 credits - no preq.
THEA   241:   Drafting for Theatre / 3 credits
THEA   345:   Costume Design / 3 credits - preq. of THEA 225 or permission of instructor
THEA   339:   Fashion History and Décor / 3 credits - no preq.

E. General electives

Brand, Identity and Media Design concentration (15 credits)
Animation, Simulation and Time-Based Media Design (12 credits)

F. Total Credits

B.F.A. with a concentration in Brand, Identity and Media Design   *120*
B.F.A. with a concentration in Animation, Simulation and Time-Based Media Design   *120*

II.   New courses which will be proposed as part of this program. Be sure to submit a separate proposal for each course using the appropriate forms.

Courses will remain the same; no new courses have been added.

III.   Rationale for the program:

With the Internet and personal computers came new ways to reach people all over the world with publications, visual information, learning opportunities, specialized niche information and targeted media—all of which depend on trained visual professionals. Listed below are a few areas from which spring an increasing variety of visual information.

» Mobile computing: Tablets and Smart Phones. iPad, Nook, Kindle, Nexus, Galaxy, and other tablets have transformed access to media and visual information – all on a mobile platform.

» Niche Publishing. The rapidly changing media landscape –including Internet access and tablet ownership – is a driver of niche magazine success as people demand and have access to more and more targeted content.

» Learning with animation and simulation. Animation is a common tool in classroom teaching and learning and is cited as motivation to learning.

» eLearning. Global Silicon Valley Advisors (GSV), a firm that focuses on megatrends in the global education market, estimates that the eLearning education sector, which was worth $90.9 billion in 2012, will grow to $166.5 billion in 2015, and to $255.5 billion in 2017

» Games-based learning. Games-based learning (sometimes referred to as "smart games," "serious games" or "edutainment") utilizes games that are designed for a purpose beyond pure entertainment.

Graphic and Animation Design has grown more important as a result of this growth.

Expanding access to affordable technology allows untrained individuals to manipulate visual information. These amateur designers often do this poorly or, worse, unethically. Here is another reason for the need for trained visual communicators who can evaluate, create, and present information clearly, effectively, and ethically, and combat the visual clutter of the untrained.

It is, therefore, imperative that we educate the next generations in ways that teach future designers and animators how to make the complex clear, and not merely simple. In order to do this, design must separate itself from the concerns of an art school and properly align itself with technology, science, social science, and business. A review of our course electives demonstrates our commitment to studies beyond art. We will stress flexibility, initiative, critical analysis, the need to stay current in the field, and the value of life-long learning. This will develop graduates who are nimble, can anticipate change, and who accept the challenge of learning new skills. Nimble visual thinkers and makers also are necessary to address the growing complexity of knowledge, our technological advances, and our ability to communicate globally and across cultures.

To this point, we have taken a global perspective in our rationale. But, in closing, there is a regional reason for the proposed Graphic and Animation Design program: it is the only such program in Southside Virginia, and will serve as a new opportunity for residents of this underserved area, in a field which has been identified as a STEM degree.

IV.   Resource Assessment

A. Estimate additional staff requirements for this program. *(see SCHEV program proposal)*

B. Estimate the amount and cost of equipment, library resources, computer hardware and software, and other resources that will be required to carry out this program.

We expect an initial outlay of $1500 - $2500 dollars for library resources (particularly to stock titles for animation, simulation, and 3D-modeling), and then $800–$1200 every two years or so to keep library holdings current.

V. Anticipated enrollment in program after five (5) years. *(see SCHEV program proposal for more detail)*

These are conservative enrollment numbers.

Projected Enrollment: 2014 – 2019
Year one: 2014-2015   HDCT = 24   FTES = 24
Year two: 2015-2016   HDCT = 43   FTES = 43
Year three: 2016-2017   HDCT = 62   FTES = 62
Year four: 2017-2019   HDCT = 81   FTES = 81
Year five: 2018-2019   HDCT = 100   FTES = 100   GRADUATES = 19

Assumptions:
Retention percentage: 79%[1]
Full-time students 100% / Part-time students: 0%
Full-time students average credit hours per semester: 15
Full-time students graduate in 4 years

Definitions:
HDCT: Fall headcount enrollment
FTES: Annual full-time equivalent student enrollment
GRADS: Annual number of graduates of the proposed program

VI. Affected Departments or Programs. If the proposed program could have an impact on other departments or programs, the appropriate affected chairs or program directors should be notified of the proposed changes. Where teaching licensure may be affected, the licensure officer should also be notified.

Licensure Officer   NA   Date Notified   NA

List other departments/programs that might be affected:

Mathematics and Computer Sciences; History, Political Science and Philosophy, Department of Theater, Art and Graphic Design; Biological and Environmental Sciences; English and Modern Languages; Psychology; Sociology, Anthropology and Criminal Justice; Accounting, Economics, Finance and Real Estate; Management, Information Systems and Security, Marketing, Communication Studies

Individuals contacted and date contacted:

October 2012 - Wayne McWee, Department of Theater, Art and Graphic Design

November 14, 2012 - Naomi Tsigaridas, Communication Studies

VII.   Library notification: The library liaison for the proposing department must be notified:

Liaison: Liz Kocevar-Weidinger   Date notified: 22 March 2013

SIGNATURE PAGE
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MAJOR OR MINOR OR CONCENTRATION

Department   *Theatre, Art, and Graphic Design*   Program Name   *Graphic and Animation Design*

VII.   Approvals

Date Received   Date Approved   Signature

1. Department Curriculum
   Committee Chair   _____   _____   _____

2. Department Chair   _____   _____   _____

3. College Dean   _____   _____   _____

4. College Curriculum
   Committee   _____   _____   _____

5. Educational Policy
   Committee   _____   _____   _____

6. Faculty Senate   _____   _____   _____

7. *VPAA   _____   _____   _____

8. OAIR notified   _____   _____

9. *BOV/SCHEV -   VPAA will submit materials for approval

10. Date received by Registrar   _____

*New degree programs, Spin-off or new CIP codes must be submitted to BOV & SCHEV)

All curriculum proposals/changes are processed in the date order received. In order to be included in the next academic year's catalog, all paperwork must be submitted no later than:

February 1st to the College Curriculum Committee
March 1st to the Educational Policy Committee (EPC)

Submission within the deadlines does not guarantee processing in time for the next academic year's catalog. For new degree programs that must go to SCHEV for approval, entry into the catalog may not occur for at least another year.

Revised June 2012