

**Proposal for a New/Revised  
Major, Minor, Emphasis, Certificate**

**INSTRUCTIONS:**

- Prepare your proposal according to the following outline. (Hand written forms will not be accepted.)
  - Attach the new/current catalog copy with all affected changes clearly noted. List all courses and requirements, indicate new courses, deleted courses and/or course changes.  
Note: *A form must be submitted for each change.*
  - Submit the signed proposal to the Office of Academic Affairs. All forms must be completed in full with appropriate signatures to be added to the agenda. You will be contacted by the Curriculum Committee Coordinator with a date and time to present the proposal.
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**I. Identification of Department(s)/Program(s): Electronic & Photographic Media**

**II. Is this a New or Revised Proposal?**  New  Revised

**Type of proposal:**  Major  Minor  Emphasis  Certificate

**Title of Proposal:** Convert the Animation emphasis in Interactive Digital Media into a standalone Animation major

**III. Rationale for the proposal:**

- a. What research/evidence supports the need for the proposal?  
**With the growth of the video gaming industry, visual effects in film, and Web 3-D, more students are seeking basic skills in animation in order to join the industry. For this reason, we have had a surge of students interested in the Animation emphasis within Interactive Digital Media in the past years. Last year alone, we had 14 students join the program. We expect the numbers will keep increasing.**
- b. How will it support departmental philosophy/mission and existing curriculum? How will it support the philosophy/mission and existing curriculum of your School/College and the University?  
**The program already exists as an emphasis and only minor changes are being proposed. As a major, Animation would continue to offer students the opportunity to learn core principles and techniques for animation, storytelling skills for short and long form animations, and the expression of those stories using digital animation tools. This is in keeping with the SOC goals of preparing graduates who can promote professional excellence in communication fields; specifically the field of animation.**
- c. List the learning objectives/outcomes:  
**The successful animation graduate will:**
  - Gain technical proficiency in 2D and 3D animation skills;
  - Be proficient in creating conceptual artwork, storyboards and screenplays;
  - Acquire a broad set of associated skills in imaging, compositing, editing, and delivering animated materials;
  - \*Be able to bring animation work into various media;

- Gain proficiency in critiquing animation work through an understanding of historical trends as well as current processes;
- Graduate with a reel demonstrating the quality of skills obtained.

- d. How will these outcomes be assessed?  
**Throughout the program, students will be assessed based on individual projects completed in each class. Learning outcomes for the program will be assessed through extended grading forms in the following courses: INTM 1600 – Introduction to Interactive Media (entry level course), ANIM 3560 – Intro to 3D Animation (mid level course), and ANIM 4620 – Senior Overview.**
- e. Why is this being proposed?  
**We now have enough students for a standalone Animation major.**
- f. Will this proposal have an impact on other Webster departments, schools/colleges or campuses (including overseas)?  Yes  No. If yes, please provide a brief explanation.  
**We hope to offer some courses abroad once it is firmly established, but not immediately.**
- g. What Campus(es) will offer this?  
**Webster Groves.**
- h. Does this proposal require a new course?  Yes  No. If yes, what course(s)?  
**ANIM 4620 - Senior Overview 3-6 hours**
- i. Does this proposal require a new prefix?  Yes  No. If yes, what prefix? **ANIM**

*Note: A New Course Proposal Form and/or Course Change Form must be submitted with this proposal for any course(s) affected by this change (including those that are converting to the new prefix.)*

#### IV. Staffing Information:

- a. What additions or changes in staffing are necessary for this proposal?  
**Joel Johnson currently runs the emphasis. However, due to its growth we will need to hire an animator to run the program.**
- b. How will this be coordinated?  
**A faculty line will be requested.**
- c. Who will coordinate this program? (name, title and department)  
**Until we get a new hire, Joel Johnson, Program Coordinator for Interactive Digital Media, will keep coordinating the program.**

#### V. Feasibility information:

- a. What are the resources necessary for this proposal? (space, equipment, etc)  
**We already have a computer lab that runs the software. As the program grows, we will need more dedicated computer labs.**
- b. What are the projections for enrollment and growth for this upon implementation?  
**The animation emphasis is one of the most popular programs within interactive media. We are one of the few schools offering courses in animation in the area. As a major, we expect it to keep growing.**

**VI. Endorsements & Approvals:**

Please have the Chair of the Department/Committee, Dean of each School/College and other programs that may be affected by this proposal, review prior to submission to the Office of Academic Affairs.

 _____	<u>2/4/08</u> _____
Petitioner	Date
 _____	<u>2/4/08</u> _____
Chair of the Department/Committee	Date
 _____	<u>2/4/08</u> _____
Dean of the School/College	Date
 _____	<u>2/21/08</u> _____
Chair of the Curriculum Committee	Date

**Distribution:**

Academic Affairs  
Registrar

Dean, School/College  
Chair, Department

Chair, Committee  
Academic Advising (UG)

**Proposal to change Interactive Digital Media with an Emphasis in Animation  
into an Animation Major**

**2/1/08**

ANIMATION EMPHASIS (current catalog)	ANIMATION MAJOR (proposed)
<p><b>Required Courses</b></p> <ul style="list-style-type: none"> <li>* AUDI 1000 Audio Production I 3 hours</li> <li>* EPMD 1000 Introduction to Media Production 3 hours</li> <li>* MEDC 1010 Intro to Mass Communications 3 hours</li> <li>* MEDC 1050 Introduction to Media Writing 3 hours</li> <li>* INTM 1600 Introduction to Interactive Digital Media 3 hours</li> <li>* VIDE 1810 Video Production I 3 hours</li> <li>* FLST 2070 History of Animation 3 hours</li> <li>* INTM 2200 Visual Design for Interactive Digital Media 3 hours</li> <li>* MEDC 2200 Ethics in the Media 3 hours</li> <li>* MEDC 2800 Cultural Diversity in the Media 3 hours</li> <li>* FILM 3210 Animation Principles and Techniques I 3 hours</li> <li>* FILM 3250 Animation Principles and Techniques II 3 hours</li> <li>* INTM 3280 Storyboarding for Animation 3 hours</li> <li>* SCPT 3500 Writing Screenplays for Film 3 hours</li> <li>* INTM 3550 2-D Animation 3 hours</li> <li>* INTM 3560 3-D Animation 3 hours</li>   <li>* INTM 3580 Delivering Digital Media 3 hours</li> <li>* INTM 3700 Story Development for Animation 3 hours</li> <li>* MEDC 4100 The Law and the Media 3 hours</li> <li>* INTM 4200 Advanced 3-D Animation 3 hours</li> <li>* AUDI 4500 Soundtracks for Visual Media 3 hours</li> <li><del>* INTM 4620 Senior Overview 3-6 hours</del></li> </ul> <p><b>Courses recommended, but not required:</b></p> <ul style="list-style-type: none"> <li>* INTM 2800 Storyboard Techniques for Visual Media 3 hours</li> <li>* INTM 3100 Programming for Web Communications 3 hours</li> <li>* INTM 3300 Programming for Interactive Digital Media 3 hours</li> <li>* INTM 3500 Audio and Video for Interactive Media 3 hours</li> </ul>	<p><b>Required Courses</b></p> <ul style="list-style-type: none"> <li>AUDI 1000 Audio Production I 3 hours</li> <li>EPMD 1000 Intro to Media Production 3 hours</li> <li>MEDC 1010 Intro to Mass Communications 3 hours</li> <li><b>INTM 3000 Writing for Interactive Digital Media 3 hours (replaces MEDC 1050)</b></li> <li>INTM 1600 Introduction to Interactive Digital Media 3 hours</li> <li>VIDE 1810 Video Production I 3 hours</li> <li>FLST 2070 History of Animation 3 hours</li> <li>INTM 2200 Visual Design for Interactive Digital Media 3 hours</li> <li>MEDC 2200 Ethics in the Media 3 hours</li> <li>MEDC 2800 Cultural Diversity in the Media 3 hours</li> <li><b>ANIM* 3210 Animation Principles and Techniques I 3 hours</b></li> <li><b>ANIM* 3250 Animation Principles and Techniques II 3 hours</b></li> <li><b>ANIM* 3280 Storyboarding for Animation 3 hours</b></li> <li><del>SCPT 3500 Writing Screenplays for Film 3 hours</del></li> <li><b>ANIM* 3550 Compositing 3 hours (TITLE CHANGE)</b></li> <li><b>ANIM* 3560 Intro to 3-D Animation 3 hours (TITLE CHANGE)</b></li> <li>INTM 3580 Delivering Digital Media 3 hours</li> <li><b>ANIM* 3700 Story Development for Animation 3 hours</b></li> <li>MEDC 4100 The Law and the Media 3 hours</li> <li><b>ANIM* 4200 Advanced 3-D Animation 3 hours</b></li> <li><del>AUDI 4500 Soundtracks for Visual Media 3 hours</del></li> <li><b>ANIM 4620 Senior Overview 3-6 hours (NEW)</b></li> <li><b>OR</b></li> <li>MEDC 4950 Prof. Practicum (internship) <b>(NEWLY ADDED AS AN OPTION)</b></li> </ul> <p><b>Courses recommended, but not required:</b></p> <ul style="list-style-type: none"> <li>* INTM 2800 Storyboard Techniques for Visual Media 3 hours</li> <li>* INTM 3100 Programming for Web Communications 3 hours</li> <li>* INTM 3300 Programming for Interactive Digital Media 3 hours</li> <li>* INTM 3500 Audio and Video for Interactive Media 3 hours</li> </ul> <p><b>*Prefix changes</b></p>
<p><b><u>Degree Requirements</u></b>  <b>66 required credit hours</b>  <b>36 general education credit hours</b>  <b>26 elective credit hours</b></p>	<p><b><u>Degree Requirements</u></b>  <b>60 required credit hours</b>  <b>36 general education credit hours</b>  <b>32 elective credit hours</b></p>

## **ANIMATION (NEW CATALOG – revised 2/20/08)**

The era of digital technology influences everything from short-form animation to feature-length films. However, the successful integration of content and technique still distinguishes an extraordinary animation from a technical exercise. The animation emphasis in interactive digital media offers students the opportunity to learn core principles and techniques of animation, storytelling skills for short and long form animations, and the expression of those stories using digital animation tools.

### **Student Learning Outcomes**

Successful graduates of the program will:

- \* Gain technical proficiency in 2D and 3D animation skills;
- \* Be proficient in creating conceptual artwork, storyboards and screenplays;
- \* Acquire a broad set associated skills in imaging, compositing, editing, and delivering animated materials;
- \* Be able to bring animation work into various media;
- \* Gain proficiency in critiquing animation work through an understanding of historical trends as well as current processes;
- \* Graduate with a reel demonstrating the quality of skills obtained.

### **Petition to Proceed with Senior Overview**

Majors who are not taking an internship (MEDC 4950) must submit for review and approval a Petition to Proceed with Senior Overview. This petition must include a preliminary design document, story treatment, production schedule and preliminary storyboards. Students will qualify for this review after completion of the following courses or their equivalents and only with senior status:

ANIM 3280 Storyboarding for Animation  
ANIM 3560 3-D Animation  
ANIM 3700 Story Development for Animation

### **Degree Requirements**

60 required credit hours  
36 General education credit hours  
32 Elective Hours

### **Required Courses**

AUDI 1000 Audio Production I	3 hours
EPMD 1000 Introduction to Media Production	3 hours
MEDC 1010 Introduction to Mass Communications	3 hours
INTM1600 Introduction to Interactive Digital Media	3 hours
VIDE 1810 Video Production I	3 hours
FLST 2070 History of Animation	3 hours
INTM 2200 Visual Design for Interactive Digital Media	3 hours

## **ANIMATION (NEW CATALOG – revised 2/20/08)**

MEDC 2200 Ethics in the Media	3 hours
MEDC 2800 Cultural Diversity in the Media	3 hours
INTM 3000 Writing for Interactive Media	3 hours
ANIM 3210 Animation Principles & Techniques I	3 hours
ANIM 3250 Animation Principles & Techniques II	3 hours
ANIM 3280 Storyboarding for Animation	3 hours
ANIM 3550 Compositing	3 hours
ANIM 3560 Introduction to 3-D Animation	3 hours
INTM 3580 Delivering Digital Media	3 hours
ANIM 3700 Story Development for Animation	3 hours
MEDC 4100 The Law and the Media	3 hours
ANIM 4200 Advanced 3-D Animation	3 hours
ANIM 4620 Senior Overview*, <b>OR</b>	3-6 hours
MEDC 4950 Professional Practicum	3 hours
*Capstone Course	

### **Courses recommended, but not required:**

* INTM 2800 Storyboard Techniques for Visual Media	3 hours
* INTM 3100 Programming for Web Communications	3 hours
* INTM 3300 Programming for Interactive Digital Media	3 hours
* INTM 3500 Audio and Video for Interactive Media	3 hours