## Program Modification Form

### I. Summary of Proposed Changes

<table>
<thead>
<tr>
<th>Department/program</th>
<th>School of Media Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary</td>
<td>Proposing a new Digital Animation specialization within the Bachelors of Fine Arts Degree in Media Arts</td>
</tr>
</tbody>
</table>

### II. Endorsements and Approvals

Please obtain the Program Chair/Director's approval and Dean's approval.

<table>
<thead>
<tr>
<th>Please type / print name</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requestor:</td>
<td>Mark Shogren, 243-</td>
<td>9.11.12</td>
</tr>
<tr>
<td>Program Chair/Director:</td>
<td>Rick Hughes</td>
<td>7.11.12</td>
</tr>
<tr>
<td>Department Dean:</td>
<td>Stephen Kalm</td>
<td>7.13.12</td>
</tr>
<tr>
<td>Other affected Programs:</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

Are other departments/programs affected by this modification because of (a) required courses incl. prerequisites or corequisites, (b) perceived overlap in content areas, (c) cross-listing of coursework

Please obtain signature(s) from the Chair/Director of any such department/program (above) before submission.

### III. Type of Program Modification

(c.e. adding a writing course required of all majors.) Please X check the appropriate box.

<table>
<thead>
<tr>
<th>Major</th>
<th>Minor</th>
<th>Option</th>
<th>Teaching major/minor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>X</td>
<td>Please describe</td>
<td>A new Digital Animation specialization within the Bachelors of Fine Arts Degree in Media Arts</td>
</tr>
</tbody>
</table>

### IV. Catalog Language

If you are proposing a change to an existing program or major, please cut and paste the requirements as they appear in the current catalog below.

Please provide the *proposed copy* as you wish it to appear in the catalog.

www.umt.edu/catalog ↓↓
Bachelor of Fine Arts in Media Arts

The School of Media Arts offers a Bachelor of Fine Arts degree with 3 specializations: Digital Filmmaking, Integrated Digital Media and Sonic Arts. The Digital Filmmaking curriculum offers an all-inclusive experience in the areas of pre-production, production and post-production with specific courses designed to fully integrate students into the ever-changing digital world of filmmaking. The Integrated Digital Media curriculum focuses on still image/motion design, compositing, 2D and 3D animation, sound design and interactive media and provides a platform for students to maximize their artistic potential through the study of emerging digital technologies and their aesthetic application. The Sonic Arts curriculum offers an in-depth experience in the design, development and production of sonic artwork and provides a platform for students to integrate their work with both filmmaking and integrated digital media. For more information please visit our website at http://www.umt.edu/mediaarts.

Bachelor of Fine Arts in Media Arts

The School of Media Arts offers a Bachelor of Fine Arts degree with 4 specializations: Digital Filmmaking, Integrated Digital Media, Sonic Arts and Digital Animation. The Digital Filmmaking curriculum offers an all-inclusive experience in the areas of pre-production, production and post-production with specific courses designed to fully integrate students into the ever-changing digital world of filmmaking. The Integrated Digital Media curriculum focuses on the study of emerging digital technologies and their aesthetic application actualized in still image compositing, motion design, interactive media and sound design. The Sonic Arts curriculum, with courses in Media Arts and Music, offers an in-depth experience in the design, development and production of sonic artwork and provides a platform for students to integrate their work with both filmmaking and integrated digital media. The Digital Animation curriculum provides immersion in both traditional and digital animation techniques with advanced courses in preproduction, 3D animation, interactive media and compositing. This curriculum, combined with courses in digital cinematography and writing provide a platform for students in the creation of advanced animation projects in a variety of forms.

For complete course and program information please visit our website at http://www.umt.edu/mediaarts.

Please explain/justify the new proposal or change. ↓

This proposal is in response to the explosion of digital technology in mainstream and professional animation that has created a high demand for training in this specialization. In order to address this need Assistant Professor Heejoo Gwen Kim, an internationally acclaimed digital animator, was recently hired by the School. The faculty feels strongly that as a result we are in a very solid position to expand our offerings and raise the qualitative level of our program. By taking advantage of existing courses and adding five new ones this will allow us to offer a significant opportunity to students while having minimal impact on the school. With the addition of this specialization Media Arts will strengthen its position as a leader in the artistic application of digital technologies and provide students with the opportunity to further develop their abilities critical to successful careers in the global century. For detailed information please refer to the attached Appendix.
V Copies and Electronic Submission
Once approved, the original, a paper copy and an electronic file are submitted to the Faculty Senate Office, UH 221 (camie.foos@mso.mont.edu).

VI Department Summary  Required if several proposals are submitted. In a separate document list program title and proposed change of all proposals.

Revised 11-2009
Media Arts B.F.A. Animation
Program Modification Form Appendix

Media Arts Website Information
Below is a degree description, application process, degree plan, and course listing as it will appear on the School of Media Arts website. The program includes nine existing courses and five new courses designated with an asterisk.

Description
The Bachelor of Fine Arts degree with a specialization in Digital Animation is designed to launch students toward a successful career in visual effects for film and television, and emerging applications for 3D visualization and 3D animation. In this comprehensive program students will learn the fundamentals of animation design, and visual effects, and then apply this knowledge to 3D modeling, character animation, motion capture, character rigging, texture and lighting, compositing, etc. Finishing classes in surface texturing, rendering, dynamics, particles and MEL scripting will combine all that students have learned into an animation portfolio that will demonstrate their ability to create professional quality assets for film, television, video games, and more. In addition to these principles and techniques, students in this specialization are trained in the integrated use of a variety of industry-standard software programs including Autodesk Maya, Adobe Photoshop and After Effects, Cinema 4D, Final Cut Pro, Z-Brush, and others. Through the application of these programs they will expand their artistic technique by creating integrated work in new mediums. In addition to the core curriculum, there are opportunities to be involved with credited special topics courses that include media production, research and collaborative art projects. Graduates are prepared to seek entry-level employment such as 3-D character animator, modeler, and storyboarder.

The Application Process
Prerequisites
Before application to the B.F.A. program, the student must complete one year as a B.A. major. Please go to the B.A. section for those requirements. The following classes must be completed or in the process of completion as a B.A. major before applying for the B.F.A. degree. For course descriptions see Courses section.

MAR 210 Creation of Media Story - 3 cr.
MAR 221 Fundamentals of Digital Image - 3 cr.
MAR 251 Digital Video Production Techniques - 3 cr.
MAR 300 Visions of Film - 3 cr.
MAR 302 Intro to Motion Design - 3 cr.
MAR 325 Fundamentals of Digital Animation - 3 cr.
Application
Applications to the B.F.A. program will be accepted during spring semester when
the above courses have been completed or are in the process of completion.
Acceptance into the major will be decided at the end of spring semester after all
grades have been processed. Acceptance is based on the following:

1. Letter of Intent
2. Artist Statement
3. Portfolio
4. Transcript
5. Time-based Self Portrait

B.F.A. Digital Animation Degree Plan
Once accepted, the student must then complete the following courses totaling 42
credits (for a total of 78 credits). GPA requirements continue through each
assessment period with annual reviews occurring at the end of spring semester
each year. * indicates new course

Year One as a BFA Major
Fall
MAR 222 3D Motion Design - 3 cr.
*MAR 305 3D Animation I - 3 cr.
MAR 330 Principles of Sound Design - 3 cr.

Spring
MAR 326 Intro to Cinematography - 3 cr.
*MAR 333 3D Animation II - 3 cr.
*MAR 335 Experimental Animation - 3 cr.
MAR 340 Principles of Interactive Media - 3 cr.

Year Two as a BFA Major
Fall
*MAR 416 Pre-Production for Animation - 3 cr.
MAR 425 Techniques of Digital Animation - 3 cr.
MAR 465 Special Projects - 3 cr.

Spring
MAR 440 Techniques of Interactive Media Design - 3 cr.
MAR 450 Topics in Film and Media Studies - 3 cr.
*MAR 457 Post-Production for Animation - 3 cr.
MAR 460 Senior Project - 3 cr.
Course Listing
Please see the Course Catalog for a complete listing of Media Arts courses.

U 222 3D Motion Design
3 cr. Offered fall. Media Arts Majors only. Introduction to fundamental concepts, principles and practices of digital compositing and rendering in order to establish a common aesthetic and technical language necessary to develop quality time-based art and design.

U 305 3D Animation I
3 cr. Offered fall. Media Arts Majors only.
This course is an introduction to fundamental concepts, principles, and practices of 3D digital modeling with Maya. Students will develop 3D modeling techniques, including production of geometric and organic objects. Through lectures, tutorials, in-class exercises and projects, students will be exposed to various techniques that may be used for innovative and artistic content such as filmic animation and compositing. Open to Media Arts majors only.

U 326 Intro to Cinematography
3 cr. Offered spring. Media Arts majors only. Preliminary study of digital cinematography including color theory, composition, lens choice, continuity, camera movement/support, lighting for film and video, and grip in both studio and location situations.

U 330 Principles of Sound Design
3 cr. Offered fall. Media Arts Majors only. Introduction to fundamental concepts, principles and practices of digital sound recording and editing in order to establish a common aesthetic and technical language necessary to develop quality audio design.

*U 333 3D Animation II
3 cr. Offered spring. Media Arts Majors only.
Building on the modeling skills learned in 3D Animation I, this course teaches students how to animate, texture map, add visual effects and render. The course will also cover advanced rigging techniques. As a continuation of this series, students will be introduced to animation, dynamics (including particle and fluid systems), and MEL scripting.

*U 335 Experimental Animation
3 cr. Offered spring. Media Arts Majors only.
This course focuses on the development and creation of experimental animation projects using traditional stop motion animation techniques such as hand drawn, silhouette, object and clay. Projects created in this class may have elements created using iStopmotion, Dragonframe and other digital capture platforms.

U 340 Principles of Interactive Media
3 cr. Offered spring. Media Arts Majors only. Overview of the fundamental techniques and principles of interactive media and exploration into its artistic application. Topics include internet structure, cloud computing, basic HTML and CSS, mobile devices, browsers, and internet-based collaboration.

*U 416 Pre-Production for Animation
3 cr. Offered fall. Media Arts Majors only. This course offers a thorough look at storyboarding/previsuals, idea sketches and writing synopsis, as well as identity and promotion of finished animated works. Promotional imaging, treatments and festival entry work will also be a focus in this class.

U 425 Techniques of Digital Animation
3 cr. Offered fall. Media Arts Majors only. Advanced techniques of 2D animation using Macromedia Flash as well as integrating those techniques with the basic 3D digital animation capabilities of Adobe After Effects, including virtual lighting and the virtual camera.

U 440 Interactive Media Techniques
3 cr. Offered spring. Media Arts majors only. Building on the principles and techniques covered in MAR 340, this project-based class focuses on the artistic applications of interactive media in an internet environment.

U 450 Topics in Film and Media Studies
3 cr. Offered spring. Media Arts Majors only. Research and exploration of contemporary film, video, digital art and design. Focus on areas of student research both in commercial and non-commercial venues and styles.

*U 457 3D Compositing
3 cr. Offered spring. Media Arts Majors only. This course covers the principles and techniques of finishing projects/animations. Students will focus on advanced rendering tools and applications, refined editing and titles/credits, enabling students to leave with a well polished finished animation project.

U 460 Senior Project
3 cr. Offered spring. Media Arts Majors only. This capstone course gives the student an opportunity to create an integrated senior project which brings together all of the elements of their course of study.

U 465 Special Projects
3 cr. Offered fall. Media Arts Majors only. Focus on the production of short commercial works as well as paper projects with potential clients. Students develop an internet portfolio for entry into the profession upon graduation. The class serves as a synthesis point for analysis and presentation of techniques and principles learned throughout the program.