

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 4.A (1) (b)

DATE: June 19, 2013

SUBJECT: New Program: DSU Minor in Production Animation 2-D & Minor in Production Animation 3-D

Dakota State University has submitted a proposal for a baccalaureate minor in Production Animation 2-D and a baccalaureate minor in Production Animation 3-D. The University has a major in Digital Arts and Design. Each proposed minor requires 18 credit hours.

DSU designed the two minors to provide students with the skills necessary to produce professional-quality animation/motion graphics for digital arts and design industry applications. Production Animation prepares students for a variety of positions including graphic designer, motion graphics website designer, animation artist, broadcast design artist/designer, game design artist, CD/DVD designer, design visualization artist, simulation designer, and TV/film effects artist.

DSU does not request new state resources to implement the minor. The courses are offered for the University's existing programs.

RECOMMENDED ACTION

Move forward. Provide comments and concerns to Paul Gough.

**South Dakota Board of Regents
New Baccalaureate Degree Minor**

University:	Dakota State University
Title of Proposed Minor:	Minor in Production Animation – 2D And Minor in Production Animation – 3D
Degree(s) in which minor may be earned:	B.S.
Existing related majors or minors:	Digital Arts and Design
Proposed Implementation (term):	Fall 2013
Proposed CIP Code:	11.0803

University Approval

To the Board and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



April 26, 2013

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. Do you have a major in this area? _____ Yes X No

Dakota State University is requesting authorization to offer a minor in Production Animation 2-D and a minor in Production Animation 3-D. The minors provide students with the skills necessary to produce professional-quality animation/motion graphics for numerous digital arts and design industry applications. The minors will benefit students enrolled in other specializations within the Digital Arts and Design major (specializations in Audio Production, Computer Graphics, Digital Story Telling, and Web Design and Production) as well as students majoring in Computer Game Design, English for New Media, and Marketing.

DSU does not request new state resources as all of the courses are already being taught and the university has already invested in the hardware and software needed for Production Animation.

DSU offers a Bachelor of Science degree program in Digital Arts and Design (DAD) with specializations in audio production, digital storytelling, production animation, computer graphics, and web design and production. Production Animation prepares students for employment as: Graphic Designer, Motion Graphics Website Designer, Animation Artist, Broadcast Design Artist/Designer, Game Design Artist, CD/DVD Designer, Design Visualization Artist, Simulation Designer, and TV/Film Effects Artist.

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2. If you do not have a major in this area, explain how the proposed minor relates to your mission.

Production Animation is not a major at DSU, but is a specialization within the Digital Arts and Design major. Both of these Production Animation minors have a strong technology focus and are consistent with the University's statutory mission (SDCL 13-59-2.2).

3. How will the proposed minor benefit students?

Students enrolled in the B.S. in Digital Arts and Design have a choice of 5 specializations. They focus on the content in one specialization but have fundamental training in each of the other specializations. Students who choose a specialization other than Production Animation will have an opportunity to gain a broader expertise by earning either or both the Production Animation minors, to enhance their marketability. The minors will also be of interest to students in other DSU majors including the B.B.A. in Marketing, B.S. in English for New Media, and B.S. in Computer Game Design.

Students in these degree programs can complete one of the production animation minors without taking any additional credits:

- B.S. in Digital Arts and Design (computer graphics specialization) – can complete either 3D or 2D minor using open electives.
- B.S. in Digital Arts and Design (digital storytelling specialization) – can complete 3D minor using open electives; would need to complete an additional 3 credits to complete 2D minor.
- B.S. in English for New Media – can complete either 3D or 2D minor using open electives.
- B.S. in Computer Game Design – can complete either 3D or 2D minor using open electives.

Students in these degree programs would need to take additional credits, beyond 120 credits, to complete the minor:

- B.S. in Digital Arts and Design (audio production specialization) – would need to complete 1 additional course to complete one of the minors.
- B.S. in Digital Arts and Design (web design specialization) – would need to complete an additional 6 credits to complete the 2D minor; would need to complete an additional 6 credits to complete the 3D minor.
- BBA in Marketing – would need to complete an additional 8 credits to complete either of the minors.

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4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.

Minor in Production Animation – 2D	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY13	FY14	FY15	FY16
Students in the minor	5	5	5	5
Continuing students	0	5	5	5
Total students in program	5	10	10	10
Completions by graduates		5	5	5

Minor in Production Animation – 3D	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY13	FY14	FY15	FY16
Students in the minor	5	5	5	5
Continuing students	0	5	5	5
Total students in program	5	10	10	10
Completions by graduates		5	5	5

Enrollment estimates are based on the number of students currently enrolled in other minors at DSU. It is estimated that the students who enroll in the minors will not be new to the University.

5. What is the rationale for the curriculum?

The curriculum is a “scaled down” version of the production animation specialization in the B.S. degree program in Digital Arts and Design. It is intended to provide the technological skills needed for animation/motion graphics work. The two minors offer students the option of gaining knowledge in either or both the 2D or 3D area of Production Animation.

6. Complete the tables below. Explain any exceptions to BOR policy being requested.

A. Distribution of Credit Hours

Minor in Production Animation	Credit Hours	Percent
Requirements in Minor	18	100%
Electives in the Minor	0	
Total		100%

(Students must take Art 121 as part of General Education)

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B. Required Courses in the Minor –

Production Animation – 2-D

Prefix	Number	Course Title	New*	Hours
ARTD	185	Introduction to Animation	No	3
ARTD	282	2-D Design on Computers I	No	3
ART	111	Drawing I	No	3
ARTD	286	Motion Graphics & Compositing	No	3
DAD	375	Storyboarding	No	3
ARTD	250	2D Digital Animation	No	3
OR				
ARTD	260	Stop-Motion Puppet Animation	No	
		Subtotal, required		18

Production Animation – 3-D

ARTD	185	Introduction to Animation	No	3
ARTD	282	2-D Design on Computers I	No	3
ARTD	382	3-D Design on Computers I	No	3
ARTD	385	3-D Design on Computers II	No	3
Take 6 credits from the following:				6
ARTD	388	Environmental Design	No	
ARTD	439	3-D Character Design & Modeling	No	
ARTD	440	Advanced 3 Dimensional Design	No	
ARTD	441	3-D Character Animation	No	
		Subtotal, required		18

C. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor.

There are no elective courses in the minors.

7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?

Other DSU majors, including students enrolled in the other specializations within the B.S. in Digital Arts and Design (audio production, digital storytelling, computer graphic, web design and production) plus students enrolled in other programs such as Computer Game Design, English for New Media, and Marketing –will learn the skills needed to incorporate animation/motion graphics into their primary projects/products.

8. What instructional technologies will be used to teach courses in the minor?

Courses in the minors will require students to access and skillfully manipulate hardware and

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software widely found in the animation/motion graphics industry. In addition, certain courses will emphasize the learning of traditional art/design knowledge and abilities.

9. Is the University requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain. *If off-campus or distance delivery authorization is not requested, enter "None."*

None

10. Costs, Budget & Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, etc. needed to implement the minor.

No new resources are required to offer the proposed minors. All courses required are already offered for the B.S. in Digital Arts and Design and the university has already invested in the hardware and software needed for production animation coursework.