Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

3D Animation

Learn the basics of three-dimensional animation used in videos, games and on the Web. This degree will help prepare you for an entry-level position in digital modeling and animation.

Animation for Film and Broadcast (CVANIF)

Advanced Certificate

Program Effective Term: **Fall 2018**

This program will help prepare students to pursue a career in film, advertising, commercial and other pre-rendered animation fields. Students will learn to model, animate, texture and render in a fashion appropriate for the industries. They will also learn basic compositing and visual effects.

Program Admission Requirements:
Students must have completed the 3D Animation Certificate or have appropriate industry experience.

Requirements		(19 credits)
ANI 235	Introduction to Compositing and Visual Effects	4
ANI 250	Organic Modeling and Rigging	4
ANI 260	3D Animation III	4
ART 127	Life Drawing I	4
VID 276	Video Graphics I	3

Minimum Credits Required for the Program: **19**

PROGRAM PROPOSAL FORM

☐ **Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.

☒ **Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	Animation for Film and Broadcast	**Program Code:** CVANIF
Division and Department:	BCT/DMAD	
Type of Award:	☐ AA ☐ AS ☐ AAS ☐ Cert. ☒ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Comp.	
Effective Term/Year:	Fall 2018	**CIP Code:** 11.0804
Initiator:	Randy Van Wagnen and Kevin Bindschadler	

Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	This program will prepare students to pursue a career in pre-rendering animation fields such as film, advertising and commercials. This advanced certificate program will build upon the knowledge and skill from the 3D Animation certificate. In addition, it becomes a concentration in the 3D Animation associate degree program. In order to begin the Film and Broadcast Animation program, student will need to have completed the 3D Animation certificate program.
Need Need for the program with evidence to support the stated need.	There are many opportunities for pre-rendering animation in film and broadcast jobs nationwide. This program prepares students to begin a path toward further study and acquiring one of those jobs. In addition, there have been requests from students and potential students for this type of program. Careers in film and broadcast animation are referenced under "Multimedia Artists and Animators" in the Occupational Outlook Handbook. The 2016 median wage was $65,300/year. The industry is expected to grow faster than average with a 10% increase in jobs predicted between 2016 and 2026.

Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	Outcomes 1. Create custom assets for the pre-rendered animation fields such as film, advertising and commercials. 2. Create appropriately lit and textured renders for use in film, advertising or other commercial fields or pre-rendered animation fields.	Assessment method 1. Portfolio review 2. Portfolio review

Curriculum

List the courses in the program, as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.

Course		Credits
ART 127	Life Drawing I	4
ANI 250	3D Animation II	4
ANI 235	Introduction to Compositing and Visual Effects	4
VID 276	Video Graphics I	~~4~~ 3
ANI 260	3D Animation III	4
	Total Credits	~~20~~ 19

Budget

Specify program costs in the following areas, per academic year:

	START-UP COSTS	ONGOING COSTS
Faculty	$.	$.
Training/Travel	.	.
Materials/Resources	.	.
Facilities/Equipment	.	.
Other	.	.
TOTALS:	$ 0.00	$ 0.00

Program Description for Catalog and Web site

This program will help prepare students to pursue a career in film, advertising, commercial and other pre-rendered animation fields. Students will learn to model, animate, texture and render in a fashion appropriate for the industries. They will also learn basic compositing and visual effects.

Program Information

Accreditation/Licensure - None

Advisors - Randy Van Wagnen and Kevin Bindschadler

Advisory Committee – In development

Admission requirements – Complete CTANL 3D Animation Certificate or appropriate industry experience.

Articulation agreements - None

Continuing eligibility requirements - None

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Create custom assets for the pre-rendered animation fields such as film, advertising and commercials.	Portfolio review	Every 3 years	All graduates who complete ANI 235	All
Create appropriately lit and textured renders for use in film, advertising or other commercial fields or pre-rendered animation fields.	Portfolio review	Every 3 years	All graduates who complete ANI 235	All

Scoring and analysis plan:

1.   Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.
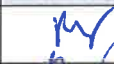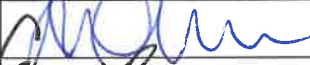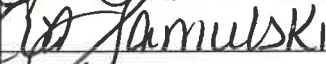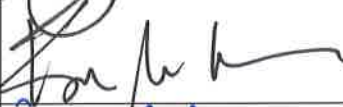
Departmentally-developed rubric

2.   Indicate the standard of success to be used for this assessment.

70% of students will score 70% or higher

3.   Indicate who will score and analyze the data.

Departmental Faculty

REVIEWER	PRINT NAME	SIGNATURE	DATE
Faculty Preparer	Randy Van Wagnen		11-9/17
Department Chair/Area Director	Ingrid Ankerson		11/9/17
Dean	Eva Samulski		11-9-17
Vice President for Instruction ☐ Approved for Development ☐ Final Approval	Kimberly Hurns		11-27-17
President	Rose Bellanca		11/28/17
Board Approval			2/27/18

Approved by Board of Trustees