Proposal for a New Academic Program
B.A./ B.S. & minor, Art, Media, and Technology

Executive Summary

1. Institution and Program

Oregon State University, B.A./ B.S. & minor, Art, Media, and Technology

2. Program Description

Oregon State University - Cascades proposes a new B.A./ B.S. & minor, Art, Media, and Technology (AMT) to be offered exclusively at the OSU-Cascades starting Fall Term 2018. Cascades' proposal directly responds to Oregon State University's Undergraduate Art Program 10-year review (March 2015) that advised Cascades to strengthen our studio arts degree program by developing a complimentary degree focusing on the essential knowledge and skills to succeed as creative professionals in the 21 Century. The new degree, designed through close collaboration with the School of Arts and Communication's Director Lee Ann Garrison, creates a unique educational experience in Oregon by providing a trans-disciplinary curriculum; traditional studio practice combined with communication and entrepreneurship coursework while also instilling technical practices for professional application.

In designing this program, we established an Art Redesign Advisory Workgroup comprised of faculty from Central Oregon Community College art department as well as directors of local and regional arts and design organizations and cooperatives. We worked closely with Lee Ann Garrison, Director, School of Arts and Communication, and advisors, to design a program complementary to yet distinct from those offered in Corvallis and at Portland State University and University of Oregon. The process including reviewing curriculum at universities nationwide, consulting professional organizations recommended in the 10-Year Undergraduate major review, and collaborating with art and design professionals and employers. These conversations allowed us to assess (1) the academic study of art and design and (2) the knowledge and skill sets creative employers, organizations, and communities deem essential for success as creative arts and design professionals.

The proposed course of study totals 180 credit hours. The program includes 52 credit hours of baccalaureate core courses, 95 major credit hours, 15 College of Liberal Arts core credit hours and 24 (BA) or 15 (BS). The quantity, quality, and distribution of the proposed courses are in line with comparable arts and design programs at other major universities.