Proposal for a New Academic Program

Institution:

Oregon State University

College/School:

Cascades Campus - College of Liberal Arts

Department/Program Name:

School of Arts and Communication

Degree and Program Title:

BA, BS in Arts, Media, and Technology

1. **Program Description**
   a. **Proposed Classification of Instructional Programs (CIP) number.**

CIP Number: 50.0499

Title: Design and Applied Arts, Other.

Definition: Any instructional program in design and applied arts not listed above.

Source: US Department of Education, National Center for Education Statistics, Classification of Instructional Programs, 2010.

b. **Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.**

The proposed BA, BS in Arts, Media, and Technology degree program responds to the Oregon State University's Undergraduate Art Program 10-year review (March 2015) and subsequent Action Plan (July 7, 2015). The proposed program prepares individuals for careers as creative professionals. The program's broad multidisciplinary curriculum integrates critical, theoretical, and historical understandings of the arts and media with technological skills. The curriculum

infuses studio arts into media and technology and integrates communication and entrepreneurship coursework by providing a rigorous education grounded in critical thinking, problem solving, and creative production. In addition to traditional art students, this program will attract artists, designers, makers, tinkerers, and builders—those with unorthodox perspectives and unconventional approaches to technology. The degree program will produce graduates with diverse and adaptable skillsets, ready to address the opportunities and challenges of the 21st century. A minor will also be offered in order to complement various other programs that may attract like-minded students.

The proposed BA, BS in Arts, Media, and Technology degree program provides students with the required skills needed for the contemporary visual arts and design fields. Specifically, the degree provides students with skills in digital imaging, video, design, interactivity, gaming, and 3D output as well as basic visual studies fundamentals in creative communication, color theory, image output and display. This program creates a unique educational experience within Oregon by providing a trans-disciplinary curriculum; traditional studio practice combined with communication and entrepreneurship coursework while also instilling technical practices for professional application. This coursework provides graduates with the content knowledge, experience, and technological skills that employers argue are necessary to be competitive in the 21st century arts and design industries and communities.

"Central Oregon has a vibrant art presence both in the community college and the broader Bend community and Central Oregon region. It is noteworthy that the Bend/Central Oregon region is the fastest growing region in the state; the population of Bend is predicted to grow from 80,000 to 120,000 in the next 20 years. With this growth, and the current art community being tied to and supporting the burgeoning tourist and retirement community, it seems likely that the art community will also grow. Bend has the potential to become a highly desirable destination for art enthusiasts and supporters." *(Undergraduate Art Programs Review Report, p. 6, March 2015).*

Proposal Summary

Full Category I Proposal: New Undergraduate Degree Program

New Program Title: **BA, BS in Arts, Media, and Technology**

- Degree Types: **Bachelor of Arts (B.A.) and Bachelor of Science (B.S.)**
- Program Level: **Undergraduate**
- Master of Interdisciplinary Studies (MAIS) Participant: **No**
- Academic Home:
  School of Arts and Communication
  College of Liberal Arts
- Contacts: **Natalie Dollar, 322-3140; ndollar@osucascades.edu**
- Option(s):
  - Undergraduate Option(s): **None**
  - Graduate Options: **NA**
- Areas of Concentration: **NA**
- Minors:
  - Undergraduate: **Arts, Media, and Technology**
  - Graduate: **NA**
- CPS #: **To Be Entered**
  https://secure.oregonstate.edu/ap/cps/proposals/view/xxxxx
- CIP #: **50:0499 /** NCES Title: **Arts, Entertainment, and Media Management**
- SIS #: **XXX - To be assigned by the Registrar's Office**
- College Code: **10**
- Course Designator: **ART, GD, & NMC**
- Courses: **See proposal and online Catalog for a list of required and elective courses**
- Program Total Credit Hours: **180 (Major: 171-180)**
- Pre-Professional/Professional Model: **No**
- Thesis or Non-Thesis: **No**
- Delivery Mode(s): **On-Campus (Face-To-Face)**
- Location(s): **OSU-Cascades (Bend)**
- Enrollment HC-Anticipated): **26** (by the end of the 5th Fall Term; e.g., Fall Term 2022)
- Graduates (Anticipated): **10** (by the end of the 5th academic year; e.g., AY 2022-23)
- Accreditation: **None**
- Program Unique to Public Higher Education Institutions in Oregon: **Yes**
- Proposed Effective Term: **Fall Term 2018 (Banner: 201901)**
- Embedded Proposals: **Undergraduate Minor in Arts, Media, and Technology**

c. **Course of study – proposed curriculum, including course numbers, titles, and credit hours.**

The proposed course of study totals 180 credit hours. The program includes 52 credit hours of baccalaureate core courses, 96 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.

Requirement	Credit Hours, BA	Credit Hours, BS
Bacc Core	52	52
College of Liberal Arts Core	24	15
Major	96	96
Electives	8	17
Total Credit Hours	180	180

The proposed course of study expands the arts program at OSU by providing a new Cascades-only BA, BS degree. OSU-Cascades currently offers a BA, BS in Art, Undergraduate Option in Studio Art (10 majors 2017/18), a minor in Art History and a minor in Visual Art in partnership with Central Oregon Community College.

The major course of study includes 26 courses, 10 lower division and 16 upper division courses, including ART, GD, and NMC courses (see table below, p. 5).

		Art, Media & Technology		
Notes:	**Red indicates Major Requierment**	Students completing 180 credits must add elective credits to meet the 180 total requirement.	**Green indicates College of Liberal Arts Core**	
Academic Class	Academic Term	Academic Term	Academic Term	Credits
First Year	Fall	Winter	Spring	
	BACC MTH (4)	BACC WC (3) or (4)	BACC CD (3) or (4)	
	BACC WRI (3)	BACC WRII (3)	BACC Fitness (3)	
	CLA BA or BS (3) or (4)	**CLA BA or BS (4)**	**CLA BA or BS (4)**	
	ART 101 Introduction to the Visual Arts (3)	**ART 115 2-D CORE STUDIO (4)**	**ART 117 Foundations 3-D (4)**	
Credits	13 ir 14	14 or 15	14 or 15	41-44
Sophomore	Fall	Winter	Spring	
	BACC DPD (3) or (4)	BACC SPI (3) or (4)	BACC Sc II (4)	
	BACC Bio (4)	BACC Phy Sc (4)	**CLA BA (4)**	
	CLA BA or BS (4)	**GD 200 Graphic Design Tech and Prod 1 (4)**	**ART 263 Digital Photography (4)**	
	ART 121 Foundations Computers in Visual Arts (4)	**ART 222 Introduction to time-based art (4)**	**ART 215 Color in Visual Arts (4)**	
Credits	15 or 16	15 or 16	16	46-48
Junior	Fall	Winter	Spring	
	CLA FA (3) or (4)	**CLA NWC (3) or (4)**	**CLA HUM (3) or (4)**	
	ART 367 History of Design (3)	**NMC 351 New Media Visualization (4)**	**Art 366 Art Since 1945 (3)**	
	GD 228 Process: Making and Meaning (4)	**GD 269 Graphic Design History (3)**	**GD 325 Graphic Design: Collaborative Processes (4)**	
	NMC 349/ART 349 Video Art (4)	**GD 328 Interactive 2 (4)**	**ART 339 Professional Practices (3)**	
Credits	14 or 15	14 or 15	13 or 14	41-44
Senior	Fall	Winter	Spring	
	CLA BA (4)	**Major Elective - Any 300 or 400 level ART studio (4)**	**CLA SS (3)**	
	NMC 437 New Media and Society (3)	**NMC 484 New Media Animation (4)**	**Major Elective - Any 300 or 400 level ART studio (4)**	
	ART 411 Contemporary Issues in Art (WIC) (3)	**ART 403 Thesis (4)**	**ART 406 Projects (4)**	
	ART 422 New Media: Interactive (4)	**ART 451 Intro to Arts Entrepreneurship (3)**	**ART 410 Internship (4)**	
Credits	14	14 or 15	16	43-44
				171-180

The Art, Media, & Technology minor course of study includes 27 credits:

Credits	Course
4	ART 117 (4) – 2-D Core Studio
4	ART 115 (4) – 3-D Core Studio
4	ART 121 (4) - Foundations Computers in Visual Arts
12	Upper division studio courses
3	Upper division lecture courses

d. **Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).**

The curriculum includes lecture and studio courses that will be taught at OSU-Cascades' Tykeson Hall and the Dining and Classroom Building (completed January 2017) on our Bend campus. Additional partnerships with creative businesses within the Bend community will provide real world classrooms and access to facilities beyond the OSU footprint. For example, a continued relationship with Bend Art Center[1] in order to support our Printmaking offerings and the DIY Cave in town[2] to help our 3D programs. Ecampus courses will not be required in this program. It will be a requirement of the program that each student that has declared the major will need to buy an appropriate laptop to successfully complete the degree. The goal of this requirement is to allocate resources around the additional equipment utilized within this major and allow for a level of flexibility not capable due to the financial burden of upgrading an entire lab every few years. This format also mimic's that of the professional environment that most students will encounter and allow for them to continue making work after graduation.

e. **Adequacy and quality of faculty delivering the program.**

It is imperative to the program's success that the full-time and tenure-track faculty are practicing professionals. In order to stay relevant as a program and deliver the latest in professional practices, new hires will be a mix of artists and designers in order to provide best in class examples for students within the

[1] Located in Bend's historic Box Factory, Bend Art Center offers a unique mix of exhibition and studio space. The Bend Art Center gallery brings a different mix of contemporary and historical art to Central Oregon audiences. Bend Art Center is also home A6 Print Studio, a professional printmaking and book-arts studio. Exhibits, workshops, and arts education programs work in concert to foster a deeper understanding of ourselves and our world (www.bendartcenter.org/about/).

[2] DIYcave functions much like a health club. Instead of exercise equipment, we have tools… a lot of tools (http://www.diycave.com/about/).

program. Additional strategic partnerships throughout the Central Oregon creative community will lend itself to providing visiting teaching and experiential learning opportunities for our students.

Current faculty includes one full-time Instructor and 3 part-time instructors. The proposed budget and hiring plan includes two full-time instructors and part-time Instructors for specific courses outside the expertise of faculty. Due to the size and scope of the current BA, BS in Art, Undergraduate Option in Studio Art at OSU-Cascades, the plan is to identify candidates with a broad range in skills and abilities across the studio arts with a focus on digital technologies and physical making that compliments the current full-time faculty. Hiring candidates with an understanding of design thinking is also a priority.

Specifics of the hiring process:

- FY19 – one full-time instructor and part-time instructors at .83 FTE
- FY20 - additional full-time instructor and part-time instructor at .2 FTE
- FY21 – two full-time instructors and part-time instructor at .23 FTE
- FY22 - two full-time instructors and part-time instructor at .11 FTE
- FY23 - two full-time instructors and part-time instructor at .34 FTE

f. **Adequacy of faculty resources – full-time, part-time, adjunct.**

The core faculty will consist of two full-time instructors (FY 2018-23) and one tenure-track faculty member (FY 24) given enrollment targets are met. Part-time faculty will be hired whose expertise ranges across fine arts, digital arts, and graphic design to increase the medians taught beyond those of full-time faculty. According to the 10-Year Review Report as well as Cascades' research, our part-time faculty provides a strong, diverse foundation for the upper-degree courses OSU-Cascades offers for the Art, Media, & Technology degree.

g. **Other staff.**

None at this time. There is current capacity at OSU-Cascades in advising, career services, and enrollment services to support the new students in the Art, Media, & Technology major.

h. **Adequacy of facilities, library, and other resources.**

Art, Media, & Technology lecture and computer-based courses will be taught in the new Academic and Dining Building at OSU-Cascades (opened January 2017) and Tykeson Hall (opened September 2016). The Dining hall building has a wet lab classroom that is utilized by the arts courses on campus as well as outside partnerships that complement the on-campus facilities. By utilizing the outside facilities a level of intricacy, adequacy, and professional standards are held by the businesses and the school. Additional facilities will be included in new buildings as part of the growth of the OSU-Cascades campus. Students also

have access to a learning commons in Tykeson Hall. Additionally, industry support, including community-based industry stakeholders from the Arts, Culture and Enrichment long-range development planning committee, have shown support for studio space with specialized equipment, course project collaboration, experiential opportunities, and internships (e.g. Bend Art Center and the DIY Cave). We will continue to rely on these community partners to enrich our students' experience.

OSU-Cascades currently owns a printing press, Adobe CC licenses, 7 Mac computers available for Art, Media, & Technology students with a new set of 20 Mac laptops on order, an 800 sq. ft. wet lab facility, several large format printers, bamboo tablets for classroom use and check out, video equipment, a 3D printer, and digital photo equipment. There are currently plans and approval for a dedicated shared 1000 sq. ft. maker-space. Based upon a review with the OSU-Cascades library staff, and given the resources allocated to the existing degrees, no additional resources are needed for the Art, Media, & Technology degree.

i. Anticipated start date.

Fall Term 2018

2. **Relationship to Mission and Goals**

a. **Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.**

Goal 1 - Provide a transformative educational experience for all learners.
Goal 2 - Demonstrate leadership in research, scholarship and creativity while enhancing preeminence in the three signature areas of distinction.
Goal 3 - Strengthen impact and reach throughout Oregon and beyond.

The program addresses the OSU Strategic plan 3.0 goals in the following ways:

Regarding Goal 1, the Art, Media, & Technology degree provides a transformational educational experience, by:

(1) Integrating experiential learning into the curriculum. Experiential learning is focused heavily in the senior year through community-based internships, Arts Entrepreneurship courses that take students to various small businesses in the community, and a Senior Project (ART 406) that utilizes a mentor/mentee relationship to practically apply the culmination of the degree. The remainder of the curriculum in the areas of print output, 3D output, and communication arts, will benefit from partnerships with local shared studios like The Wilds, Atelier 6000 (a printmaking studio within the Bend Art Center), The WorkHouse, and the DIY Cave by creating additional physical studio spaces for our students to work within the community. These partnerships keep our students from living autonomously from the greater arts and design community in Bend.

(2) Partnering with local and regional arts and culture organizations and communities to explore and understand the historical foundation of the diverse and underrepresented contributions to the wellness of our communities. Collaborating with local organizations such as the Bend Art Station, High Desert Museum and Warm Springs Museum will allow students to become actively engaged in helping communities tell their arts histories, narratives and share their contributions to the larger culture. Doing so provide students with lived art and design experiences that have the potential to transform both student and community.

Regarding Goals 2 and 3, the Art, Media, & Technology program increases the impact of OSU's creative and scholarly endeavors by leveraging the multidisciplinary culture at OSU-Cascades. The Art, Media, & Technology degree responds to a void in the Central Oregon arts and design community, as evidenced in the Industry Advisory Board's consistent calling for OSU-Cascades to be the physical and virtual hub and leader for arts, culture and enrichment in our region. This advisory board for the Art, Media, & Technology program is composed of members representing a wide variety of businesses within the arts, media, and technology industry.

b. **Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.**

The faculty associated with the Art, Media, & Technology program will assure that that the quality of the program remains high using multiple review processes on a regular basis. On an ongoing basis the Arts, Media & Technology Undergraduate Program Committee, composed of faculty members from both Corvallis as well as Cascades campus, selected for their expertise and interest in arts, media, and technology education, will review the program goals, achievements, classes being offered and level of performance being achieved by the students in Art, Media, & Technology. In addition to reviewing the status of the program, it will be the responsibility of this committee to approve any change to the program as requested by faculty and to recommend changes when opportunities for improvement are identified. A clear indicator of progress and deficiencies will be the annual review of Senior Project portfolios for anticipated graduates.

In addition, an Industry Advisory Board for the Art, Media, & Technology program will have the responsibility of reviewing the Art, Media, & Technology program on an annual basis. This group will meet in order to discuss employer needs within the Central Oregon community and beyond as well as consider any foreseeable trends that we as a faculty can keep an eye on in order to produce graduates with the appropriate skillsets. When assessing the Senior Project portfolios, the feedback from this group will also help inform areas for improvement.

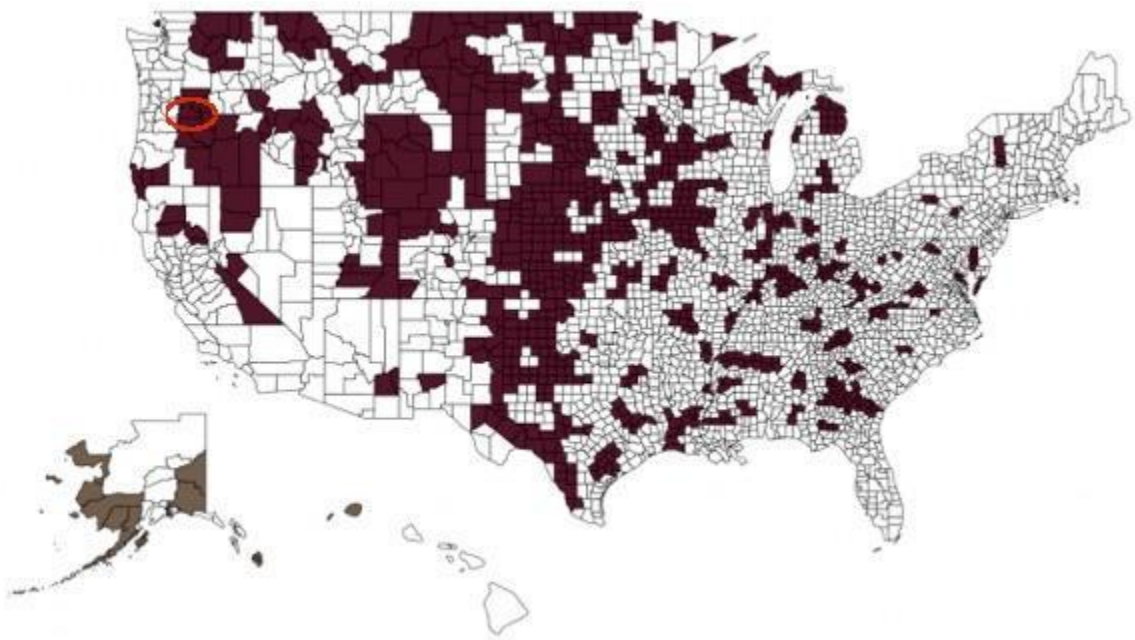
Access to the Art, Media, & Technology program will be in keeping with the OSU policy of increasing access to innovation and relevant education programs that engage students through experiential learning, addressing local and national employment trends, and promoting lifelong learning. Many of the courses in this degree will be available through community colleges throughout Oregon thus making it possible for many students to start their degree at their current location before transferring to OSU-Cascades.

Goals of inclusion and diversity will be echoed through an innovative roster of visiting lecturers that contribute to classroom sessions as well as evening lectures on their work. Through required participation in attending visiting artist and design lecturers the Art, Media, & Technology program will bring contemporary practices and strategies to students within the program. By providing external voices to Central Oregon we create a hub of innovation and outside thinking to the smaller community we inhabit. This external thinking will open our students to diverse conversations, artists from various ethnic and cultural backgrounds, as well as social issues not often seen in Central Oregon. It is through these conversations we will help to expand our students understanding of external communities and give them perspective to reflect on their own. Additional studio visits and guest critiques will be a part of visiting artists as well.

c. Manner in which the program meets regional or statewide needs and enhances the state's capacity to:

i. improve educational attainment in the region and state;
ii. respond effectively to social, economic, and environmental challenges and opportunities; and
iii. address civic and cultural demands of citizenship.

OSU-Cascades resides in an "education desert", which is a community where students have very limited access to higher education institutions. In this figure, education deserts are shown in brown, with Central Oregon highlighted in the red circle. As such, OSU-Cascades draws a very large percentage of its students from Central Oregon Community College and provides the opportunity for a four-year degree where none previously existed. By expanding our program offerings, we are helping to further the federal 40-20-20 goals for college degree attainment, recently adopted by Oregon.



The manner in which the Art, Media, & Technology program meets the regional and statewide needs and enhances the state's capacity to improve educational attainment is through access to technology, providing a contemporary degree offering in visual communication that reflects concerns in both contemporary art and design, as well as provides a constant source of diverse voices through pedagogy and visiting artists.

Lower division studio courses will provide a foundation of art historical and reference material that will provide context for our students' course of study. The upper division courses, specifically those in the senior year, provide several hands-on opportunities through internship and entrepreneurship courses. These opportunities will engage our students with the Central Oregon business community which will not only provide our students with the latest in practice and technology that the private sector has to offer, but will also allow for OSU as an institution to gain insight in trend and direction to continue to provide future students with the right tools to be successful in that environment. Internships will be focused on the many tech-based arts and design small businesses throughout Bend and beyond, while the entrepreneurship courses focus on a broader spectrum of creative businesses in order to give students a greater perspective on the creative landscape of the area.

3. **Accreditation**

   a. **Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.**

      N/A

b. **Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.**

N/A

c. **If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation.**

N/A

d. **If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not.**

N/A

4. **Need**

a. Anticipated fall term headcount and FTE enrollment over each of the next five years.

Year	Freshman	Sophomore	Junior	Senior	Total
2018-19	5	4	4		13
2019-20	8	4	4	4	20
2020-21	8	6	4	4	22
2021-22	8	6	6	4	24
2022-23	8	6	6	6	26

FTE rate is approximately 60% of headcount for the Art, Media, & Technology major in the junior and senior years.

	1	2	3	4	5
	2018-19	**2019-20**	**2020-21**	**2021-22**	**2022-23**
Headcount	13	20	22	24	26
FTE	7.8	12	13.2	14.4	16

b. Expected degrees/certificates produced over the next five years.

It is expected that at least 10, four-year students will graduate within the first 5 years along with additional transfer students coming from COCC and other regional ins

c. Characteristics of students to be served (resident/nonresident/international; traditional/ nontraditional; full-time/part-time, etc.).

Ninety-four percent of OSU-Cascades students are from Central Oregon (70%) or in state but outside of Central Oregon (24%). Thirty-five percent of our students are the first in their families to attend college. The diversity of the student body increases every year. This year, 18 percent of our students are minorities, with nearly half of those students identifying as Hispanic and more than a third of them identifying as representing two or more U.S. minorities. About 73% of students are full time. The Art, Media, & Technology degree program will serve primarily non-traditional, full-time, resident students.

d. Evidence of market demand.

During a January 7, 2016 meeting of the Arts, Culture and Enrichment Advisory Group Meeting regarding a discussion around “promising collaborations or community partnerships” several of the small business-owning members entered a side discussion noting that the current students were unqualified for many of the creative arts focused internships in the area, leaving a need for entry level employees and interns.

With a broad range of focuses that can be derived from the Art, Media, & Technology curriculum, the degree prepares students for jobs in design, art, and time based media. According to the ONet Online Occupational outlook, there are 300,000 job openings in the fields served by this degree, including production, design, and various other creative fields, for the 2012-2022 period in the state of Oregon. Additionally, the Strategic National Arts Alumni Project (SNAAP) reports

that nationally 75% of arts graduates have been self-employed at some point in their career[3].

The skills developed in this program may also have application to an exciting new model of problem solving, called Design Thinking. Tim Brown, president and CEO of IDEO, defines design thinking as a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." Graduates from this program will have the skills necessary to apply design thinking to solve problems.

Fortune magazine recently published an article that listed Arts, Entertainment and Recreation as one of the 19 sectors least likely to be impacted by the push for automation in the workforce.[4] The article states that today's technologies could automate 45% of the activities people are paid to perform across all occupations and that 60% of all occupations could see 30% or more of their work activities automated, but artists, among others, seem unlikely to be replaced by "robots."

e. If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).

The program's location is shared with OSU's Applied Visual Arts and Fine Arts degrees. Both programs recently underwent a 10-year review and it was made clear in this report that "...OSU-Cascades has an important opportunity to re-envision the art degree programs and the presence of art on campus and throughout Central Oregon" (Undergraduate Art Programs Review Report, p. 1, March 2015).

It was decided that the best solution for this feedback would be to pursue a more digitally- focused degree track in order to contemporize the programs delivered. The Art, Media, & Technology degree proposal leaves room for the continued offering of the Art undergraduate degree. The Art, Media, & Technology allows for a broader range of student interest and voice in the classroom while diversifying the course offerings to those students wishing to work in more commercial endeavors upon completion of their degree. The goal here is to strengthen all programs as well as encourage a stronger relationship with those students looking to complete a four-year degree after leaving Central Oregon Community College.

[3] Snapshot Location - http://snaap.indiana.edu/snaapshot/#location

[4] http://fortune.com/2016/07/11/skills-gap-automation/

f. [5]Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

With the gig economy for creatives becoming an ever-increasing path for employment, finding creative jobs either independently or within a traditional employment model would be the benchmark of success for this program. SNAAP reports that of the 699 respondents within the state of Oregon, roughly 48% identify as self employed. Nationally the Bureau of Labor Statistics[6] reports that 2 to 4 percent of employees are gig workers with an additional 7% in between gig employment and traditional workforce as independent contractors. The Bend area on average lists between 9% and 29% percent self-employment depending on the area of town[7]. In addition to freelance, gig or independent contractor work, there is indicated growth across various creative job sectors that graduating students would pursue from this degree, including a projected 150,000+ job openings by 2022 in design fields alone within the state of Oregon.

A key component to address this trend within the curriculum is an entrepreneurship and internship focus of courses within the senior year. The goal with this plan is to give the students a greater level of hands-on, experiential learning to provide a stepping stone to career in the arts and design with the experience of both freelancer or corporate model.

5. **Outcomes and Quality Assessment**

a. Expected learning outcomes of the program.

Through a sequence of required courses, arts, media, and technology students will:

1. Create original visual work that exhibits a distinctive, dynamic and unique personal voice.
2. Develop written and verbal competencies to describe and analyze visual art and graphic design through writing, conceptual development, research, study of theory and critique of the intent of their own work.
3. Develop necessary techniques and execution of form and content relevant to visual communication in 2D, 3D, and 4D mediums.
4. Demonstrate competency with industry standards through a professional art or design experience and an embrace of new technologies.

[5] Snaapshot Location - http://snaap.indiana.edu/snaapshot/#location

[6] Working in a gig economy, Bureau of Labor Statistics - https://www.bls.gov/careeroutlook/2016/article/what-is-the-gig-economy.htm

[7] Town Charts, Figure 7: People Self Employed in Bend, OR - http://www.towncharts.com/Oregon/Economy/Bend-city-OR-Economy-data.html.

5. Develop an original, innovative and articulate body of work for a professional portfolio.

6. Focus on ethics in the process of making various forms of visual communication.

b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.

Learning outcomes will be assessed at various points throughout the proposed curriculum. Outcomes 1, 3, and 5 will be assessed on a macro level prior to students entering their Senior Projects. On a micro level they will be assessed through the progression of various studio courses and upon completion of the assigned critiques through various courses. Outcome 2 will be specifically assessed in written form during various lectured based courses throughout the curriculum and culminating during the WIC course, typically during the student's senior year. In addition to this, critique in each studio course facilitates a greater understanding for students to develop the verbal communication around their body of work. Outcomes 4 and 6 will be progressively assessed by critique within studio courses and ultimately determined through the physical execution of work and critique of a Senior Project and written essay during their WIC course.

Performance indicators of the program will be placing the graduates in the job market in positions applicable to the degree. Part of this effort will include strategic partnerships in placing internships and developing a demand for our students in Bend through the program. A long term model would be creating an opportunity for a more advanced version of the degree and with this create a track for students to continue on to pursue their MFA. Additionally, the use of permanent emails and career services staff for exit surveys in order to ensure detailed feedback would be utilized.

c. **Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas.**

OSU-Cascades programs follow a model of 50% Tenured/Tenure-Track faculty and 50% full time Instructors to fulfill faculty needs. For Instructors, 10% of their contract is dedicated to research and/or scholarly work while Tenured/Tenure Track faculty can be up to 40%. Indicators of success will be those of the same standard for faculty in Corvallis in Art, Graphic Design, or New Media Communications depending upon their area of focus.

6. **Program Integration and Collaboration**

a. Closely related programs in this or other Oregon colleges and universities.

The proposed Art, Media, & Technology program has similarities to various Oregon college and university degrees; however, it also has a unique combination of elements of each that sets itself apart. Similar elements to other

degree programs are included in OSU's BFA in Applied Visual Arts and BA,BS in Art degrees, Graphic Design, and New Media Communications degrees; the University of Oregon's Digital Arts and Media Studies degree; and Portland State University's Graphic Design degree.

Additionally the partnership that is currently in place with COCC regarding continuing arts students would be better served through a greater variation in the courses taught and a shown dedication to the arts. While we have already developed a much greater level of partnership with COCC over the past year, it has been indicated to us that with a new found direction of resources and variety in our offerings we will be able to offer a lot more to the students exiting COCC.

b. Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.

This program complements several areas of study within visual communications on main campus. While having the possibility to overlap and collaborate with areas such as New Media Communications, Studio Arts, and Graphic Design on main campus, the proposed Art, Media, & Technology students would also have the potential to work with engineering and computer science students here on the OSU-Cascades campus. One of the strengths of our campus is the size of facilities and student body, as well as the ease of collaboration and overlap in research opportunities such as working with computer science students to develop interactive projects programmed by the CS students and designed by the Art, Media, & Technology students.

c. **If applicable, proposal should state why this program may not be collaborating with existing similar programs.**

N/A

d. **Potential impacts on other programs.**

Initial impacts on the existing arts degree are expected to split the amount of enrolled arts majors between the current degree and the proposed Art, Media, & Technology. Once this initial split is made, it is anticipated that the current arts degree will benefit from a greater level of resources and course offerings that the Art, Media, & Technology will provide. It is expected that the Art, Media, & Technology would become the flagship program within arts at OSU-Cascades and the existing art program would benefit from not only resources but also increased student numbers in studio courses. These elements would make the existing degree more attractive to incoming students while providing them two options for practical degrees of study within the arts.

7. External Review

If the proposed program is a graduate level program, follow the guidelines provided in *External Review of New Graduate Level Academic Programs* in addition to completing all of the above information.

Not applicable at this time.