New Program Report

Date Submitted:
07/13/2023

Institution
Webster University

Site Information

Implementation Date:
6/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Webster University, 470 East Lockwood, St. Louis, MO, 63119-3194

CIP Information

CIP Code:
100105

CIP Description:
A program that generally prepares individuals to function as workers and managers within communications industries. Includes instruction in business economics; basic management; principles of interpersonal and mediated communications; radio, television, and digital media production; and related aspects of technology and communications systems.

CIP Program Title:
Communications Technology/Technician

Institution Program Title:
Media Production

Degree Level/Type

Degree Level:
Bachelor's Degree

Degree Type:
Bachelor of Arts

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online

Student Preparation

New Program Report

Special Admissions Procedure or Student Qualifications required:
n/a

Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Webster University has academic policies describing minimum faculty qualifications by discipline.
These policies meet or exceed guidelines from the Higher Learning Commission

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Webster University strives to have more than 50% of credit hours assigned to full-time faculty.
Percentages can be above 75%. The percentage of credit hours assigned to full-time faculty will vary
based on student enrollment in a program at any given time.

Expectations for professional activities, special student contact, teaching/learning innovation:
Faculty are expected to continually engage in appropriate professional development activities to
ensure their professional qualifications are current. The University provides resources to help ensure
robust student contact and engagement. The University also provides resources for faculty to innovate
their teaching/learning to meet clear learning outcome objectives.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 0	
Year 2	Full Time: 5	Part Time: 0	
Year 3	Full Time: 5	Part Time: 0	Number of Graduates: 5
Year 4	Full Time: 5	Part Time: 0	
Year 5	Full Time: 5	Part Time: 0	Number of Graduates: 5

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Webster University will maintain its accreditation by the Higher Learning Commission. There are no
plans to pursue specialized accreditation at this time for this program.

Program Structure

Total Credits:
120

Residency Requirements:
n/a

General Education Total Credits:
30

Major Requirements Total Credits:
45

New Program Report

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
AUDI 1000	3	Audio Production for Nonmajors
INTM 1600	3	Introduction to Interactive Media
EPMD 1040	3	Visual Storytelling
MDST 3100	3	Social Media Strategies and Tactics
MDST 1010	3	Media Foundations
INTM 4620	3	Senior Overview
PHOT 1000	3	Fundamentals of Photography
GAME 1500	3	Introduction to Video Game Design
FTVP 1000	3	Introduction to Film, Television and Video Production
MDST 2500	3	Professional Development
INTM 2200	3	Visual Design for Interactive Media

Free Elective Credits:
12

Internship or other Capstone Experience:
INTM 4620 Senior Overview* (3-6 hours)*Capstone Course

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Media Production (BA)

This program is offered by the School of Communications/Media Arts Department and is available at the St. Louis main campus and online via asynchronous modality.

Program Description

Students in the Bachelor of Arts in Media Production will develop multimedia production skills through project-based instruction and produce engaging content for commercial, personal, and/or artistic applications. This degree is designed to teach students how to thrive and adapt in a changing, multimodal media environment and to give them a variety of production skills necessary to communicate with impact.

Learning Outcomes

Graduates of this program will be able to:

- Demonstrate a basic proficiency with different forms of digital media.
- Demonstrate special proficiency with at least one special area in media production.
- Build a successful online presence with a unique aesthetic.
- Demonstrate an understanding of the modern media production environment.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 45 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses (33 credit hours)

- AUDI 1000 Audio Production for Nonmajors (3 hours)
- FTVP 1000 Introduction to Film, Television and Video Production (3 hours)
- EPMD 1040 Visual Storytelling (3 hours)
- GAME 1500 Introduction to Video Game Design (3 hours)
- INTM 1600 Introduction to Interactive Media (3 hours)
- MDST 1010 Media Foundations (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- MDST 2500 Professional Development (3 hours)
- MDST 3100 Social Media Strategies and Tactics (3 hours)
- PHOT 1000 Fundamentals of Photography (3 hours)
- INTM 4620 Senior Overview* (3-6 hours)
  *Capstone Course

Skill Electives:

A minimum of 12 credit hours must be chosen from the following, including at least 3 credit hours at or above the 3000 level:

- AUDI 1063 Introduction to Podcasting (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3 hours)
- ANIM 1000 Animation I (3 hours)
- ANIM 1010 Animation II (3 hours)
- ANIM 2200 3D Modeling (3 hours)
- ANIM 3200 3D Animation and Rigging (3 hours)
- FTVP 1400 Graphics and Effects (3 hours)
- FTVP 2400 Motion Graphics (3 hours)
- FTVP 2500 Event and Studio Production (3 hours)
- GAME 3000 Video Game Design I (3 hours)
- INTM 3050 Information Visualization (3 hours)
- INTM 3100 Introduction to Web Development (3 hours)
- INTM 4200 User Experience Design in Theory and Practice (3 hours)
- MDST 1050 Media Writing (3 hours)
- MDST 4110 Digital Media and Culture (3 hours)
- MDST 4200 Media Research (3 hours)
- PHOT 1500 Digital Imaging and Printing (3 hours)
- PHOT 2200 Lighting Techniques (3 hours)
- PHOT 3100 Documentary Photography and Photojournalism (3 hours)
- SCPT 2900 Scriptwriting (3 hours)