



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** Lindenwood University

**Program Title:** Game Design

**Degree/Certificate:** Master of Arts

**Options:** N/A

**Delivery Site(s):** Online, St. Charles, MO

**CIP Classification:** 10.0304

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [higher.ed.mo.gov/ProgramInventory/search.jsp](http://higher.ed.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** August 2017

**Cooperative Partners:** N/A

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Marilyn S. Abbott, Provost and VPAA

3/29/2017

Name/Title of Institutional Officer

Signature

Date

Joe Alsobrook, Dean of Arts, Media, and Communications

636-949-4164

Person to Contact for More Information

Telephone



## STUDENT ENROLLMENT PROJECTIONS

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Year	1	2	3	4	5
Full Time	5	7	10	15	15
Part Time	2	2	3	3	3
Total	7	9	13	18	18

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall 2015, there have been 205 inquiries into Graphic Design and 62 specifically into Digital Arts.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

The Game Design program, designed to enhance your ability to work in a game studio environment, is comprised of high-level game design and production courses that prepares students for the industry. Students cover key industry concepts ranging from aesthetics and immersion to usability and game economics – in addition to foundational topics like storytelling and character development. Project and portfolio courses are threaded throughout the curriculum and are dedicated to providing a relevant and comprehensive curriculum. According to CareerOneStop, which is sponsored by the U.S. Department of Labor, Software Developers and Applications is ranked as number six of top occupations with the most openings. A third of the students currently majoring in Graphic Design and IMWD actually want to develop games, according to an advising poll. The online market is even more promising for recruitment.

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Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 36

B. Residency requirements, if any: NA

C. General education: Total credits: NA

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title

D. Major requirements: Total credits: 36

Course Number	Credits	Course Title
AMC 50000	3	Research Methods
AMC 51000	3	Research and Scholastic Writing
AMC 55000	3	Graduate Seminar I
AMC 56000	3	Graduate Seminar II
AMC 60000	3	Thesis/ Directed Project I
AMC 61000	3	Thesis/ Directed Project II
Plus 18 credit hours from the following:		
AMC 53000	3	Arts Entrepreneurship
ART 52100	3	Concept Design
ARTH 57000	3	History of Games and Critical Theory
GAM 55800	3	Game Development I
GAM 50120	3	Level Design
GAM 50001	3	Project and Portfolio I
GAM 55900	3	Game Development II
GAM 50003	3	Project and Portfolio II
GAM 55000	3	Game Design Capstone
GAM 56900	3	Game Development III
GAM 57000	3	3D Animation
GAM 50004	3	Project and Portfolio III
GAME 50005	3	Project and Portfolio IV
GAM 56500	3	Game Design Internship

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E. Free elective credits:

0

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Students have two completion options for the Master's degrees

#### **Completion Options**

##### **Non-Thesis/ Applied Project Option**

The applied project allows students with a professional focus to apply the theories and research methods of their field in a professional setting or in a final product or series of products. Projects may take different forms, but all students produce some form of material on behalf of an organization or field of practice. Students pursuing the Non-Thesis/ Applied Project Option document their progress and product for final review by their thesis committee. See the chair of the program for more information.

##### **Thesis Option**

The thesis involves the creation of an original piece of scholarship relevant to the field of study that investigates an aspect of that field, professional area or organization. Students evaluate the state of the field in existing research on their topic area and then develop a research question to investigate. Over the course of the program, students investigate their topic and refine their thesis, which is written the final two semesters and reviewed by their thesis committee. See the chair of the program for more information.

G. Any unique features such as interdepartmental cooperation:

NA



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Lindenwood University  
Program Name          MA Game Design  
Date      01/08/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
No special admissions requirements beyond the graduate admissions application requirements.
- Characteristics of a specific population to be served, if applicable.  
The population to be served by the MA in Game Design are students who possess a degree in software engineering, Game Design, or related fields, who wish to gain advanced training in their field and gain distinction either academically or professionally.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Faculty will need to hold one of the following degrees to teach the degree: MS Game Production and Management, MFA Multimedia, MA Communications with an emphasis in multimedia, MA Media Literacy, PhD Art History, and BA/BFA with work experience.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
Full-time faculty will offer 80% of the course work required for the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
N/A

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.

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- Percent of full time and part time enrollment by the end of five years.  
90% full time and 10% part time.

#### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 and 5 students graduated per annum at three and five years after implementation.
- Special skills specific to the program.  
N/A
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.  
The most recent survey of placement rates for the arts fields can be found here:  
[http://learn.org/articles/What\\_is\\_the\\_Job\\_Outlook\\_for\\_a\\_Career\\_in\\_Game\\_Designing.html](http://learn.org/articles/What_is_the_Job_Outlook_for_a_Career_in_Game_Designing.html)
- Transfer rates, continuous study.  
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the School, and program.

#### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
Along with the other programs in Art and Design in the School of Arts, Media, and Communications, the BA in Game Design will seek accreditation from the National

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Schools of Art and Design. The degree fulfills the requirements for Distance Learning as outlined in the 2016-17 NASAD Handbook found here: [https://nasad.arts-accredit.org/wp-content/uploads/sites/3/2015/11/NASAD\\_HANDBOOK\\_2016-17.pdf](https://nasad.arts-accredit.org/wp-content/uploads/sites/3/2015/11/NASAD_HANDBOOK_2016-17.pdf)  
The program is currently in the process of approval by the Higher Learning Commission.

#### **6. Alumni and Employer Survey**

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

#### **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
The school has a number of programs that will be called upon to support the implementation of this program, including Art History, Graphic Design, Studio Art, and Interactive Media and Web Design. Seven individuals hold terminal degrees in these areas, while three others hold additional certifications and industry experience. Additionally, the courses offered will be digital versions of those designed for NASAD accreditation and, therefore, fulfill all national standards and expectations.