☐**PUBLIC**
☐**INDEPENDENT**

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished, please save and email to: he.academicprogramactions@dhe.mo.gov

Sponsoring Institution: University of Missouri-Kansas City

Program Title: Media, Art & Design

Degree/Certificate: BA-Bachelor of Arts

If other, please list: Click here to enter text

Options: Click here to enter text

Delivery Site: University of Missouri – Kansas City

CIP Classification: 50.0401

Implementation Date: Fall 2022

Is this a new off-site location? ☐ **Yes**   ☒ **No**

If yes, is the new location within your institution's current CBHE-approved service region? ☐
If no, public institutions should consult the comprehensive review process

Is this a collaborative program?   ☐Yes   ☐No
If yes, please complete the collaborative programs form on last page.

Please list similar or comparable programs at Missouri public institutions of higher education.
For public institutions only

N/A

CERTIFICATIONS:
☒ The program is within the institution's CBHE approved mission. *(public only)*

☒ The program will be offered within the institution's CBHE approved service region. *(public only)*

☒ The program builds upon existing programs and faculty expertise

☒ The program does not unnecessarily duplicate an existing program in the geographically-applicable area.

☒ The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

AUTHORIZATION

Name/Title of Institutional Officer	Signature	Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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.
  The Media, Art and Design program does not require any specialized admission procedures or student qualifications.

- Characteristics of a specific population to be served, if applicable.
  This degree program was designed with our large transfer population in mind and creates an excellent pathway for students from area community colleges who have AA degrees in Art, Communications and Design.

2. Faculty Characteristics
- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
  Because this is primarily a repackaging of existing courses, there are no additional faculty expectations beyond their current responsibilities.

- 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.
  Cannot be determined based on customizability of degree

- Expectations for professional activities, special student contact, teaching/learning innovation.
  The expectations for faculty engagement will be as it is now – with faculty engaged in field trips, connecting with internship sites, hosting a student media showcase each semester, overseeing student groups and so on.

3. Enrollment Projections
- Student FTE majoring in program by the end of five years.
   69

- Percent of full time and part time enrollment by the end of five years.
  Full-time: 100%; Part time: 0%

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	30	45	58	65	69
Part Time	-	-	-	-	-
Total	30	45	58	65	69

4. Student and Program Outcomes
- Number of graduates per annum at three and five years after implementation.
  Year 3: 8; Year 5: 13

- 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.
  N/A

- Placement rates in related fields, in other fields, unemployed.
  N/A

- Transfer rates, continuous study.
  N/A

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 rationale.

The program will not seek accreditation as there is no accrediting body for programs of this kind.

6. Program Structure
A. Total credits required for graduation: 120

B. Residency requirements, if any:
   30 credit hours

C. General education: Total credits:
   30

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
See attachment.		

D. Major requirements: Total credits: Click here to enter text

Course Number	Credits	Course Title

E. Free elective credits: Click here to enter text
     (sum of C, D, and E should equal A)

F. Requirements for thesis, internship or other capstone experience:
    Click here to enter text

G. Any unique features such as interdepartmental cooperation:
    Click here to enter text

7. Need/Demand

☒Student demand

☒Market demand

☒Societal demand

☒I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

- **Sponsoring Institution One:** Choose an institution

- **Sponsoring Institution Two:** Choose an institution

- **Other Collaborative Institutions**: Click here to enter text

- **Length of Agreement:** Click here to enter text

- **Which institution(s) will have degree-granting authority?** Click here to enter text

- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?** Click here to enter text

- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
  Click here to enter text

- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
  Click here to enter text

- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**
  Click here to enter text

*Please save and email this form to***: he.academicprogramactions@dhe.mo.gov**

5.C.1. Program Structure Form

1. **Total Credits Required for Graduation:** 120 (UMKC standard)

2. **Residence requirements, if any:** 30 credit hours (UMKC standard)

3. **General education**
   a. Total general education credits**:** 30 (UMKC Essentials)

Courses (specific course or distribution area and credit hours):

Course	Hrs	Course	Hrs	Course	Hrs
GEFSE	3	GECRT-SC	3		
ENGLISH 110	3	GECRT-SS	3		
ENGLISH 225	3	GECDV	3		
Oral Comm.	3	GECUE	3		
Math Pathway	3				
GECRT-AH	3				

4. **Major Requirements**
   a. Total credits specific to degree: 36

Courses (specific course or distribution area and credit hours):

Course	Hrs	Course	Hrs	Course	Hrs
Foundations of Digital Media	3	*3 courses of the following*:	9	*1 course of the following:*	3
Design Thinking	3	Foundations of 2D Design		Creative Project Development	
Art History: Ways of Seeing	3	Intro to Photography		Student Advertising Agency	
		Intro to the History of Art		World Currents of Contemporary Art	
		Intro to Film Studies		Arts of African and New World Cultures	
		Intro to Film & Video Production		Advanced Media Production	
		Digital Media Toolkit		Interdisicplinary Studio Projects	

Advising Tracks – 15 credit hours from any of these electives – Advising tracks are suggestions for specialization but are not required.

Digital Media	15 hrs	Visual and Cultural Studies	15 hrs	Design, Advertising and PR	15 hrs
Course	**Hrs**	**Course**	**Hrs**	**Course**	**Hrs**
Photography I	3	From Cave Paintings to Cathedrals	3	Photography I	3
Digital Video & Motion Design I	3	From Michelangelo to Modernism	3	Intermediate Drawing	3

Course	Cr	Course	Cr	Course	Cr
3D Modeling and Animation	3	Asian Art	3	Painting I	3
Special topics in Studio Art	3	Museums, Monuments, and American Life	3	Print Media I	3
Art Internship	3	Made in the USA: Latinx Art	3	Figure Drawing I	3
Intro to Journalism	3	Whose America: Modern Art	3	Graphic Design and Typography I	3
Radio & TV Performance	3	Northern European Art: 15th and 16th Centuries	3	Graphic Design and Typography II	3
Data Journalism	3	15th Century Italian Art and Architecture	3	Interdisciplinary Studio Projects	3
Art of the Short Film	3	Greek Art and Architecture	3	Advertising Campaigns	3
Art of the Interview	3	History of Photography	3	Special Topics in Studio Art	3
Screenwriting	3	Participatory Forms of Spectatorship	3	Creative Project Development	3
The New Feature Writing	3	Contemporary Art & the Mind	3	Art Internship	3
U-News Practicum	3	Art Museums: History and Practice	3	History of the Designed Environment I	3
Radio Production I	3	Site-Specific Art	3	History of the Designed Environment II	3
Intermeidate Media Production	3	Painting I	3	History of the Designed Environment III	3
History of the Film Industry	3	Art Internship	3	Intro to Web Communicatioin	3
Cross-cultural Journalism	3	Special topics in Studio Art	3	Data Journalism	3
Documentary Production	3	Intro to Film Theory	3	Computer-Mediated Communication	3
Animation	3	Art of the Short Film	3	Principles of Advertising	3
Media Ethics	3	Film Adaptation	3	Interactive and Social Media Advertising	3
Topics: Sound & Cinema	3	Ancient World in Cinema	3	Principles of Public Relations	3
Topics: Gender & Cinema	3	Conceits of the Hero	3	Communication in Organizational Settings	3
Interactive and Social Media Advertising	3	German Film	3	Strategic Communication Research	3
Electronic Journalism	3	Intro to Screenwriting	3	Publication Practicum	3
Advanced Electronic Journalism	3	History of the Film Industry	3	Creative Non-Fiction	3
Advanced Screenwriting	3	The Worlds of Alfred Hitchcock	3	Digital Humanities	3
Client-based Media Production	3	Topics in World Cinema	3		
Directing Actors and Scenes	3	Topics: Sound & Cinema	3		
Media Law	3	Topics: Gender & Cinema	3		

Oral History	3	Intercultural Communication	3		
Rhetorics of New Media	3	Museum Studies	3		
Creative Non-Fiction	3	Rhetorics of New Media	3		
Digital Humanities	3	Digital Humanities	3		

  a. Note: At least 15 credit hours of the major course work must be on 300 or 400 level.

5. **Free elective credits**
  a. Total free elective credits: 54

6. **Requirement for thesis, internship or other capstone experience:**
Internships are recommended and can be included in any advising track.

7. **Any unique features such as interdepartmental cooperation**:
The Departments of Communication Studies and Art and Art History are the main collaborators for this degree. Other departments such as REGS, Computer Science, English and History may provide coursework as well.