



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

10/19/2023

Institution

Drury University

Site Information

Implementation Date:

12/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Drury University, 900 N. Benton Avenue, Springfield, MO, 65802

CIP Information

CIP Code:

090702

CIP Description:

A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues.

CIP Program Title:

Digital Communication and Media/Multimedia

Institution Program Title:

Digital Media

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

Student Preparation

Special Admissions Procedure or Student Qualifications required:

none



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New Program Report

Specific Population Characteristics to be served:
Undergraduate students.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Faculty must meet HLC requirements to teach at the bachelor's level. Most faculty in this program will have a terminal degree.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
Full time faculty will teach more than 75% of the coursework in this program.

Expectations for professional activities, special student contact, teaching/learning innovation:
Faculty are expected to engage in scholarly activity leading to peer-reviewed publication, teach 21-24 credit hours per academic year, and meet with students outside class 8-10 hours each week.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 10	Part Time: 0	
Year 2	Full Time: 20	Part Time: 0	
Year 3	Full Time: 30	Part Time: 0	Number of Graduates: 0
Year 4	Full Time: 40	Part Time: 0	
Year 5	Full Time: 40	Part Time: 0	Number of Graduates: 20

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:
none

Program Structure

Total Credits:

124

Residency Requirements:

none

General Education Total Credits:

48

Major Requirements Total Credits:

42

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
ARTZ 211	3	Foundations of Studio and Design
ARTZ 210	3	Graphic Design I
COMM 221	3	Multimedia Writing



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

ANIM 111	4	Animation I
ENGL 235	3	History of Film
COMM 388	3	Professional Video Production
COMM 277	3	Foundational Video
ANIM 293	3	History of Animation
COMM 493	3	Senior Seminar
THTR 354	3	Writing for State and Screen
COMM 386	3	Web Communication
ANIM 121	4	Computer Animation I
COMM 389	3	Advanced Video Editing
COMM 211	3	Presentational Speaking
COMM 271	1	TV Activities
COMM 245	3	Live Studio Production

Free Elective Credits:

34

Internship or other Capstone Experience:

none

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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Bachelor of Arts on Digital Media

CORE COURSES

COMM 211 Presentational Speaking
COMM 221 Multimedia Writing
COMM 386 Web Communication
COMM 227 Foundational Video
COMM 493 Senior Seminar

Choose One

ARTZ 210 Graphic Design I
ARTZ 111 Foundations of Studio and Design

REQUIRED DIGITAL MEDIA COURSES

ANIM 111 Animation I
ANIM 121 Computer Animation I
COMM 245 Live Studio Production
COMM 271 TV Activities
COMM 388 Professional Video Production
COMM 389 Advanced Video Editing
THTR 354 Writing for Stage and Screen

Choose One

ANIM 293 History of Animation
ENGL 235 The History of Film