

Form NP**1. NEW PROGRAM PROPOSAL FORM****Sponsoring Institution(s):** Lindenwood University**Program Title:** Interactive Media and Web Design**Degree/Certificate:** Bachelor of Arts**CIP Classification:** 09.0908 (Please provide a CIP code)**Implementation Date:** August, 2011**Expected Date of First Graduation:** May, 2012**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

Name/Title of Institutional Officer	Signature	Date
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Person to Contact for More Information	Telephone
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Mike E. Wall	636-949-4880
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2. NEED**A. Student Demand**

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Businesses and individuals across the globe can attest to the value associated with having and maintaining a web presence, training with technology, and creating interactive environments for their customers and employees. The market demands that graduates deliver the skills necessary to satisfy these needs.

C. Societal Need

- i. Students with a thorough understanding of ethical and legal aspects of web design and interactive media; will contribute to the social environment that has grown exponentially online.

D. Methodology

The information addressing market demand and societal need was determined through printed and online research.

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: Interactive Media and Web Design

Date: August 1, 2011

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Interactive Media and Web Design will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which communication theory, design, development, usability, and interaction are emphasized. The Bachelor of Arts in Interactive Media and Web Design is both compatible and consistent with the goals and objectives the mission of the University, while producing graduates that are prepared to fill a web development or multimedia role.

Student Preparation

The Bachelor of Arts in Interactive Media and Web Design program will accept any student who has met the general admission requirements of Lindenwood University.

Faculty Characteristics

All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications.

Whenever possible, faculty will have teaching experience and remain active in consulting and freelance work outside of their institutional responsibilities.

The course work for this degree will primarily be delivered by full time faculty. Candidates for the Bachelor of Arts in Interactive Media and Web Design will be assigned academic advisors who are instructors in the program, and have a commitment to the success of each of their students.

Enrollment and Graduation Projections

Year	2011	2012	2013	2014	2015
Anticipated New Students	20	10	12	14	16
Anticipated Graduates	0	12	12	14	16

Student and Program Outcomes

This degree will provide specific education and training for students who wish to enter a career in web design or multimedia. Graduates will be prepared to assist large or small companies in their online and interactive training endeavors. Additionally graduates will be capable of providing graphical design and layout skills to their future employers. Interactive Media and Web Design graduates will play instrumental roles in the online marketing endeavors pursued by their employers.

There are no specific licenses or certifications for these students, although there are a number of professional organizations that they will have the option to join. A person with a Bachelor of Interactive Media and Web Design will be prepared to pursue Masters of Arts degree in Business, Computer Graphics, Game Development, 3D Design, or Communications.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
- Expected satisfaction rates for employers, including timing and method of surveys

Form PS

PROGRAM STRUCTURE for B. A. in Interactive Media and Web Design

The degree is offered in a 128 hour program.

General education: Total credits: 49 semester hours

Courses:

ENG15000	English Composition I (3 semester hours)
ENG15000	English Composition I (3)
Communications (3)	
HIS10000	World History (3)
Cross Cultural or Foreign Language (6)	
Philosophy or Religion (3)	
Literature (6)	
Fine Arts (3)	
U.S. History or American Government (3)	
PSY10000	Principles of Psychology (3)
Sociology, Anthropology, Criminology or Economics (3)	
Mathematics (3)	
Science (7)	

Major requirements: Total credits: 54 semester hours

Courses:

CSC10000	Introduction to Computer Science (3)
COM12300	Media Design Foundations (3)
COM15400	Video Production (3)
COM20200	Design with Photoshop (3)
COM23300	Fundamentals of the Internet (3)
COM30200	Seminar of Professional Practices and Ethics (3)
COM30500	Desktop Publishing (3)
COM33400	Web Design (3)
COM33600	3D Graphics (3)
COM33700	Design with Illustrator (3)
COM35200	Advanced Audio Production (3)
COM35700	Intermediate Non-linear Editing (3)
COM40100	Mass Communications Law (3)
COM42400	Applications for Mobile Devices (3)
COM44300	Interactive Web Development (3)
COM44401	Advanced Interactive Scripting (3)
COM49400	Interactive Media and Web Design Capstone (3)
COM30105	Applied Interactive Media and Web Design (3) or
COM45000	Communications Internship

Free elective credits: No less than 25 semester hours

Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.

Students are required to complete all course work with a cumulative grade point average of no less than 2.0

Form SE

STUDENT ENROLLMENT PROJECTIONS for B.A. in Interactive Media & Web Design

Year	1	2	3	4	5
Full Time	40	45	50	55	60
Part Time (Not Applicable)					
Total	40	45	50	55	60