New Program Request Form for Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs,* which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of regents or (designee), certifying that criteria have been met for staff-level approval. Note: An institution which does not have preliminary authority for the proposed program share submit a separate request for preliminary authority. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

Administrative Information

1. Institution: Sam Houston State University

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (*e.g., Bachelor's of Business Administration degree with a major in Accounting*):

    Bachelor of Fine Arts degree with a major in Computer Animation

3. Proposed CIP Code: 10.0304

4. Brief Program Description – Describe the program and the educational objectives:

    The BFA in Computer Animation is designed to train students to use computers and digital technology to create animated images for video and computer games, motion pictures and television, advertising and design. The foundation courses for the program include training in traditional art techniques emphasizing drawing and design. These foundation courses are shared with the BFA's in Graphic Design, Photography, and Studio Art. The BFA in Computer Animation will support these programs by offering courses that are electives in a new media and will be strengthened by the availability of the existing curricula. The BFA in Computer Animation will offer a comprehensive program that engages students with theoretical concepts and principles of motion and character design, the history of animation and its use, certified training in software used in the animation industry, and courses that develop skills in specific areas that are necessary to create complex and realistic animation, effects, and graphics. Students will be prepared for employment in gaming, film and television, and design industries. The degree will qualify students for post-graduate study.

5. Administrative Unit – Identify where the program would fit within the organizational structure of the university (*e.g., The Department of Electrical Engineering within the College of Engineering*):

    The Department of Art within the College of Arts and Sciences

6. <u>Proposed Implementation Date</u> – Report the first semester and year that students would enter the program: Fall 2007

7. <u>Contact Person</u> – Provide contact information for the person who can answer specific questions about the program:

 Name: Michael Henderson

 Title: Assistant Professor

 E-mail: mhenderson@shsu.edu

 Phone: 936-294-1318

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. *This includes programs for which the institution was granted broad preliminary authority for the discipline.*

A. <u>Job Market Need</u> – Provide short- and long-term evidence of the need for graduates in the job market.

Graduates with a BFA in Computer Animation are needed locally by companies that produce, educational videos, training videos, and videos that demonstrate the design and functionality of a product or manufacturing process. Regional employers are video game production companies, broadcast television stations, animation production companies, advertising agencies and manufacturers. While numerous video game production companies are based in Texas, many more are located in California near the center of the entertainment industry.

"Digital Games: A Technology Forecast," authored by Jim Brodie Brazell, Nicholas Kim and Honoria Starbuck, PhD., and published by the IC2 Institute at the University of Texas at Austin for the Texas State Technical College in February 2004, is a report designed for Texas educators to support and facilitate curriculum development in the area of emerging technologies. It reports that "The game industry is *not* a future market (5-10 years away from maturity) it is reaching early adulthood and shows promise of sustained growth." (p. 1)

"According to the Entertainment Software Association (ESA), the US game market grew by 8% between 2001-2002 (ESA, 2003) while US GDP grew

by only 2.4% during the same period (US Department of Commerce, Bureau of Economic Analysis, 2003). (p. 2)

"Despite the paucity of current employment data, our survey of more than 50 digital game development companies in Texas provides an excellent starting point for assessing current job demand, skill requirements, and salary levels. We expect Texas game companies to make 400-500 new hires in the next year." (p. 18)

"In December 2002 the Austin American-Statesman reported that 1,000 people were employed in the digital game industry in Austin alone." (p. 18) In an appendix, this report lists 93 digital game development companies in Texas. The Animation Industry Database (http://aidb.com/) lists 924 Animation Production Companies in the United States. 25 of those are in Texas. In addition 37 Advertising Agencies in Texas are listed as employing Computer Animators.

A survey of advertisements for job openings on December 1, 2005 found 768 international positions, 422 positions in the US, 26 positions listed in Texas, with one of these ads describing "multiple positions." These positions were for both entry level and experienced Computer Animators. Most of the entry level positions included "BFA preferred" in the description of qualifications. Sources for these advertisements were Animation World News (http://www.awn.com/), Creative Heads (http://www.siggraph.org/jobs/), and Craig's List (http://craigslist.org).

An Article on the front page of the New York Times on November 22, 2005 entitled "Video Games are Their Major, So Don't Call Them Slackers," says of Electronic Arts, the largest game maker (located in Redwood, City, CA), "employment has doubled since 2000, to roughly 6,450. Over the same period, the number of employees in Electronic Arts's creative operations— the people who actually make games—has almost tripled, to 4,300."

B.   Student Demand – Provide short- and long-term evidence of demand for the program.

The Art Department at Sam Houston State University has seen a steady increase in student enrollment over the past three years at a rate of about 10% per year. Approximately 197 students are pursuing the BFA in Graphic Design and 130 the BFA in Studio Art. In a survey of 84 art students, 19 said they would major in Computer Animation if the degree were available in Fall 2005. 17 other students said they would have majored in Computer Animation if the degree had been available earlier, but were too close to graduation to change majors. 40 other students said they would take some proposed Computer Animation courses as electives.

The Art Institute of Houston, a private institution that offers a BFA in Computer Animation reports 190 students in that program. The University of Texas at Dallas offers a BA in Art and Technology. They report that half of the 500 students in that program are concentrating their study in Computer Animation. The Art Department at Sam Houston began offering 2 Computer Animation courses per semester in Fall 2001 to 19 students. In Fall 2004, there were 47 students enrolled in 3 Computer Animation courses. Demand for these courses has remained steady with 35 students enrolled in 2

Computer Animation courses in Spring 2005, 49 students in 3 courses in Fall 2005, and 41 students enrolled in 4 courses taught in Spring 2006.

C. <u>Enrollment Projections</u> – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. (*Include majors only and consider attrition and graduation.*)

YEAR	1	2	3	4	5
Headcount	25	47	69	90	105
FTSE	21.3	40.1	58.9	76.8	89.6

These estimates are calculated by following Sam Houston State University norms for retention and graduation. See Appendix 1.

II. Quality

A. <u>Degree Requirements</u> – Use this table to show the degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours	Clock Hours
General Education Core Curriculum *(bachelor's degree only)*	45	
Required Courses	69	
Prescribed Electives	6	
Free Electives	8	
Other *(Specify, e.g., internships, clinical work)*	(if not included above)	
TOTAL	128	

B. <u>Curriculum</u> – Use these tables to identify the required courses and prescribed electives of the program. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options.)*

Prefix and Number	Required Courses	SCH
ART 161	Basic Design 1	3
ART 163	Drawing	3
ART 164	Life Drawing 1	3
ART 260	Pre-Renaissance Art History	3
ART 265	Basic Design 2	3
ART 365	Painting 1	3

ART 370	Renaissance– Rococo Art History	3

Prefix and Number	Required Courses	SCH
ART 231*	Animation Concepts and Techniques	3
ART 234	Advertising Graphic Design 1	3
ART 269	Life Drawing 2	3
ART 271	3 Dimensional Design	3
ART 375	Intro to 3D Computer Animation	3
ART 376	Advanced 3-D Computer Animation	3
ART 331	2-D Computer Animation	3
ART 335	Advertising Graphic Design 2	3
ART 336	Advertising Graphic Design 3	3
ART 430*	3-D Modeling for Computer Animation	3
ART 463	Advanced Drawing	3
ART 371	Ceramics	3
ARTB 473*	The History of Animation	3
ARTB 433*	Character Animation	3
ARTB 490*	Animation Portfolio	3
PHO 230 or higher	Photographic Principles 1	3

Prefix and Number	Prescribed Elective Courses	SCH
ART 330*	Motion Graphics	3
ARTB 460*	Shading, Lighting and Rendering	3
ARTB 464*	Computer Animation for Interactive Games	3
ART 336	Advertising Graphic Design 3	3
ART 374	Methods and Materials	3
ART 432	Advertising Graphic Design 4	3
ART 431	Illustration	3
ART 465	Advanced Painting	3
ART 474	History of 19th & 20th Century Art	3
ART 478	Criticism and Theory in the Visual Arts	3
ART 482	Sculpture	3
ART 493	Undergraduate Seminar in Art	3
PHO 332	Digital Imaging Application	3
PHO 364	Film Appreciation	3

C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. *(Add and delete rows as needed.)*

Name of Core Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
Henderson, Michael * Asst. Professor	M.F.A. Painting and Drawing, University of North Texas	ART 330, ART 331, ART 375, ART 473, ART 490.	100%
Dawson, David Asst. Professor	M.F.A. Computer Arts, Florida Atlantic University	ART 376, ART 430, ART 433, ART 464, ART 473	100%
Drumm, Charlotte Asst. Professor	M.F.A. Studio Art, Florida State University	ART 336, ART 431, ART 432	40%
New Faculty in Year 2006	M.F.A. Graphic Design	ART 234, ART 335	80%

Name of Support Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Amorous, Martin Assoc. Professor	M.F.A. Painting, University of Arizona	ART 269, ART 365, ART 463, ART 465, ART 493	16.6%
Benfer, Brian Asst. Professor	M.F.A. Ceramics, Rutgers University	ART 271, ART 371, ART 493	16.6%
Fisher, Laura Adjunct Asst. Professor	M.F.A. Painting, Sam Houston State University	ART 265	16.6%
Finley, Rebecca Asst. Professor	M.F.A. Photography, San Francisco Art Institute,	PHO 230, PHO 332, ART 493	20%
Golden, Frank Adjunct Asst. Professor	M.F. A. Photography, University of Houston	ART 234, ART 335, PHO 230	100%
Guest, Matthew Asst. Professor	M.F.A. Painting and Drawing, University of South Florida	ART 163, ART 164, ART 269, ART 365, ART 463, ART 493	100%
King, Sharon Asst. Professor	M.A. Archaeology and Prehistory, The University of Sheffield, UK	ART 260, ART 370, ART 474, ART 478	25%
Lawler, Patric Assoc. Professor	M.F.A. Design, University of Iowa	ART 161, ART 493	100%
Paster, James Assoc. Professor	Ph.D. Aesthetics, University of Texas at Dallas	PHO 364	25%
Seifert, Thomas Assoc. Professor	Ph.D. Education, Texas A & M University,	PHO 230, PHO 332, PHO 430	75%

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Sowa, Petrina Adjunct Asst. Professor	M.F.A. Painting, Sam Houston State University	ART 163, ART 164	66%
Shipp, Tony Assoc. Professor	M.F.A. Sculpture, M.F.A. Photography, University of Florida	ART 271, ART 374, ART 493	66%

D.   <u>Library</u> – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

Periodicals and texts will be added to the Newton Grisham Library's holdings as needed per annual review by Core faculty. The Visual Resources Library, which is operated by the Art Department, will develop and maintain a collection of DVD's and Videotapes to represent the history of Animation including contemporary developments.

E.   <u>Facilities and Equipment</u> – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

The Art Department currently has one computer lab with 20 workstations dedicated to courses in Computer Animation. This lab can accommodate 4 courses per semester. Two new laboratories are currently being renovated to accommodate Computer Animation courses. One of these labs will be equipped with new workstations and software. The existing lab will be moved to one of these rooms and the space it occupies will be used to teach Art foundation courses.

F.   <u>Accreditation</u> – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

The Art Department will seek accreditation from the National Association of Schools of Art and Design and this program will comply with those standards. NASAD recognizes the need for Computer Animation BFA programs and grants accreditation to Art Departments and Schools of Art when all areas and programs within the Department are in compliance with their standards.

III.   Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel[1]	$1,120,852	Reallocated Funds	$365,680
Facilities and Equipment	$75,000	Anticipated New Formula Funding[3]	$392,411
Library, Supplies, and Materials	$15,000	Special Item Funding	$0
Other[2]	$30,000	Other[4]	$544,757
Total Costs	**$1,240,852**	**Total Funding**	**$1,302,848**

See Appendix 2 for Cost Details, and Appendix 3 for Funding.

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. <u>Adequacy of Funding</u> – The chief executive officer shall sign the following statement:

    I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

    _____ _____
    Chief Executive Officer   Date

2. <u>Board of Regents Approval</u> – A member of the Board of Regents or designee shall sign the following statement:

    On behalf of the Board of Regents, I certify that the Board of Regents has approved the program.

    _____ _____
    Board of Regents (Designee)   Date of Approval

3. <u>Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner Approval</u> – For a program to be approved by the Commissioner or the Assistant Commissioner for Academic Affairs and Research, the Board of Regents or designee must certify that the new program meets the eight criteria under TAC Section 5.50 (b):   The criteria stipulate that the program shall:

    (1) be within the institution's current Table of Programs;
    (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
    (3) have sufficient clinical or in-service sites, if applicable, to support the program;
    (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
    (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
    (6) not unnecessarily duplicate existing programs at other institutions;
    (7) not be dependent on future Special Item funding
    (8) have new five-year costs that would not exceed $2 million.

    On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

    _____
    Board of Regents (Designee)   Date