

<http://www.csuci.edu/app/programreviewreports.htm>

CSU Channel Islands
PROPOSAL TO AMEND
THE ACADEMIC MASTER PLAN (Short Form)

SIGNATURE PAGE

Name of Proposed Degree/Credential:	Master of Arts in Digitally Integrated Media
Date of Submission:	09/18/2012; rev 10.15.12; rev 10.31.12
Faculty Proposing New Program:	Liz King, Luke Matjas, Jack Reilly

Review and Approval Signatures:

1. Proposer:	JACK REILLY	Date:	
2. Curriculum Chair:	J. ANDREW MORRIS	Date:	2/12/12
3. Academic Senate Chair:	JAMES MERIWETHER	Date:	12/11/12
4. AVP Academic Programs and Planning	BILL CORDEIRO	Date:	12-12-12
5. Provost:	DAWN NEUMAN	Date:	1-24-13
6. President or Designee:	RICHARD RUSH	Date:	1-28-13

Internal Note: Please return this document to Academic Programs and Planning after all signatures are completed.

CSU Channel Islands
PROPOSAL TO AMEND
THE ACADEMIC MASTER PLAN (Short Form)

This *Proposal for a New Degree*, or 'short form,' is the method for adding a new degree, minor, or credential to the Academic Master Plan. Completed forms should be submitted to the Academic Programs and Planning office, Sage Hall, Room 2053 no later than the first Monday in October of each year.

Approval Process: Proposals for new degrees, minors, and credentials are reviewed by the Academic Planning Committee early each fall semester, and submitted to the Curriculum Committee, the Academic Senate, and the Provost and President for approval. As an additional step, new degrees (but not minors and credentials) are submitted to the CSU Office of the Chancellor in January of each year, for review and approval by the Board of Trustees.

1. Program Identification

- A. **Program Name:** Master of Arts in Digitally Integrated Media Arts
- B.
- C. **State Support or Self-Support (identify one):** Self-Support
- D. **Academic Year of Implementation:**2013
- E. **Name of the program area or unit that would offer the proposed degree or program:** Art
- F. **Name, title, and rank, of individual(s) primarily responsible for drafting the proposed degree program:**

Liz King, MFA, Associate Professor of Art
Luke Matjas, MFA, Assistant Professor of Art
Jack Reilly, MFA, Professor of Art

2. Program Description

- A. **Description of the degree program. Major subject matter elements of the program, core content areas, and representative courses taught. (250 words)**

The Master of Arts in Digitally Integrated Art, Media, and Design (DIAMND) brings together an array of interconnected creative disciplines, technologies, and

media, in a dynamic two-year course of study. The goal of the program is to prepare the next generation of filmmakers, photographers, sound designers, computer artists, and digital media practitioners by providing an environment for advanced study and a significant period for immersive production on high-level projects. The curriculum combines studio practice with hands-on technical classroom discussions, as well as the opportunity to investigate historical, theoretical, social, and aesthetic issues. This program will enable students to explore the intersections of professional, commercial, and artistic practices, while developing an individual point of view and a cohesive body of creative work. Students earning this degree will be distinctly poised to contribute to the creative industry, and to shape the future of computer-mediated culture.

B. Student Learning Objectives: Principal content and skills that students will learn in the program. (150 words)

1. Analyze in writing, orally, and in creative formats, historical works of media, art, and design, as they relate to contemporary practices, aesthetic trends, and technological achievements in the field
2. Create significant works of art, media, and design, with sensitivity to historical, theoretical, cultural, and contemporary issues
3. Build and design compelling projects with a full understanding of the latest digital applications, technologies, and hardware/software platforms
4. Assess personal work in order to maximize response in professional creative settings
5. Develop a distinctive portfolio that articulates a unique and personalized point-of-view
6. Address the challenges associated with bringing large- and small-scale media projects to a public or community setting

C. How the program aligns with the University mission and strategic planning goals.

Master of Arts in Digitally Integrated Media Arts & Design integrates well with all four University Pillars as well as the overall campus goals of preparing and providing a 21st Century creative workforce that will succeed in careers in the arts and entertainment industries leading to in-demand careers in broadcast media, communication arts, and all areas of design production.

3.Program Need

A. Other Universities and CSU campuses and that currently offer the proposed degree or program. How is this degree distinctive?

SJSU "The CADRE Laboratory for New Media
CSULB MA in Design
UCSB MAT (Media Arts and Technology) Program
California Institute of the Arts
UCLA DMA (Digital Media Arts)

B. Professional uses of the proposed degree program:

Professions that are filmmakers, photographers, sound designers, graphic designers, web designers, multimedia artists, animators, video game designers and developers, sound engineers, digital video artists, broadcast graphic artists, art directors, performance and installation artists, art theorists,

C. What sources of information provide evidence for regional, state, and/or national need for the program?

The presence of the creative workforce has an immense impact on Southern California. From the entertainment industry, to careers in broadcast media, communication arts, and design production of all sorts, one out of every six jobs in the region is connected to the creative economy.

Los Angeles, as the entertainment capital of the world, boasts 354,900 jobs associated with this thriving industry. There is growth projected in the creative workforce—6.7% through 2014, and 10% through 2018. Despite the economic downturn, creative jobs are firmly on the upswing. Digital media, even in the doldrums of 2009, showed an increase in 700 jobs. It should be noted that these are well paying areas of employment, and the average annual salary in this field is \$135,744. There are actually 55 video game development firms in the region.

4. Student Enrollment:

A. The expected number of majors in the year of initiation and three and five years thereafter. Please identify the data source(s) for these projections.

	Number of Majors	Number of Graduates
Initiation Year:	7	0
Third Year:	20	10
Fifth Year:	30	15

5. Resources and Budget

A. Existing faculty, staff, and programmatic resources that support the program.

Jack Reilly, Professor, M.F.A., Art
 Irina Costache, Professor, P.H.D., Art History
 Matt Furmanski, Assoc. Professor, M.F.A. Art
 Liz King, Assoc. Professor, M.F.A. Art
 Luke Matjas, Asst. Professor, M.F.A. Art
 Ivan Grooms, Technician, Art Program
 Rosario Cuevas, Art Faculty Support Coordinator

B. Community/industry partnerships. Identify organizations, businesses, and agencies contributing to the academic or financial support or delivery of the degree, and describe their role.

a. Currently, we have internship agreements with various film, video game and digital media companies in Ventura and Los Angeles counties. Numerous internships have led to permanent positions for CI graduates. There has been a clear expression of need for graduates with skills that this program will facilitate. In addition, we have been working with consultants from the entertainment industry in the development of this curriculum. We have also been interacting with local community colleges, specifically with Oxnard College and their new Digital Media and TV program, discussing aspects of curriculum development and facility sharing.

C. Budget. Costs estimated to be associated with the degree in the pre-implementation year, first, third and fifth year of operations. Provide narrative describing these budget estimates.

	Pre-Implementation Year	First Year	Third Year	Fifth Year
Faculty by Rank (all buy-out and overload)	\$14,500	\$61,992	\$85,239	\$85,239
Staff by Job Class	\$15,000	EU supported	EU supported	EU supported
Equipment	\$18,000	\$10,000	\$20,000	\$40,000

		(software included)		
Instructional Support	\$10,000	EU supported	EU supported	EU supported
Program Development (Consultants, etc.)	Included in 1st year	\$15,498	n/a	n/a

D. Facilities. Identify new facilities, building modifications and other physical and space needs associated with the new degree or program.

	Pre-Implementation Year	First Year	Third Year	Fifth Year
Facilities	n/a	n/a	n/a	n/a

No new facilities needed to begin, and EU will supply any additional facilities needed going forward.

Program Budget Estimate

Revenue	1st year	2nd year	3rd year	4th year	5th year
Number of 1st year students	15	17	20	22	25
Number of 2nd year students	0	13	15	17	19
1st year units	24	24	24	24	24
2nd year units	0	9	9	9	9
Fee/credit	\$475	\$475	\$475	\$475	\$475
502001 Total Revenue	\$171,000	\$249,375	\$292,125	\$323,475	\$366,225

Expenses						
601809	faculty (\$2,583/credit)	\$61,992	\$85,239	\$85,239	\$85,239	\$85,239
601807	Program Director (6 credits)	\$15,498	\$15,498	\$15,498	\$15,498	\$15,498
	course development	\$15,498	\$-	\$-	\$-	\$-
	total personnel charges	\$92,988	\$100,737	\$100,737	\$100,737	\$100,737
603803	benefits (included)					
660017	advertising	\$5,000	\$5,000	\$10,000	\$10,000	\$10,000
	equipment	\$5,000	\$10,000	\$10,000	\$15,000	\$20,000
	software	\$5,000	\$5,000	\$10,000	\$15,000	\$20,000
660003	misc	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
	EU overhead (27.45%)	\$46,940	\$68,453	\$80,188	\$88,794	\$100,529

660835	Cost Recovery (22%)	\$37,620	\$54,863	\$64,268	\$71,165	\$80,570
Total Expenses		\$193,548	\$245,053	\$276,193	\$301,695	\$332,835
Total Net		\$(22,548)	\$4,322	\$15,932	\$21,780	\$33,390