

Wayne State College

Proposal to add a Minor Animation and Motion Graphics

1. Descriptive Information

- A. Name of Institution: Wayne State College
- B. Name of Program: Animation and Motion Graphics
- C. Degrees/credentials to be awarded graduates of the program: Minor
- D. Other programs offered in this field by the institution:

Mass Communication Major with the following concentrations:

- Electronic Media
- Digital Film Production and Theory

Art Major with the following concentration:

- Graphic Design

Minors in:

- Digital Film Production
- Electronic Media
- Graphic Design

- E. CIP code: 50.0102
- F. Administrative units for the program: School of Arts and Humanities
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:
Program will be delivered at WSC; some courses are offered online as well as face-to-face.
- H. Proposed date (term/year) the program will be initiated: Fall semester 2023
- I. Description of Program:

A minor in Animation and Motion Graphics affords students the opportunity to develop career-oriented skills; including basic animation principles, the production pipeline, character and background design, storyboarding and modeling. Students in this minor will work in 2D and 3D animation, stop motion, visual effects, and video editing. Other skills such as camera direction, pre- and post-production planning, time management and computer literacy will also be gained. This new program will take an interdisciplinary approach to curriculum, as it integrates coursework from both the Departments of *Art and Design* and *Communication Arts*. Skills learned in each department will help students develop the necessary skills to work in careers involving animation. Additionally, this minor will complement other concentrations; including studio art, graphic design, digital film production and theory, and sports media.

Minor in Animation and Motion Graphics: 20 hours

ART 204 Digital Imaging (2)
ART 230 Graphic Design I (3)
CNA 450 Media Design Applications (3)
CNA 479 Animation and Motion Graphics Applications (3)

Electives selected from the following (9)

ART 110 Drawing I (3)
ART 111 Drawing II (3)
ART 335 Advanced Typography and Animation (3)
CNA (S) 220/320/420 (1-3) Mass Communication Arts Workshop-Sports (0-3)
CNA 274 Video and Film Production I (3)
CNA 472 Sound Design (3)
CNA 473 Video and Film Production II (3)

Courses:

ART 204 Digital Imaging for Graphic Design (2) Prerequisites: ART 101, 110, or instructor permission for students declaring a minor in Graphic Design. This course explores the effective use of digital imagery in graphic design. Aesthetic content in the production, manipulation, and presentation of digital images will be stressed. Students will learn creative and exploratory use of digital cameras, scanners, and appropriate computer programs. Utilizes Adobe Photoshop. (4 hours studio) \$10 Class Fee per Credit Hour Required.

ART 230 Graphic Design I (3) Prerequisites: ART 204. (ART 204 prerequisite waived for students declaring a minor in Online and Social Media or the CIS major with Web Specialist concentration.) Course structured to help students gain a working knowledge of the history of the profession of graphic design. Principles of visual design based in basic visual communication, typography, and the professional practice of graphic design will be covered. Development of visual skills is emphasized, using color, form, and composition to aid in message-design strategies. Utilizes Adobe Illustrator (6 hours studio) \$10 Class Fee per Credit Hour Required.

CNA 450/550 Media Design Applications (3) Survey of contemporary media software and design elements which includes the creative use of current print (newspaper, yearbook, and newsletters), video (editing, motion graphics, and animation), and audio software packages in professional content creation.

NEW: CNA 479 Animation & Motion Graphics Applications (3) Prerequisite: CNA 450. A study and application of techniques used in developing 2-D, 3-D, and stop motion animation and motion graphics. Students learn advanced theory and mechanics behind animation development, fundamental principles of character design, layout, storyboarding animation and motion graphics for various media applications.

ART 110 Drawing I (3) An introduction to foundational concepts and techniques in the study of line, shape and form, light and shadow, linear and atmospheric perspective. Formal concerns regarding composition will be explored and selection of subject matter will be from the figure, still life, landscape, and nature. (6 hours studio) \$10 Class Fee per Credit Hour Required.

ART 111 Drawing II (3) Prerequisite: ART 110. A continuation of drawing techniques as delineated in ART 110. Students will expand upon their background in various drawing media and be challenged by a more intense study of the human figure. (6 hours studio) \$10 Class Fee per Credit Hour Required.

ART 335 Advanced Typography and Animation (3) Prerequisite: ART 200, 231, or instructor permission for students declaring a minor in Graphic Design. Study of type as both a verbal and visual form of communication. A discussion of the art of designing with type, including the planning of typeface, size, and composition. The course also explores the combination of type with illustration, animation, video, and how each can be integrated into a meaningful composite. Projects include simple and complex 2D animations for various audiences and purposes, using typography as a focal point and means of communication. Utilizes Adobe After Effects, Adobe Illustrator, and Adobe Photoshop. (6 hours studio) \$10 Class Fee per Credit Hour Required.

CNA (F, J, R, S, V) 120/220/320/420/520 Mass Communication Arts Workshop (0-3) Prerequisite: Approval of instructor and C or above in the corresponding prerequisite course. Prerequisite courses cannot be taken concurrently. Corresponding prerequisite for Journalism Workshop is CNA 280, for Audio/Radio Workshop is CNA 162, and for Video and Film Workshops is CNA 274. Title varies with major concentration: Digital Film Production (F), Journalism (J), Audio/Radio (R), Sports Media (S), Video Production (V). Practical application of skills learned in other classes to direct, produce, and coordinate content development in electronic media, journalism, sports media, video, and film. Workshop hours beyond those required in CNA majors and minors may be taken as electives in CNA or as general elective credits with the permission of the advisor. Electronic Media majors must take at least three (3) credits in a combination of Audio/Radio Workshop, Video Workshop and Film Workshop. Students who are not Mass Communication majors may enroll with permission of the instructor. \$10 Course Fee per Credit Hour Required.

CNA 274 Video and Film Production I (3) An introduction to studio and remote production including live broadcasts of news, sports, talk, narrative film, and special events. Students will learn current concepts and theories of pre-production, production and post-production procedures and will apply them utilizing video and audio equipment for digital storytelling. (Lab hours required). \$10 Course Fee per Credit Hour Required.

CNA 472 Sound Design (3) Prerequisite: CNA 162 (with the exception of Digital Film Production and Theory concentration majors). Study of advanced techniques in preparation, production, and presentation of Audio materials in electronic media. Includes multi-track recording and editing, film soundtrack audio, radio and podcast production, and audio needs of developing media.

CNA 473 Video and Film Production II (3) Prerequisites: CNA 162. Study of advanced video and film-making techniques for program and non-program content in standard, cable, and specialized video. Instruction includes post-production, digital editing, color correction, sound engineering, and distribution. (Lab hours required) \$10 Course Fee per Credit Hour Required.

2. Centrality to Role and Mission

The minor in Animation and Motion Graphics speaks directly all three of WSC's central tenets - inspiring students, strengthening communities, and serving the region.

Inspiring Students: Graduates of the Film Production & Theory program have become employed in the animation industry proving this path of study is viable. As the industry is technologically evolving and growing, we are seeing more employers looking for these skills. To meet this need, the new minor will add additional skills preparing students for the industry.

Strengthening Communities: The program provides hands-on experience in animation and motion graphics that is unavailable at regional competitor programs. Further, it provides such opportunities at a public, open-enrollment institution, thereby making the Animation and Motion Graphics minor a financially and

academically viable option for all students, particularly those of our rural northeast and central Nebraska service region.

Regional Service: as noted below, demand for video production has grown nationwide, and is projected to continue to grow. This growth also translates into regional demand for both motion graphics and animation, especially in advertising and promotional video for businesses on platforms like websites, YouTube, Vimeo, etc., in addition to the traditional broadcast and cable TV outlets. With this exponential growth in demand driven by the internet, the animation developed in our studios has helped meet the need by providing content to units at WSC as well as external to WSC. Many graduates of the program will continue to live in the region, adding to the stock of available skilled labor.

3. Evidence of Need and Demand

A. Need for the program:

According to the bureau of Labor Statistics Report (2021) there is currently a shortage of Animators and Motion Graphics engineers. Employment of motion graphics, effects artists, and animators is projected to grow 16 percent from 2020 to 2030, much faster than the average for all occupations. About 7,800 openings for effects artists and animators are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force. The median pay is \$78,790 per year or \$37.88 per hour. These jobs reside in offices or in “work from home” situations. The report also states the industry expectation is for employees to have earned a bachelor’s degree.

B. Demand for the Program:

Because this minor will compliment other programs that are already popular (Graphic Design) or growing in popularity (Digital Film Production and Theory), we expect rather robust numbers in this minor. In a survey of 84 unique students enrolled in Art and Design courses at WSC over the last 4 years, 15% (13 students) listed animation, illustration, or other closely related fields as the career they hope to have once graduating from Wayne State College. This minor is mostly comprised of course work already offered at WSC, so course enrollments will remain stable regardless of the number of students enrolled in the program.

4. Adequacy of Resources

A. Faculty and Staff Resources:

Current faculty and staff resources are adequate to deliver this minor. All but one of the courses in this program are currently offered in regular rotation by existing full-time faculty. WSC is searching for a full-time, tenure track position in this area to alleviate overloads and absorb the new course (CNA 479).

Existing courses within the proposed program currently enroll to about 75%. If student demand is greater than availability, additional adjunct sections will be considered. All courses, at the time they are offered, are scrutinized according to existing WSC processes to ensure that course enrollments are sufficient to offset the cost associated with instructor compensation.

B. Physical Facilities:

This program is somewhat unique in that it is made up of courses from the Department of Art and Design *and* the Department of Communication Arts. All courses will be delivered in the Studio Arts building

(*home* for Art and Design) or the Humanities building (*home* for Communication Arts). There is adequate space to accommodate this program.

C. Instructional Equipment and Informational Resources:

In addition to the drawing studio, the only specialized equipment needed to deliver this program are the Graphic Design computer lab in Studio Arts and the computer lab located in the basement of Conn Library (018). The Graphic Design lab is comprised of 18 Macintosh computers, while the library lab has 20 “high end” PC’s capable of handling graphics and animation.

D. Budget Projections for the first five years of program:

This program primarily uses existing courses, instructors and resources. The new course will be integrated into the teaching load of existing FTE. Minimum enrollment thresholds will be monitored to ensure positive financial revenue.

5. Avoidance of Unnecessary Duplication

None of the Nebraska Colleges or Universities have a dedicated Motion Graphics and Animation degree. Similar programs can be found in Iowa and South Dakota institutions of higher education, but they are well beyond WSC’s service region.

6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education

A minor in Animation and Motion Graphics provides relevance to two primary areas of the Comprehensive Statewide Plan for Postsecondary Education, including responsiveness to workforce development and building a “knowledgeable, trained and skilled workforce”; as well as “preparing individuals for productive, fulfilling lives by developing and nurturing the citizens and future leaders of Nebraska.” Through this program, students will be better prepared for a variety of career paths and fill an immediate and ongoing need for animators.