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SR-15-16-38 CC

Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-15-16-38 CC

NOTE: The curricular form for each item listed may be accessed at www.marshall.edu/senate/ucc. Click the UCC Agendas/Minutes link; click the link for the March 11, 2016 meeting date; click the link in the Description column to open a particular item.

Recommends approval of the listed UNDERGRADUATE MAJOR ADDITIONS in the following colleges and/or schools/program: COLLEGE OF ARTS & MEDIA

- **COLLEGE OF ARTS & MEDIA:**

*Name of Major to be added: Bachelor of Arts in the Arts, Video Production

*Rationale: The video world has changed. Now, with YouTube, Facebook, Vimeo, Vines, personal website, and other online venues joining the traditional worlds of television and film, anyone can find an outlet and audience for their visual-based creations. Visual imagery is becoming more important as a means to message, and it is imperative that Marshall University prepare students with the skills to master and lead this field.

This proposed interdisciplinary major within the College of Arts and Media combines components of the School of Journalism and Mass Communications, the School of Art and Design, and the School of Music and Theatre into one comprehensive program. Camera skills, lighting, editing, acting, directing, storytelling and writing, music and sound effects, motion graphics and effects, and producing are all crucial elements in a program that teaches the skills and techniques for video creation. The College of Arts and Media is the logical choice for this program because it houses all of the necessary disciplines to support the degree, it has the necessary equipment and facilities to support the degree, and it has virtually all the necessary courses to support the degree.

May 2015 data from the College Board (source: College Board DataConnect and SDRS) indicates that after a significant 2008-2011 decline in interest in video and photographic arts as a major choice amongst PSAT takers, interest rebounded by 14.5% from 2011-2014. The College of Arts and Media is compelled to move forward with such a program to keep abreast of the changes in the marketplace and with our institutional peers, many of whom have or are developing similar programs. We propose the College of Arts and Media's dean's office administer the program to insure maximum flexibility for students and to maintain the interdisciplinary integrity of the curriculum.

The College of Arts and Media engaged Tim Plum, a Chicago based entrepreneur and owner of Plum Productions (<http://www.plum.tv/>) as a consultant in 2015 to discuss with us from the industry perspective the need for college graduates with video preparation and to assess the ability of the College of Arts and Media to offer such a program. Plum writes that "This program will help launch the careers of those who want to work in the video industry, whether as Producer, Director of Photography, Audio Engineer, Editor, or Motion Graphics Artist."

Plum met with multiple parties, including several people who own local production companies, and he said in his report, "Faculty and students, as well as members of the local production community, all express the value of a program that teaches skills, techniques, and best practices for modern videomaking."

Plum listed specific tools, skills, and artistic competencies students need in a curriculum that will prepare them for success. The proposed curriculum, drawing from existing courses in every case, aligns precisely with the outcomes he articulates. He also notes facilities, particularly those in the Visual Arts Center and the television studio in the School of Journalism and Mass Communications as excellent assets for the proposed program.

*Curriculum: See attachments with the curriculum request form.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE:

Larry Sticklew

DATE: 4/15/2016

DISAPPROVED BY THE
FACULTY SENATE:

_____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:

James A. [Signature]

DATE:

4.26.16

DISAPPROVED:

_____ DATE: _____