

Program Information Report

School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

3D Animation

Learn the basics of three-dimensional animation used in videos, games and on the Web. This degree will help prepare you for an entry-level position in digital modeling and animation.

3D Animation (CTANI)

Certificate

Program Effective Term: Fall 2018

High Demand Occupation High Skill Occupation High Wage Occupation

The 3D Animation Certificate prepares students with fundamental skills for entry-level positions in the digital 3D modeling and animation industry and is a stepping stone to the Associate Degree in 3D Animation. Foundation areas of study include visual perception of 3D form and shape, volume/weight, surface mapping and lighting, basic 3D animation and motion graphic composition.

Major/Area Requirements		(23 credits)
ANI 145	Concept Development for Animation	2
ANI 150	3D Animation I: Modeling	4
ANI 155	Textures and Studio Lighting for Animation	4
ANI 160	Fundamentals of Movement and Animation	4
ANI 230	Motion and Sound	2
ART 111	Basic Drawing I	4
GDT 108	Photoshop Graphics	3
Minimum Credits Required for the Program:		23

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTANI Program Name: 3D Animation

Effective Term: Fall 2018

Division Code: BCT Department: DMAD

Directions:

- 1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

Requested Changes:

- Review
Remove course(s): ANI 250 and ANI 260
Add course(s): ART 111
Program title (title was)
Description
Type of award
Advisors
Articulation information
Program admission requirements
Continuing eligibility requirements
Program outcomes
Accreditation information
Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
Other

Show all changes on the attached page from the catalog.

Rationale for proposed changes or discontinuation:

New advanced certificates are being created. Therefore, some of the existing certificate courses are being moved to the new advanced certificates.

Financial/staffing/equipment/space implications:

None

List departments that have been consulted regarding their use of this program.

None

Signatures:

Table with 4 columns: Reviewer, Print Name, Signature, Date. Rows include Initiator (Randy Van Wagnen), Department Chair (Ingrid Ankerson), Division Dean/Administrator (Eva Samulski), and Vice President for Instruction (Kimberly Hurns).

Do not write in shaded area. Entered in: Banner 1/16/18 C&A Database 1/18/18 Log File Board Approval WA

Please submit completed form to the Office of Curriculum and Assessment (SC 257).

ACADEMICS

3D Animation (CTANI)

Certificate

2015 - 2016 2016 - 2017 2017 - 2018

Description

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Contact Information

Division: Business/Computer Technologies
Department: Digital Media Arts Dept
Advisors: [Randy Van Wageningen](#)

Requirements

(Items marked in orange are available online.)

Major/Area Requirements

Class	Title	Credits
ANI 145	Concept Development for Animation	2
ANI 150	3D Animation I: Modeling	4
ANI 155	Textures and Studio Lighting for Animation	4
ANI 160	Fundamentals of Movement and Animation	4
ANI 230	Motion and Sound	2
ANI 250	3D Animation II	4
ANI 260	3D Animation III	4
ART 111	LIFE DRAWING I	3
GDT 108	Photoshop Graphics	3
Total		27
Total Credits Required:		27/23

Gainful Employment Disclosures

WASHTENAW COMMUNITY COLLEGE

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CTANI Program Name: 3D Animation

Effective Term: Fall 2018

Division Code: BCT Department: DMAD

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Requested Changes:

<input type="checkbox"/> Review	<input type="checkbox"/> Program admission requirements
<input checked="" type="checkbox"/> Remove course(s): <u>ANI 250 and ANI 260</u>	<input type="checkbox"/> Continuing eligibility requirements
<input checked="" type="checkbox"/> Add course(s): <u>ART 111</u>	<input type="checkbox"/> Program outcomes
<input type="checkbox"/> Program title (title was _____)	<input type="checkbox"/> Accreditation information
<input type="checkbox"/> Description	<input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
<input type="checkbox"/> Type of award	<input type="checkbox"/> Other _____
<input type="checkbox"/> Advisors	
<input type="checkbox"/> Articulation information	

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 New advanced certificates are being created. Therefore, some of the existing certificate courses are being moved to the new advanced certificates.

Financial/staffing/equipment/space implications:
 None

List departments that have been consulted regarding their use of this program.
 None

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Randy Van Wagnen		11/9/17
Department Chair	Ingrid Ankerson		11/9/17
Division Dean/Administrator	Eva Samulski		11-9-17
Vice President for Instruction	Kimberly Hurns		11-27-17

Do not write in shaded area. Entered in: Banner _____ C&A Database _____ Log File _____ Board Approval _____

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Division: Business/Computer Technologies
Department: Digital Media Arts Dept
Advisors: [Randy Van Wageningen](#)

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(Items marked in orange are available online.)

Major/Area Requirements

Class	Title	Credits
ANI 145	Concept Development for Animation	2
ANI 150	3D Animation I: Modeling	4
ANI 155	Textures and Studio Lighting for Animation	4
ANI 180	Fundamentals of Movement and Animation	4
ANI 230	Motion and Sound	2
ANI 250	3D Animation II	4
ANI 260	3D Animation III	4
ART 111	LIFE DRAWING I	4
GDT 108	Photoshop Graphics	3
Total		27

Total Credits Required: 27/23

Gainful Employment Disclosures

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	<u>3d Animation</u>		Program Code: CIP Code:
Division and Department:	<u>Business and Computer Tech. : Digital Media Arts</u>		
Type of Award:	<input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.		
Effective Term/Year:	<u>Fall 2011</u>		
Initiator:	<u>Randy Van Wagnen</u>		
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	Provides students with the fundamentals of the animation process with industry-standard software. Opportunity for students to achieve an abbreviated measure of completion in ANI studies. Projected enrollment – 100 Courses in the certificate are included in the current 3d Animation Degree Utilizes GDT course Features all the ANI courses, and their appropriate pre-requisites. 28 credits total.		
Need Need for the program with evidence to support the stated need.	Allows for a growing number of transfer students to art schools to both acquire the desired courses and receive recognition from WCC. Improve graduation rates by offering an alternative to the full associate's degree. Provides proof of completion for students seeking entry-level skills or job retraining.		
Program Outcomes/Assessment State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program. Include assessment methods that will be used to determine the effectiveness of the program.	<u>Outcomes</u> 1. Develop entry-level knowledge of the key facets of the animation process. 2. Acquire skills using industry standard software.	<u>Assessment method</u> Portfolio Review Portfolio Review	

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to sjohn@wccnet.edu for posting on the website.

<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p>	<p><u>ANI 145</u> Concept Development for Animation 2 <u>ANI 150</u> 3D Animation I: Modeling 4 <u>ANI 155</u> Textures and Studio Lighting for Animation 4 <u>ANI 160</u> Fundamentals of Movement and Animation 4 <u>GDT 140</u> Photoshop Graphics 4 <u>ANI 230</u> Motion and Sound 2 <u>ANI 250</u> 3D Animation II 4 <u>ANI 260</u> 3D Animation III 4</p>		
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>		START-UP COSTS	ONGOING COSTS
	Faculty	\$ 0 .	\$ 0 .
	Training/Travel	0 .	0 .
	Materials/Resources	0 .	0 .
	Facilities/Equipment	0 .	0 .
	Other	0 .	0 .
	TOTALS:	\$ 0 .	\$ 0 .
<p>Program Description for Catalog and Web site</p>	<p>The 3D Animation Certificate prepares students with fundamental skills for entry-level positions in digital 3D modeling and animation industry and is a stepping stone to the Associate Degree in 3D Animation. Foundation areas of study include visual perception of 3D form and shape, volume/weight, surface mapping and lighting, basic 3D animation and motion graphic composition.</p>		
<p>Program Information</p>	<p>Accreditation/Licensure -</p> <p>Advisors – Randy Van Wagnen</p> <p>Advisory Committee - Todd Swanson: Red Fly Studios; Randall Rockafellow: LaDriere Studios; Kevin Bindschadler: Detroit Science Center; Lisa Hammerlund: With a Twist Studios</p> <p>Admission requirements - Academic Reading and Writing Levels of 6</p> <p>Continuing eligibility requirements -</p>		

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Develop entry-level knowledge of the key facets of the animation process.	Portfolio Review	Every two years beginning spring 2012	ANI 260	24
2. Acquire skills using industry standard software.	Portfolio Review	Every two years beginning spring 2012	ANI 260	24

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

External evaluation by advisory committee members

2. Indicate the standard of success to be used for this assessment.

70% or more of the students will score satisfactory or better

3. Indicate who will score and analyze the data.

Advisory Committee – score
FT faculty – Analyze result

4. Explain how and when the assessment results will be used for program improvement.

Analysis of advisory committee feedback will be used to determine when/if program changes should be implemented.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Kristine Willimann	<i>Kristine Willimann</i>	3/24/11
Dean	Rosemary Wilson	<i>Rosemary Wilson</i>	2/25/11
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Stuart Blacklaw	<i>Stuart Blacklaw</i>	4/4/11
President	Larry Whitworth	<i>Larry Whitworth</i>	4/18/11
Board Approval			4/26/11

4/8/11
logged 3/3/11 jv
Office of Curriculum & Assessment
2005

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