

New Academic Program: Bachelor of Arts/Bachelor of Science (BA/BS) in Arts, Media, and Technology

BACKGROUND

Program Proposed Start Date

Fall 2019

Program Description

The new degree program proposed is a BA/BS in Arts, Media, and Technology, including a minor. The full program proposal is available at:

<https://secure.oregonstate.edu/ap/cps/proposals/view/103310>

The proposed BA/BS in Arts, Media, and Technology degree at OSU-Cascades responds to Oregon State University's Undergraduate Art Program 10-year review (March 2015) and subsequent Action Plan (July 7, 2015). The proposed program prepares individuals for careers as creative professionals. The program's broad multidisciplinary curriculum integrates critical, theoretical, and historical understandings of the arts and media with the technological skills required for the contemporary visual arts and design fields. Specifically, the degree provides students with skills in digital imaging, video, design, interactivity, gaming, and 3D output as well as basic visual studies fundamentals in creative communication, color theory, and image output and display. This program creates a unique educational experience within Oregon by providing a transdisciplinary curriculum and traditional studio practice combined with communication and entrepreneurship coursework, while also instilling technical practices for professional application. A minor will be offered in order to complement various other programs available at the university that may attract like-minded students.

Program Context

According to the Undergraduate Art Program Review Report (March 2015), "Bend has the potential to become a highly desirable destination for art enthusiasts and supporters." OSU-Cascades resides in an "education desert," which is a community where students have very limited access to higher education institutions. As such, OSU-Cascades draws a large percentage of its students from Central Oregon Community College and provides the opportunity for a four-year degree where none previously existed. By expanding program offerings at OSU-Cascades, we are helping to further the federal and Oregon 40-40-20 goal for college degree attainment. The Art, Media, and Technology program meets a regional and statewide need and enhances the state's capacity to improve educational attainment through access to technology, and by providing a contemporary degree offering in visual communication including contemporary art and design. This program will contribute to the diversity of voices in the classroom by engaging students using unique pedagogy and exposing them to a wide range of visiting artists. Internship and entrepreneurship courses will engage students with the Central Oregon business community, offering students the latest in practices and technology while gaining a perspective on the creative landscape.

January 17-18, 2019 Board of Trustees Meetings

Program Purpose/Relationship to University Mission and Strategic Plan

The program addresses OSU Strategic Plan 4.0 goals in several ways. The Art, Media, and Technology degree provides a transformative educational experience through a multidisciplinary program infused with experiential learning and community internships. The program also increases the impact of OSU's creative and scholarly endeavors by leveraging the multidisciplinary culture at OSU-Cascades and responds to a void in the Central Oregon arts and design community. This need is evidenced in the OSU-Cascades Industrial Advisory Board's consistent call for the campus to be the physical and virtual hub and leader for arts, culture, and enrichment in Central Oregon.

Need for the Program

During the January 7, 2016, meeting of the OSU-Cascades Arts, Culture, and Enrichment Advisory Group concerning "promising collaborations or community partnerships," several of the small business-owning members entered a side discussion noting that current students were unqualified for many of the creative arts-focused internships in the area, leaving a need for entry level employees and interns.

With a broad range of foci that can be derived from the Art, Media, and Technology curriculum, the degree prepares students for jobs in design, art, and time based media. According to the ONet Online Occupational outlook for 2012-22, there are 300,000 job openings in Oregon in the fields served by this degree including production, design, and various other creative fields. Additionally, the Strategic National Arts Alumni Project reports that nationally 75% of arts graduates have been self-employed at some point in their careers.

The skills developed in this program may also have application to an important model of problem solving called Design Thinking. Tim Brown, president and CEO of IDEO, defines design thinking as "a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." Graduates from this program will have the skills necessary to apply design thinking to solve problems.

Similar programs exist at the University of Oregon and Portland State University. These programs were contacted for feedback in July 2018 and again in December 2018 concerning our intention to offer this program. No response has been received to date.

Program Financials

This program is in addition to an existing undergraduate program in Art. Initial staffing will come from 1.0 FTE existing art instructor. In the budget, \$3,500 is included for teaching in the summer in year 1. A second 1.0 FTE instructor will be hired in year 2. Both salaries are calculated with a 3% annual increase. In each year of the program there will be fixed-term faculty to provide outside expertise. Services and supplies cover student worker support, art and office supplies, technology licenses, professional memberships, and professional development for the faculty.

	Academic Year 2019	Academic Year 2020	Academic Year 2021	Academic Year 2022
Personnel				
Faculty, Tenured/Tenure-Track	\$0	\$0	\$0	
Faculty, Instructor	\$59,670	\$112,861	\$116,247	\$119,734
Adjunct / Part-Time	\$35,630	\$8,600	\$9,829	\$4,915
OPE	\$40,434	\$71,618	\$83,174	\$88,995
Personnel Subtotal	\$135,741	\$193,080	\$209,250	\$213,645
Services and Supplies	\$8,957	\$12,789	\$12,844	\$12,899
GRAND TOTAL	\$144,698	\$205,869	\$222,094	\$226,544

RECOMMENDATION

All appropriate University committees and the OSU Faculty Senate have positively reviewed the proposed program. The Provost recommends that the Academic Strategies Committee approve the establishment of an instructional program leading to a BA/BS in Arts, Media, and Technology, effective in Fall 2019, pending the support of the Statewide Provosts Council and the approval of the Higher Education Coordinating Commission.