



P7573  
Creative Production (Major)

New

Requestor: Dirk Freymuth  
Submitted: 2020-10-02 16:53:01  
Submitting as: Faculty Member or APA

- The queue for this request is:**
- Division Chair
  - Division Curriculum/Graduate Chair
  - Curriculum Committee
  - Faculty Senate
  - Dean (LAS)
  - Provost
  - President
  - External

Request for a: Program  
Level Undergraduate  
Type of Request: New (course, program, focus/concentration, or temporary course)  
Will this be offered within an existing division or department? Yes  
Type of program Major  
Division Creative Arts  
Is this curricular change driven by assessment data you have collected? No  
Summary/Rationale for proposal

This is a proposal for a new a new 73-credit multidisciplinary program that combines audio and video production, information technology, media studies, content creation and live performance. Working across each of these disciplines, students will develop skills in production design, digital storytelling, critical viewing and collaboration. This program would provide students with the necessary tools to pursue careers in the contemporary world of creative production, giving them the technological skills to work in a variety of mediums and ability to collaborate effectively on various types of creative production teams.

The Creative Production curriculum is comprised of four distinct disciplines: Digital Art and Design, Audio Production, Computer Science/Information Science and Critical Thinking. The 4-year program plan is designed to ensure students work simultaneously in each of these areas throughout their course of study, as opposed to a consecutive, potentially random manner that would not likely result in students consistently integrating and drawing connections between these primary disciplines.

Young professionals pursuing careers in the production arts (audio, video, design) are increasingly expected to possess multiple skills and demonstrate experience with various types of hardware and software technologies. In the field of audio production, for example, it is often no longer enough to possess skills in music production alone. Today, aspiring audio engineers (especially studio interns) are also expected to have video production skills, media production/design skills (for online content creation, social media marketing), and basic computer networking skills for operating integrated audio and video systems for both media production and live performance. Students of the WOU Creative Production program will receive training in each of these areas and, depending on their individual area of focus, will be qualified for a variety of current careers in the arts and, indeed, for cultivating their own unique skill-sets that could help define the careers of the future.

The recent establishment of programs around the country that combine visual arts and performance arts studies together with rigorous technology training suggests a growing demand among young students to receive a more multifaceted education as they prepare for careers in production technologies, broadcasting, and performing arts. Evidence suggests that in the coming years professionals in all areas of the arts will be expected to have multiple skill sets if they are to be competitive. Several colleges have created programs to meet these new challenges, yet only a handful of relatable programs have been established in Oregon, each of which is primarily an adaptation of a previous degree program (e.g. music, art, film), making their curricula heavily weighted in a single discipline and thus unable to provide a truly multidisciplinary experience. The innovative curriculum of the proposed Creative Production program, which would reside in the Creative Arts Division, will be positioned to appeal to a wide variety of students, be they visual artists, performance artists, designers, producers, technicians or digital content creators.

The Creative Production program would be the first of its kind in Oregon and would establish WOU as a destination campus for such study and training. WOU already has extremely high-quality production facilities to accommodate this program, as well an expert team of tenured faculty in each of the areas of study. It is a way for us to capitalize on our many resources and foster new opportunities in multidisciplinary learning.

Title of new program, requirement, focus, or concentration Creative Production  
Description

**CREATIVE PRODUCTION, B.A.**

**Professors:**Darryl Thomas

**Associate Professors:** Dirk Freymuth, Dan Tankersley, Thaddeus Shannon, Dana Schowalter, Lars Soderlund,

## **Mission**

Cultivate multidisciplinary, collaborative work that combines practical training in various creative technologies with the study of media theory and the impact of contemporary media and live performance on the arts and society.

## **Learning Outcomes**

1. Develop and apply knowledge of creative media technologies, including audio and visual hardware and software, computer networking systems, and live performance resources.
2. Articulate the cultural roles of various creative media.
3. Integrate abilities across multiple media to produce creative works.

## **Creative Production Foundations**

- A 120 Foundations of Digital Art Design **Credits: 4**
- A 262 Digital Images and Photography I **Credits: 4**
- MUP 110 Music Performance - Audio Production **Credits: 2-4** (Credits: 9)
- IS 278 Networks **Credits: 4**
- COM 211 Intro to Mass Communication **Credits: 4**

Choose one of the following courses:

- CS 133 Introduction to Python Programming **Credits: 4**
- CS 134 Perl Programming **Credits: 4**
- CS 161 Computer Science I **Credits: 4**

## **Creative Production Core Courses**

- A 326 Video and Animation I **Credits: 4**
- MUP 300 Music Performance - Non-Juried **Credits: 4**
- COM 342 Media Literacy **Credits: 4**
- WR 301 Integrating Writing and Design **Credits: 4**
- ICS 113 Finding and Preparing for internship **Credits: 2**
- CA 404 Creative Production Capstone **Credits: 4** (Credits:12)

## **Creative Production Electives Credits: 14**

Choose from the following, a minimum of 10 credits must be upper division

- A 320 Graphic Design: Process & Theory **Credits: 4**
- A 321 Graphic Design: Form and Communication **Credits: 4**
- A 322 Graphic Design: Contemporary Issues **Credits: 4**
- A 323 Interactive Media: Web Structure and Communication **Credits: 4**

- A 324 Interactive Media: Applied **Credits: 4**
- A 327 Video & Animation II **Credits: 4**
- A 425 Interactive Media: Contemporary Issues **Credits: 4**
- A 429 Portfolio & Professional Preparation **Credits: 4**
- A 462 Digital Images & Photography II **Credits: 4**
- A 468 Art & Technology Workshop **Credits: 4**
- COM 212 Advertising and Society **Credits: 4**
- COM 236 Contemporary Issues in Media **Credits: 4**
- COM 446 Critical Media Analysis **Credits: 4**
- CS 127 Introduction to Multimedia Programming **Credits: 4**
- CS 135 Java Script **Credits: 4**
- CS 195 Fundamentals of Web Design **Credits: 4**
- D 451 Dance Production **Credits: 3** and D 451L Dance Production Lab **Credits: 1**
- D 460 Dance and Technology **Credits: 3**
- MUP 300 Music Performance - Non-Juried **Credits: 2-4**
  
- MUS 380 Recording Session Preparation for Performing Musicians **Credits: 3**
- MUS 381 Introduction to Audio Production **Credits: 3**
- MUS 382 Digital Music Production **Credits: 3**
- MUS 383 Advanced Music Production **Credits: 3**
- MUS 421 Media Music Production I **Credits: 3**
- MUS 422 Media Music Production II **Credits: 3**
- MUS 423 Media Music Production III **Credits: 3**
  
- TA 112 Introduction to Film **Credits: 4**
- TA 245 Technical Theater: Lighting & Sound **Credits: 3**
- TA 348 Lighting Design **Credits: 4**
- TA 370 Acting for the Camera **Credits: 4**
  
- TA 330 Script Writing **Credits: 4**
- WR 401 Writing Across Media **Credits: 4**

**Total Credits: 73**

Catalog ID:

Required HECC Form

Thumbnail	Name	Size	Actions
	<a href="#">Creative Production HECC Proposal.docx</a>	129499	

Degree Type BA

Credits required for degree 109-129

Describe any prerequisite credits needed for the college ready freshman

none necessary

Programs affected/consulted

In addition to myself, the following five faculty members have been integral to the development of the proposed program:

- 1) Dr. Daniel Tankersley - Dan and I have been working together over the past few years to develop this program. Given that the proposed curriculum includes many courses from the Art and Design program, the art faculty has been informed of the proposed program as well, and to it is our understanding that there is support.
- 2) Dr. Tad Shannon - Tad has worked alongside Dan Tankersley and myself over the past two years to map out the Creative Production curriculum. His expertise in various entertainment technologies (sound, lighting, production design, etc) was been invaluable. He was also able to recommend the most beneficial courses for Creative Production students in information systems and network technologies, which are part of the core curriculum.
- 3) Dr. Dana Schowalter - I have had a number of meetings with Dana over the past two years about the program. The core curriculum of the proposed program includes courses from Communication Studies which she recommended. There are also approved upper-division electives in Communication Studies which she advised should be included.
- 4) Dr. Darryl Thomas - I have meet many times with Darryl over the past two years to discuss the general concepts of the program, as

well as courses that would that could give students a chance to work with the innovative technologies that Darryl has been using with the WOU Dance program.

5) Dr. Lars Soderlund - I had two meetings with Lars last year about the program last year. The core curriculum of the Creative Pruction program includes important courses in technical writing which he recommended. There are also approved upper-division electives in Professional Writing which he advised should be included.

In addition to the professors listed above, each of whom is considered an integral member of the program, I have discussed the proposed program with Dr. David Janoviak and Dr. Scott Grim from Theater, both of whom gave their complete support. I have also discussed the proposal with the entire full-time Music faculty, who also gave it complete support. To my knowledge no objections have been raised by anyone in the Creative Arts Division, where the Creative Production program will reside. Lastly, I also discussed the program with Dr. Gregory Zobel, who also offered support and made valuable suggestions about how to organize collaborative work among students

Faculty and Facilities Needed (for Dean review only)

No new faculty or facilities will be needed.

How and when will the effectiveness of this program be determined? (For Dean Review only)

Notes/Comments

With the exception of a new Creative Production capstone course (to be listed as CA 404) that will be submitted as part of this proposal, all of the courses that make up the Creative Production program are currently taught at WOU.

Supporting Documents

Thumbnail	Name	Size	Actions
	<a href="#">Creative Production - Catalog format.docx</a>	20482	
	<a href="#">Creative Production - Catalog format.docx</a>	20680	

#### Related Courses:

No related courses found

Division chair decision:

✓ Yes by David Janoviak (2020-10-02 18:45:10)

*Comments:*

Division curriculum chair decision:

✓ Yes by Jodie Garrison (2020-10-05 23:36:50)

*Comments:*

Curriculum Committee Decision:

✓ Yes by Laurie Burton (2020-10-06 07:53:43)

*Comments:*

Senate Decision: Pending:

Sent to Leigh Graziano (graziano1@wou.edu), on: 2020-10-06 07:53:43

LAS Dean Decision: Pending: Kathy Cassity (cassityk@wou.edu),

Provost/VPAA Decision: Pending: Rob Winningham (winninr@wou.edu),

President Decision: Pending: Rex Fuller (rfuller@wou.edu),

External Board Decision (reported by Provost): Pending: Rob Winningham (winninr@wou.edu),

Entered into appropriate systems by registrar's office: Pending: Amy Clark (clarkaj@wou.edu),

Entered into catalog: Pending: Susan Hays (hayss@wou.edu),