NEW DEGREE PROGRAMS
BACHELOR OF SCIENCE IN ANIMATION
CONCENTRATION IN GAME ART

PROGRAM DESCRIPTION & OBJECTIVES
The Bachelor of Science in Animation with a concentration in Game Art is designed to provide students the knowledge and understanding of 3-D modeling, materials and textures, engine integration, and animation needed to qualify for such entry-level positions in the game industry as prop artists, environment artists, character artists, and animators. Besides the degree program’s strong 3-D computer-graphics focus, students will build other skills in peripheral media and complete digital courses that will enhance their opportunities in related fields. In addition to technical proficiency and creative development, the curriculum helps students develop critical thinking, problem solving, and analytical skills that contribute to life learning and provide tools that will help sustain a long and productive professional career in the entertainment and media industry.

PROGRAM REQUIREMENTS
The Bachelor of Science in Animation with a concentration in Game Art is 120 credit hours and 36 months in length. Students must successfully complete all required coursework with a minimum cumulative grade point average of 2.0.

CHRONOLOGICAL COURSE ORDER

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BACHELOR OF SCIENCE IN ANIMATION
CONCENTRATION IN VISUAL EFFECTS

PROGRAM DESCRIPTION & OBJECTIVES
The Bachelor of Science in Animation with a concentration in Visual Effects is designed to provide students the 2D and 3D animation knowledge and skills needed to qualify for entry-level, industry positions including, scene builders, character designers, technical directors, motion animators, visual effects animators, lighters, and renderers. From storyboarding, sketching, and modeling to character animation, special effects, and final compositing, this degree program takes students through the entire production pipeline. The program starts by familiarizing students with the art concepts behind animation; drawing and other traditional forms of expression that are essential parts of getting art onto the computer. Students are then exposed to the basic principles behind computer-generated models, characters, animation, and visual effects. By using the same hardware and software as professional animation studios, the skills needed for immediate success on the job are developed. In addition to technical proficiency and creative development, the curriculum helps students develop critical thinking, problem solving, and analytical skills that contribute to life learning and provide tools that will help sustain a long and productive professional career in the entertainment and media industry.

PROGRAM REQUIREMENTS
The Bachelor of Science in Animation with a concentration in Visual Effects is 120 credit hours and 36 months in length. Students must successfully complete all required coursework with a minimum cumulative grade point average of 2.0.

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CORE COURSE DESCRIPTIONS

AVE 100 Fundamentals of Art: Life Drawing and Anatomy (3 Credits)
The Fundamentals of Art I Course prepares students for the virtual world by having them step away from the computer and observe, touch, and create in the real world. These courses suggest that real-world observation and touch is invaluable in the planning of 3D computer graphics.

AVE 110 Object Perspective (3 credits)
The Object Perspective course prepares students for the virtual world by creating digital images and digital sculptures. The course includes the traditional study of light, form, shape, and objects using modern tools to realize them. Students learn to use digital tools to create realistic images in the virtual realm.

AVE 130 Storyboarding (3 credits)
In this class students will learn how to take a story from script to storyboard, paying particular emphasis to story structure and the development of character background and personality. Critical review of storyboarding techniques will be covered for both Animation and Feature Film. Students will be taught the use of camera angels, pans, close-ups, etc. so as to be able to “tell a story” with their boards.

AVE 140 2D Animation (3 credits)
The fundamental principles of traditional animation. Using pencil and paper to explore this art form, students are physically responsible for controlling and manipulating a subject’s volume, weight, proportion, acting, and movement, thus gaining a more thorough understanding of the animation process. This foundation of traditional animation broadens students’ skills as computer animators and enhances their creative ability.

AVE 150 3D Foundations (3 credits)
The 3D Foundations Course familiarizes students with the fundamentals of creating 2D and 3D computer graphics using Autodesk Maya and Adobe Photoshop. Students learn the interface and controls of both programs as they learn basic animation skills that prepare them for the more advanced courses later in the Computer Animation Bachelor of Science Degree Program.

AVE 160 Model Creation (3 credits)
Model Creation is the introductory computer modeling, rendering, and animation course. Students are introduced to the modeling tools used in each step of creating a computer model. By learning the capabilities of each tool and the interaction between tools, students develop techniques and strategies for efficiently creating virtual models.

AVE 170 Art Creation for Games (3 credits)
The Art Creation for Games course provides students with a strong knowledge of the way real-time 3D content is modeled, textured and exported for today’s video games. Students develop game resolution models of hard surface environment props while studying various environments in professionally created immersive video game levels.

AVE 180 Compositing Fundamentals (3 credits)
The seamless integration of computer-generated elements with real-world, live-action video footage. Students are introduced to compositing and integration techniques commonly utilized by film and video professionals in current production pipelines. Students learn how to accurately reconstruct and composite computer-generated elements to properly match a high definition film or video source, while presenting them the opportunity of working in a node-based compositing environment.

AVE 190 Digital Sculpting (3 credits)
The fundamentals of software-based virtual sculpture. Tutorials and exercises will help develop the skills required for the creation of high-resolution virtual models, high fidelity meshes for use in film, or high-res maps for video games. The students will also create multiple levels of an animated character model with layers of accessories such as body armor, hair, weapons, and garments.

AVE 200 Character Design and Creation (3 credits)
The Character Modeling course builds on the concepts introduced in the Model Creation course. In this course, students develop their modeling skills while learning to utilize software tools to build organic character models. Students then learn how to deform those models to follow the motion prescribed by storyboards and character actions.

AVE 210 Fundamentals of Animation (3 credits)
The Fundamentals of Animation course provides students with the animation tools & techniques required to create, manipulate, and refine any computer-animated sequence. Building on the traditional animation fundamentals of motion and timing, the course teaches students computer animation techniques and applies them to the process of animating modeled projects.

AVE 230 Character Rigging 1 (3 credits)
The Character Rigging 1 Course introduces students to the foundations of character rigging, which is the process of adding joints and controls to a character that allows an animator to make the it move in a realistic manner. Similar to making a puppet, rigging gives the artist the ability to control a CG character, making it a pivotal step in the animation process. Students will also be introduced to the fundamentals of python programming, which allows artists to modify systems based on a particular job in the animation world. With these programming techniques, students will be able to develop new tools and systems to aid in the development of their character rig.

AVE 240 Character Animation 1 (3 Credits)
A focus on the basics of creating strong character animation in 3D software. Students will develop methods for planning an animation, which helps them learn to create work effectively and efficiently. Students will also explore what is important in creating movement that appears lifelike and believable for a character. The goal of this course is to teach students to create character animation that implements strong posing, good staging, and advanced mechanics of motion, while using an effective and efficient workflow.

AVE 260 Character Animation 2 (3 credits)
The Character Animation 2 Course continues to strengthen students’ animation skills by exploring methods for creating movement that is not only entertaining and appealing, but also depicts actions that are driven by the characters’ emotions and personality. Students will also analyze methods for creating solid acting choices that are unique and interesting. By using discussion and analysis, students will be introduced to the importance of evaluating their own work, as well as the work of their peers. This enables them to critique each other’s projects with the intent of implementing what they have learned into their own animation, preparing them for situations encountered in the real world.

AVE 280 Shading and Lighting (3 credits)
The Shading and Lighting course investigates the look and feel, shadows and shading, reflections and atmospheres, and the mood and lighting that bring scenes and models to life. The course provides students with an understanding of the methods, resources, and time required to create computer-rendered imagery.

AVE 290 Visual Effects 1 (3 credits)
The Visual Effects 1 Course introduces the student to the process of utilizing dynamics systems. Throughout the class, students will learn about the core dynamic capabilities inside of a 3D system that will allow them to recreate various real-world phenomena. By observing the real-world behavior of natural phenomena such as sparks, smoke, and fire, students will learn how to study and evaluate the multiple aspects of a truly dynamic system, applying that knowledge to create their own computer-generated effects. Students will also be introduced to the fundamentals of dynamic particle, rigid body, and soft body simulations in a 3D system.
AVE 298 Animation Project 1 (3 credits)
This course allows students to begin the production of a professional animated sequence that incorporates skills learned in the first 16 weeks of the program. This course consolidates students' overall knowledge of computer animation workflow, pipeline, and production, and teaches them to use that knowledge in the creation of an animated sequence.

AVE 299 Animation Project 2 (3 credits)
Students will complete the production of an animated sequence as either their final project or portfolio review. This course will continue to develop the students' overall knowledge and application of computer animation workflow, pipeline, and production while meeting deadlines in the creation their final project.

AVE 340 Compositing and Scene Finishing 1 (3 credits)
Compositing and Scene Finishing 1 will broaden the base of students' knowledge by offering insight into the process of combining computer-generated imagery with audio and video elements. By learning what happens when rendered imagery is integrated into the post-production process, students will better understand the guidelines of compositing and scene finishing.

AVE 310 Visual Effects 2 (3 credits)
The Visual Effects 2 Course will take students' knowledge beyond the Visual Effects 1 course by covering advanced simulation techniques and rendering options inside a 3D system. Newer simulation engines covering fluid and nucleus-based dynamics will be covered in depth and will be utilized to recreate various real-world phenomena in a realistic manner. Fluid simulations will be generated, recreating a real-world counterpart based on live action reference, and the intricacies of the interactivity of particle, hair and cloth in a nucleus-based system will also be covered.

AVE 350 Compositing and Scene Finishing 2 (3 credits)
The Compositing and Scene Finishing 2 course expands the students' skills in the techniques used to meld live action video and audio content with computer-generated images. Students will learn advanced visual effects techniques used in feature films and television.

AVE 355 Matchmoving and Integration (3 credits)
This course provides an overview of the production process and integration of 3D elements into live back plates. Students will learn the techniques of integrating and tracking 3D animation and special effects into live footage. Students will also learn techniques necessary to resolve difficult composites. Actual composites are used to explore techniques in matte generation, tracking, color correction ad image compositing.

AVE 345 Previsualization (3 credits)
An introduction to the concepts of previsualization—a way of visualizing the story in pre-production especially when there are visual or special effects. Students will be introduced to traditional storyboard techniques and computer programs. Students will also work with original techniques such as camera angle projections, perspective, that will allow them to understand the programs and techniques used in the industry today.

AVE 346 Visual Effects Preproduction (3 credits)
Students will incorporate their knowledge from previsualization, to analyze the types of visual effects needed for each plate and to generate the material for the effects in preparation for shooting footage in the Production course the following term. This could include shooting plates, building analogue miniatures or working with animation students to build digital sets.

AVE 360 Animation Production (3 credits)
The Animation Production Course develops students' ability to plan, coordinate, and study assets, using traditional methods to demonstrate their learned strengths as a 3D artist. Working from photograph and video reference, students explore and develop characters, environments, vehicles, rigs, and animation ideas. Successful completion of this course arms students with the knowledge of how to use good reference and artistic studies to create production blueprints.

AVE 361 Texture and Shading (3 credits)
Learn the basics of the Maya shading system, including the Maya Render View and mental ray. Students will create and apply textures, and materials for use in current game engines.

AVE 470 Preproduction (3 credits)
The Portfolio Preproduction Course develops students' ability to plan, coordinate, and study assets, using traditional methods to demonstrate their learned strengths as a 3D artist. Working from photograph and video reference, students explore and develop characters, environments, vehicles, rigs, and animation ideas. Successful completion of this course arms students with the knowledge of how to use good reference and artistic studies to create production blueprints.

AVE 480 Portfolio Content Creation 1 (3 Credits)
The Computer Animation Project I Course is designed to allow students to review and continue advancing their overall knowledge of computer animation workflow, timeline, professional behavior, and mind set. This course prepares students to experience an intensive four-week production deadline, and introduces working under production constraints. Students use their artistic skills and technical knowledge to create a professional quality asset based on reference compiled during Animation Preproduction. All assets are managed and critiqued by an in-lab art director, to help guide projects towards photorealistic expectations under defined deadlines.

AVE 485 Portfolio Content Creation 2 (3 credits)
Continued development of asset completion to deadline. The students will incorporate knowledge developed from Portfolio Content Creation 1 to improve their artistic sensibilities, workflow, skill sets, technical knowledge, and personal time management. Students will continue working with the in-lab art directors and within the critique process as they work to create photorealistic content. In this course, students work at optimal speed and precision, having a strong understanding of artistic appeal, time management, asset creation, and professional behavior — preparing them for the methods, environments, and conditions experienced in the production arena.

AVE 490 Portfolio Content Creation 3 (3 credits)
This course provides students with the time to develop a demo reel commonly expected during interviews. During this time, students take the content developed throughout their degree program and assemble it into a presentable package. Prior to the creation of the demo reel, a student's content is reviewed in an effort to help the student determine the best material for showcasing their talents as a computer animation artist.

AGA 320 Game Characters (3 credits)
The Game Characters course focuses on the elements of accurate high-resolution character sculpting. The course material covers proper anatomy, proportion, and fine details. Students will create assets implementing advanced techniques while maintaining realistic surface quality and likeness of reference. Students completing this course will develop a deeper understanding of digital sculpting, topology, texturing, and the use of generated maps.

AGA 340 Game Animation (3 credits)
The Game Animation course provides students with their first opportunity to produce animated sequences and cycles for gameplay. Students will develop an overall understanding of animation as it applies to the game industry with a focus on game-engine constraints and requirements. Students will pay special attention to character anatomy, rigging constraints, and reusability within all aspects of a game.

AGA 360 Environment Art (3 credits)
The Environment Art course trains students in the techniques involved in modern game-environment creation. Students will gain a deeper technical understanding and will develop the assets used in a game engine. The course focuses on the modularity of materials and meshes that adhere to industry standards, both visually and technically.

AGA 370 Texturing and Shading (3 credits)
This course introduces students to techniques for creating textures and materials for video games by utilizing traditional art skills and industry-standard tools. Using digital sculpting, painting, and photo-sourcing techniques, students will create and apply textures and materials for use in current game engines.
AGA 380 Advanced Game Characters (3 credits)
The Advanced Game Characters course expands on sculpting techniques to complete a full game character. Students will create production-ready characters that include cloth, gear, and other elements that make game characters unique. Students will focus on realism while adhering to game-engine constraints by building correct topology and materials.

AGA 390 Level Assembly and Lighting (3 credits)
The Level Assembly and Lighting course builds on students’ understanding of game requirements to construct a playable level. Students will design, build, texture, light, and add effects for a level. Students will learn to develop content for game environments.

FMP 410 VFX and Green Screen Production (3 credits)
The introduction of visual effects to enhance the visual story telling through the collaboration between Director and the Cinematographer’s preparation and execution of the imagery that is passed on to visual effects to complete the scene. Students will learn green screen methodology and study the art and craft of compositing, how to execute motion tracking to properly integrate the effects with the live action shot. Students will understand the tools pre-visualized to convey ideas or concepts to all members of the visual team in order to plan shots effectively.

GENERAL EDUCATION COURSE DESCRIPTIONS

ENG 101 Creative Writing (3 credits)
Creative Writing will introduce students to the fundamental principles governing fiction, poetry, drama, creative non-fiction, and personal memoir, while simultaneously reinforcing the fundamental rules of English grammar, syntax, and organization. Through a variety of selected readings, in-class exercises, and take-home writing assignments, students will develop and hone their writing skills, deepen their familiarity with an array of literary devices, and explore the concept of personal voice.

ENG 326 Professional Writing (3 credits)
The Professional Writing course is designed to introduce students to a variety of factors that contribute to strong and well-organized writing skills. The course provides an opportunity for students to develop and sharpen personal writing skills that will be essential for writing projects throughout the program. Students identify different styles, forms, and purposes of writing that are critical to becoming a successful communicator in a professional setting. Students who successfully complete Professional Writing will be able to organize their thoughts in a logical manner and present their ideas effectively, identify and utilize the appropriate style of writing for a given situation, and efficiently convey concepts.

HUM 110 Introduction to Transmedia Design (3 credits)
Introduction to Transmedia Design will introduce students to the development of stories and characters across multiple mediums, including films, music, books, games, webisodes, and social media. This course will present practical strategies to increase audience engagement, create new revenue streams for producers, open up a project to multiple demographics and prime a project for generational success. Students will learn the basic creative strategies and value propositions governing the transmedia space and, most importantly, how to use them to optimize projects and media throughout the entire entertainment spectrum.

HUM 222 Aesthetics and Culture (3 credits)
This course is designed as a chronological survey of the social organizations, systems of government, intellectual/philosophical traditions, aesthetic assumptions, art and architecture, theatre, music, and literature of a wide array of historical periods and geographical regions. While examining important artists, cultural figures, theorists, critics, genres, and experimental forms, Aesthetics and Culture will attempt to illustrate how fluid cultural values have affected the various manners of artistic conception, creation, and reception. Primary emphasis will be placed upon locating and defining the idiomatic, idiosyncratic scheme of cultural assumptions, socio-political structures, and aesthetic values which characterize the various epochs and regions under consideration.

HUM 330 Transmedia Storytelling (3 credits)
Transmedia Storytelling will present a practical deep-dive to students in the development of stories and characters across multiple mediums, including films, music, books, games, webisodes, and social media. Sound transmedia strategy increases audience engagement, creates new revenue streams for producers, opens a project up to multiple demographics and primes a project for generational success. Students will learn proven principles of story optimization, medium strategy and experience design through a combination of case studies, workshops, white papers and lectures. They will also collaborate on their own transmedia project and get feedback from industry professionals.

HUM 420 Contemporary Art (3 credits)
The Contemporary Art course provides an in-depth study of key modern artwork. A study of contemporary art’s succession of contending and often conflicting ideas, styles, and movements such as pop, minimalism, and conceptualism are examined. The course provides an overview of the impulses, interests, and innovations that have driven the art world from the middle of the 20th century to the present. Students who successfully complete the Contemporary Art course will be able to identify themes and stylistic movements in modern art, communicate and analyze the works, develop a broader understanding of contemporary issues in the photographic, performance, installation, sound, web, interactive, and digital or electronic arts.

HUM 430 Survey of Time-Based and Convergent Art (3 credits)(Offered Online Only)
The Survey of Time-Based and Convergent Art course is a survey of the origin and development of art that derives its form through the intersection of emerging technologies and art, and art that has a temporal relationship to its audience. The course explores the relationship of this work and its unique forms of expression within contemporary culture. Students explore the increasing role that technology plays in present and emerging art forms, analyze recent works, and develop a broader understanding of contemporary issues in the photographic, performance, installation, sound, web, interactive, and digital or electronic arts.

MAT 121 Quantitative Principles (3 credits)
Quantitative Principles is designed to introduce students to basic quantitative principles and enhance their skills in problem solving. The course covers basic principles in algebra, geometry, statistics and business math, and the application of these principles in film, music, gaming, animation and entertainment business. Real-world examples and problems related to their field of study will be worked out by students toward an understanding of the advantages of being quantitatively literate in chosen professions. At the end of the course, students are expected to gain an appreciation of quantitative principles and its practical uses, and to be able to use these principles in problem-solving, decision-making, and improving their craft in their respective disciplines.

SBS 113 Psychology of Play (3 credits)
Psychology of Play explores how the field of psychology values the concept of play as a mechanism that allows a person to apply game strategies to accomplish life goals. Students will be introduced to how the action of play shapes the brain, develops critical-thinking skills, and strengthens the ability to collaborate with others in social and productive settings. Drawing upon the research of Johan Huizinga and Sicart, students will explore how play goes beyond games. Play is at the heart of how we engage with all of the entertainment media, and is a mode of being human. Students will apply theory to practice, designing play-based projects and scenarios.

SPC 214 Interpersonal Communications (3 credits)
This course is designed to provide the strategies and skills necessary for a lifetime of effective career-related communication. Students engage in a variety of activities that develop their mastery of spoken and written communication, active listening, image management, and stress and conflict management.

INT 299 or 399 Internship (1.0-5.0 credits)
An optional internship course that is specifically tailored to further prepare degree students for the careers of their choice. A Faculty Mentor and Career Development advisor work directly with host facilities to make sure participants gain practical experience and on-the-job training. Besides the many obvious advantages of gaining working experience in a real-world situation, a successful internship gives graduates a professional reference which can be very beneficial when seeking employment.
### Chronological Course Order

#### Entertainment Business, Bachelor of Science

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#### Entertainment Business, Bachelor of Science Degree Completion

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ENTERTAINMENT BUSINESS
Correction to course description:
EBS 240 Entertainment Business Essentials (3 credits)
The Entertainment Business Essentials course provides a clear and comprehensive understanding of the business of creating and selling entertainment, with a focus on film and music as the product. The course begins with a history of Hollywood and explores its evolution, including the rapidly changing models of the past decade, then moves through the process of finding, creating, and exploiting content, beginning with corporate set up, copyright and other legal essentials, who the key players are and what they do, the majors, mini-majors, and independents and trends surrounding each, how entertainment is financed, and finally, distribution: the many ways in which entertainment makes money—a reminder that it is in fact a business.

FILM PRODUCTION
New General Education Course: Students in the Film, A.S. and Film Production, B.S. will take Historical Archetypes and Mythology instead of Film and Society as part of their general education course requirements:
HUM 251 Historical Archetypes & Mythology (3 credits)
The Historical Archetypes & Mythology course explores how myths, fairly tales, folklores, gods, heroes, and monsters link cultures together in today’s entertainment marketplace. These cross-cultural themes are frequently represented in a variety of contemporary media such as computer animation, video games, and movies. The class provides a foundation for understanding the connections between culture, history, color symbolism, iconic archetypes mythology often represented in various forms of visual media and entertainment.

Correction to course description:
FMP 270 Production II (4 credits)
Students produce short films by serving in many of the positions involved in a professional film production. Subjects covered include set decorating, prop rentals, directing prep, working with talent, cinematography, lighting choices, lens selections, production organization and hierarchy, with a focus on safety, collaboration and the role of the crafts in storytelling.

MUSIC PRODUCTION
Correction to Program Requirements:
The A.S. in Music Production program is 63 credit hours and 18 months in length. Students must earn a grade of “C” or higher in the following courses: Music Listening & Identification, Music Theory I, and Music Theory II. Students must successfully complete all required courses (listed below) with a minimum cumulative grade point average of 2.0.

Correction to course descriptions:
MPR 121 Music Theory I (3 credits)
This course develops a solid basis in the language of music. Music theory 1 equips the student with the fundamentals of note identification, major scale construction, rhythmic notation and ear training. Students must earn a grade of “C” or higher in this course in order to advance in their program.

MPR 122 Music Theory II (4 credits)
Students expand on their understanding of music theory. Intervals, key signatures, chord structure, and common chord progressions are explored. Ear training and notation are further developed. Students must earn a grade of “C” or higher in this course in order to advance in their program.

ADMISSIONS INFORMATION
Physical Requirements
Students’ educational training takes place in a variety of production environments including, classrooms, sound stages, off-campus locations, project studios, computer lab environments, or other production facilities. While performing various activities in classes and labs, student are required to verbally communicate effectively with other students and instructors, and interact appropriately with computer systems, audio, video, lighting and other production equipment as necessary. While in class and lab, students may be subject to bending, reaching, kneeling, stooping and lifting up to thirty (30) pounds. Students must therefore meet minimum physical requirements in order to perform the essential duties required to successfully complete their program. Applicants should contact their Admissions Representative for the list of specific requirements for their selected degree program.

International Applicants
English Language Proficiency -- All applicants whose first language is not English must demonstrate competence in the English language. This requirement can be satisfied a) if the applicant attended a high school in the United States; b) submits a diploma from a secondary school in a system in which English is the official language of instruction; c) completion of an American standardized test (SAT, ACT, or GRE) exam evidencing English comprehension; or d) completed one or more years of postsecondary education at an English-speaking institution and can demonstrate completed coursework in English courses. If English is not the applicant’s first language, the applicant must meet the minimum acceptable proof of English Language Proficiency standard through one of the following:

Associate Degree Programs:
1. Presenting the Level 110 certificate of completion of ELS coursework;
2. Presenting an official minimum score on one of the following English proficiency exams:
   - A score of '61' on the Test of English as a Foreign Language (TOEFL) internet-based (iBT).
   - A score of '6.0' on the International English Language Testing System (IELTS).
   - A raw score of '66' and an adjusted score of '81' on the Michigan Test of English Proficiency (MTEP).

Bachelor Degree Programs:
1. Presenting the Level 112 certificate of completion of ELS coursework
2. Presenting an official minimum score on one of the following English proficiency exams:
   - A score of '79' on the Test of English as a Foreign Language (TOEFL) internet-based (iBT)
   - A score of '6.5' on the International English Language Testing System (IELTS)