

Northern Oklahoma College
Associate in Applied Science in Digital Media Animation and Design (071)

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

Description of the program's connection to the institutional mission and goals:

The mission of Northern Oklahoma College, the State's oldest community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

Northern Oklahoma College will be a recognized as a model institution and leader in academic quality and cultural enrichment, promoting student success, collaborative learning, creative and forward thinking, and community responsiveness.

The core values of Northern Oklahoma College are that through personalized education we believe in providing individualized services leading our students to achieve their academic goals in a welcoming and safe environment, and we will provide support to students in and out of the classroom so that they receive a full college experience with diverse opportunities. Another core value is community and civic engagement, so we believe that educated citizens are necessary for a healthy, democratic society, and that free and open expression and an appreciation for diversity are cornerstones of higher education, and we believe in economic and environmental sustainability and the importance of enriching the intellectual, artistic, economic, and social resources of our communities.

We at Northern Oklahoma College also believe in the inherent value of intellectual pursuit for both personal and professional growth, as well as the need to prepare students for the 21st century professions, and that a knowledge-centered institution is vital to a knowledge-based economy, and we measure our success against national models and standards of excellence.

3.7.5 Process (Internal/External Review):

Previous Reviews and Actions from those reviews:

Analysis and Assessment (including quantitative and qualitative measures) noting key findings from internal or external reviews and including developments since the last review:

- For the Digital Media Animation and Design Degree there are 44 hours of program requirements and 19 hours of General Education.
- Students' grades in each required DMAD class will be part of the measurements and assessments as well as demonstrated ability on projects and outside professional productions.
- There is currently only 1 full time faculty member and one part time faculty for the Digital Media Animation and Design Program.
- DMI provides a quality curriculum that prepares students at a mastery level and is taught in a real world studio environment.
- The degree serves the student who desires to earn an Associate in Applied Science and enter the workforce, attracting students from all over the Midwest who have a need for the training provided and providing affordable career development opportunities for students from Oklahoma, nationally, and internationally. In addition, the program provides extension and community service courses for the college and college's service area.

A. Centrality of the Program to the Institution's Mission:

The mission of Northern Oklahoma College, the State's oldest community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

The Digital Media Animation and Design (DMAD) program is designed to prepare individuals for entry-level and above positions in the growing field of digital media. The program is designed to afford a strong foundation upon which the individual can build while still making an immediate contribution to the employer.

DMAD was created to train serious Digital Artists in many facets of Digital Media. Our program stands at the forefront of 3D Animation, 2D Animation and Post-Production education by offering comprehensive, hands-on training. The DMAD Program is offered as a two (2) year program with a curriculum that emphasizes hands-on learning closely simulating a real-world work environment with its intensity and time frames.

The DMAD Program is divided into six phases of study. These phases include Interactive Media, Broadcast Motion Graphics, 3D Character Animation and Animation, DVD Authoring, Digital Audio, and Video Editing. Upon completion of the program, students will have the skills to immediately begin working in any of these areas.

B. Vitality of the Program:

B.1. Program Objectives and Goals:

Upon completion of the AAS in Digital Media Animation and Design degree, graduates will be able to:

- Examine and use industry software and hardware to produce final projects.

- Gain employment in the various fields of high-end graphic design, 3D animation, post-production, and gaming.
- Demonstrate the skills to immediately begin working in any of these areas.
- Produce work on real world projects that can be included in resumes and portfolios that go further than the daily educational experience.
- Demonstrate all of the components that make up a multimedia project, including how to model, texture, animate, tweak and render.
- Participate in a group project that will strengthen already-acquired skills and use critical thinking.
- Demonstrate the ability to operate different job assignments for use in a Global Environment.

B.2 Quality Indicators (including Higher Learning Commission issues):

Students must receive a C or better in each class in order to advance into the next semester's sequence. Failure to meet this requirement will result in the student being dropped from the program.

B.3. Minimum Productivity Indicators:

Time Frame (e.g.: 5 year span)	Head Count	Graduates
2007-2008	32 (freshman and sophomore)	12
2008-2009	26*	16
2009-2010	19	18
2010-2011	14	11
2011-2012	14	11

*Unduplicated majors are counted in years 2008-2012 to reflect only new students added to the program.

B.4. Other Quantitative Measures:

- a.** Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

Course	Title
DMAD 1123	Web Design ~ Dreamweaver
DMAD 1213	Graphic Design ~Photoshop
DMAD 1113	Intro to Digital Video
DMAD 1142	Media Ethics
DMAD 1133	Intro to 3D ~ Maya
DMAD 1223	Intermediate Web Design

DMAD 1233	Digital Filmmaking	
DMAD 2313	Motion Graphics I	
DMAD 2323	3D Animation II	
DMAD 2343	Texturing ~ Photoshop	
DMAD 2373	Motion Graphics II	
DMAD 2333	3D Animation III	
DMAD 2353	Digital Video II ~ Premiere	
DMAD 2363	Interactive DVD Authoring	
DMAD 2383	Multimedia Project	
A limit of 20 has been established for each of the program courses to match lab capacity.		

b. Student credit hours by level generated in all major courses that make up the degree program for five years:

Course	Title	Hours generated	
DMAD 1123	Web Design ~ Dreamweaver	300 Average	
DMAD 1213	Graphic Design ~Photoshop	300 Average	
DMAD 1113	Intro to Digital Video	300 Average	
DMAD 1142	Media Ethics	200 Average	
DMAD 1133	Intro to 3D ~ Maya	300 Average	
DMAD 1223	Intermediate Web Design	300 Average	
DMAD 1233	Digital Filmmaking	300 Average	
DMAD 2313	Motion Graphics I	210 Average	
DMAD 2323	3D Animation II	210 Average	
DMAD 2343	Texturing ~ Photoshop	210 Average	
DMAD 2373	Motion Graphics II	210 Average	
DMAD 2333	3D Animation III	210 Average	
DMAD 2353	Digital Video II ~ Premiere	210 Average	
DMAD 2363	Interactive DVD Authoring	210 Average	
DMAD 2383	Multimedia Project	210 Average	
TOTAL HOURS	30000 5000	3680	

c. Direct instructional costs for the program for the review period:

DMAD Classes = \$ 398,720 (5 Years avg)	
Tech/Lab Fee = \$ 35,000 Freshman (5Years avg)	
\$ 42,000 Sophomore (5Years avg)	
TOTAL=	\$475,720

d. The number of credits and credit hours generated in the program that support the general education component and other major programs including certificates:

19 Hours of Gen Ed are required along with the DMAD Courses to obtain an AAS Degree.

e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:

Faculty	Credential	Institution that granted degree
Brad Matson	Bachelor's Degree	University of Oklahoma
Stephen Gory	AAS	Northern Oklahoma College

f. If available, information about employment or advanced studies of graduates of the program over the past five years:

Approximately seventy (70) students graduated the DMAD program in the past five (5) years
Forty-one (41) are employed in Digital Media related or technical field.
58% Employment Rate

g. If available, information about the success of students from this program who have transferred to another institution:

Twenty-three (23) students have continued their education at a four-year institution.
32% Transfer Rate

B.5. Duplication and Demand:

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various publics served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

B.5. Duplication and Demand Issues:

Address Duplication:

NA—degree program is unique to region.

Address Demand:

Examples of careers in Animation and Digital Media include but are not limited to Web design and development, including streaming media, 3D modeling and animation for Broadcast and Digital Film, Non Linear Editing for Video production and Digital films, Visual Effects for TV and film, and Broadcast Design for advertising and TV.

The program has steadily attracted 14-20 majors each year with a waiting list some years for the 20 spots.

B.5.a. Detail demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

The DMAD program is only open for a specific number of students because of the size of the lab. Many students are interviewed and only twenty are accepted each year. The program has been full each year and has a waiting list for new applicants. DMAD has had steady enrollment from students interested in gaining skills in digital media arts.

U.S. Bureau of Labor Statistics provide some job market projections for this rapidly-changing field, including an anticipated 20-28 percent growth rate for software developers who work with applications but no clear projections on salary ranges. Film and video editors with a bachelor's degree are expected to make \$35,000 to \$54,999 median salary with a 0-9 percent job growth rate, translating to 1000-4999 new/replacement jobs in the next 10 years, and multimedia artists and animators with a bachelor's degree will also see a 1-9 percent job growth rate with 5000 to 9,999 new/replacement jobs anticipated during that time period and a median salary projected of \$55,000 to \$74,999.

B.5.b. Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:

The students' success depends on a deep understanding of the digital media process and its diverse technologies. Each student is immersed into the essentials of web and broadcast design, 2D and 3D animation, and DVD and video production. These core competencies provide the basis for the specialized instruction specific within the Digital Media Institute. Thus, whether it is 3D modeling and animation, graphic design for print or broadcast, visual effects, web technologies, or combining new media experiences, students gain the skills necessary not only to work effectively in the existing areas of digital media production but to help shape the future of technology as an employee as well.

B.5.c. Detail demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

NA

B.5.d. Detail indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

The faculty and students in the digital media area are heavily involved in campus activities, promotional videos for the campus, and several public service announcements for different not for profit organizations.

B.5.e. The process of program review should address meeting demands for the program through alternative forms of delivery. Detail how the program has met these demands:

DMAD does not offer any ITV or off-campus classes.

B.6. Effective Use of Resources:

Resources include financial support, (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff.

The one full-time instructor teaches all of the advanced classes and two introductory classes and is responsible for advisement and recruitment. The other faculty member is part time and acts as a support for the Director of the DMAD program and is responsible for teaching most of the intro classes.

*Low Producing Program Reviews follow a different format and template.

Institutional Program Recommendations: (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

Recommendations	Implementation Plan	Target Date
Recruit additional adjunct faculty that are qualified to teach in the field of digital media.		Current
Expand program due to its popularity and success by finding or building larger facilities.		Fall 2014

Summary of Recommendations:

	Department	School/College	Institutional
Possible Recommendations:			
Expand program (# of students)			
Maintain program at current level	20	20	20
Reduce program in size or scope			
Reorganize program			
Suspend program			
Delete program			