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## Bachelor in Digital Media Arts

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## **Evidence Document**

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College of Fine Arts

School of Digital Arts

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### **Bachelor in Media Arts**

#### **Concentrations:**

**Animation**  
**Audio Production**  
**Collaborative Design**  
**Filmmaking**  
**Video Game Design**

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**Additional information:** Visit the program web page for more information:

[https://www.wichita.edu/academics/fine\\_arts/digital\\_arts/index.php](https://www.wichita.edu/academics/fine_arts/digital_arts/index.php)

(Accessed April 27, 2021).

# **College of Fine Arts**

## **School of Art, Design, and Creative Industries**

### **School of Digital Arts**

## **BAA in Media Arts**

The Bachelor of Applied Arts (BAA) curriculum merges arts, science and technology curricula, creating opportunities for students to gain training in the emerging creative technologies of audio production, filmmaking, animation and video game design.

The program engages with businesses and focuses on developing student's technological acumen combined with *design thinking skills*. These include the capabilities to

1. Develop creative solutions,
2. Effectively communicate,
3. Practice entrepreneurship, and
4. Master emerging software/hardware.

The development of these capabilities is grounded in an applied academic curriculum. WSU's location in the largest city in Kansas is a vital component to this learning process.

The media arts program is structured as one BAA degree with five concentrations: animation, audio production, collaborative design, filmmaking and game design. The structure is unique as it has five related concentrations under one degree classification.

## **BAA in Media Arts - Concentration in Acting for Digital Arts**

### **Program Requirements**

The Bachelor of Applied Arts in media arts – concentration in acting for digital arts consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements): 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

Course	Title	Hours
<b>Media Arts Core Courses</b>		
<a href="#">MART 101</a>	Introduction to Media Arts	3
<a href="#">MART 102</a>	Introduction to Media Aesthetics and Analysis	3
<a href="#">MART 391</a>	Professional Practices in Media Arts - Portfolio	1
<a href="#">MART 392</a>	Professional Practices in Media Arts - Business Development	1
<a href="#">MART 393</a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#">MART 299</a>	Media Arts Practicum I	1
<a href="#">MART 399</a>	Media Arts Practicum II	2
<a href="#">MART 499</a>	Media Arts Practicum III	3
<a href="#">COMM 306</a>	Introduction to Multimedia	3
<a href="#">COMM 406</a>	Audio Production	3
<b>Total Credit Hours</b>		<b>21</b>
Course List		
Course	Title	Hours
<b>Acting for Digital Arts Concentration Requirements</b>		
<a href="#">MART 351</a>	Principles of Video Production	3
<a href="#">MART 353</a>	Video Storytelling	3
<a href="#">THEA 390</a>	Acting for the Camera	3
<a href="#">THEA 218</a>	Movement for the Performer	3
<a href="#">THEA 222</a>	Improving Voice and Diction	3
<a href="#">THEA 241</a>	Improvisation and Theatre Games	3

<b>Course</b>	<b>Title</b>	<b>Hours</b>
<a href="#"><u>THEA 331</u></a>	Dialect for the Stage	3
<a href="#"><u>THEA 365</u></a>	Stage Combat	3
<a href="#"><u>THEA 395</u></a>	Voice Acting	3
<a href="#"><u>MART 221</u></a>	Screen Acting I	3
<a href="#"><u>MART 321</u></a>	Screen Acting II	3
<a href="#"><u>MART 421</u></a>	Screen Acting III - Auditioning	3
<a href="#"><u>MART 491</u></a>	Screen Acting IV - Short Film	3
<a href="#"><u>MART 435</u></a>	Audio Performance	3
<a href="#"><u>MART 485</u></a>	Stunt Fighting for Film	3
<a href="#"><u>MART 265</u></a>	Acting for Digital Arts I	3
<a href="#"><u>MART 375</u></a>	Acting for Digital Arts II - Period Styles	3
<a href="#"><u>MART 335</u></a>	Motion Capture Performance	3
<b>Total Credit Hours</b>		<b>54</b>
<b>Course List</b>		
<b>Course</b>	<b>Title</b>	<b>Hours</b>
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		
<b>Course List</b>		

### Applied Learning

Students in the BAA in media arts - concentration in acting for digital arts program are required to complete an applied learning or research experience to graduate from this program. The requirement can be met by enrolling in and completing three levels of Media Arts Practicum: I, II and III.

# BAA in Media Arts - Concentration in Animation

## Program Requirements

The Bachelor of Applied Arts in media arts – concentration in animation consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements): 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

Course	Title	Hours
<b>Media Arts Core Courses</b>		
<a href="#">MART 101</a>	Introduction to Media Arts	3
<a href="#">MART 102</a>	Introduction to Media Aesthetics and Analysis	3
<a href="#">COMM 306</a>	Introduction to Multimedia	3
<a href="#">COMM 406</a>	Audio Production	3
<a href="#">MART 391</a>	Professional Practices in Media Arts - Portfolio	1
<a href="#">MART 392</a>	Professional Practices in Media Arts - Business Development	1
<a href="#">MART 393</a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#">MART 299</a>	Media Arts Practicum I	1
<a href="#">MART 399A</a>	Media Arts Practicum II - Animation	2
<a href="#">MART 499A</a>	Media Arts Practicum III - Animation	3
<b>Total Credit Hours</b>		<b>21</b>
<b>Course List</b>		
Course	Title	Hours
<b>Animation Concentration Requirements</b>		
<a href="#">ARTF 136</a>	Foundation 2-D Design	3
<a href="#">ARTF 145</a>	Foundation Drawing	3
<a href="#">ARTS 240</a>	Introduction to Life Drawing	3

Course	Title	Hours
or <a href="#">MART 270</a>	Figure Drawing for Animators	
<a href="#">MART 220</a>	Computer Modeling	3
ARTH 125_	Select one <a href="#">ARTH 125</a> lettered course - art history, bodies or play	3
Select one 100 level art history elective		3
<a href="#">MART 222</a>	Digital Animation I	3
<a href="#">MART 322</a>	Digital Animation II	3
<a href="#">MART 353</a>	Video Storytelling	3
<a href="#">MART 354</a>	Clay Modeling	3
<a href="#">MART 422</a>	Digital Animation III	3
Select one 300 level art history elective		3
<a href="#">THEA 390</a>	Acting for the Camera	3
<a href="#">MART 352</a>	Story Boarding	3
<a href="#">THEA 516</a>	Scriptwriting I	3
<a href="#">MART 357</a>	Rigging	3
<a href="#">ARTG 490</a>	Graphic Design Applications	3
<a href="#">MART 424</a>	Compositing and VFX I	3
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		
<b>Total Credit Hours</b>		<b>54</b>
<b>Course List</b>		

### Applied Learning

Students in the BAA in media arts - concentration in animation program are required to complete an applied learning or research experience to graduate from this program. The requirement can be met by enrolling in and completing three levels of Media Arts Practicum: I, II and III.

# BAA in Media Arts - Concentration in Audio Production

## Program Requirements

Bachelor of Applied Arts in media arts - concentration in audio production consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements): 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

Course	Title	Hours
<b>Media Arts Core Courses</b>		
<a href="#">MART 101</a>	Introduction to Media Arts	3
<a href="#">MART 102</a>	Introduction to Media Aesthetics and Analysis	3
<a href="#">COMM 306</a>	Introduction to Multimedia	3
<a href="#">COMM 406</a>	Audio Production	3
<a href="#">MART 391</a>	Professional Practices in Media Arts - Portfolio	1
<a href="#">MART 392</a>	Professional Practices in Media Arts - Business Development	1
<a href="#">MART 393</a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#">MART 299</a>	Media Arts Practicum I	1
<a href="#">MART 399B</a>	Media Arts Practicum II - Audio Production	2
<a href="#">MART 499B</a>	Media Arts Practicum III - Audio Production	3
<b>Total Credit Hours</b>		<b>21</b>
<b>Course List</b>		
Course	Title	Hours
<b>Audio Production Concentration Requirements</b>		
<a href="#">MUSC 140</a>	Music Theory for Commercial Musicians I	2
or <a href="#">MUSC 127</a>	Theory I	
<a href="#">MUSC 142</a>	Music Theory for Commercial Musicians II	2

Course	Title	Hours
or <a href="#">MUSC 128</a>	Theory II	
<a href="#">MUSC 240</a>	Jazz Music Theory 3	2
<a href="#">MUSC 242</a>	Jazz Music Theory 4	2
<a href="#">MUSC 141</a>	Aural Skills for Commercial Musicians I	2
or <a href="#">MUSC 129</a>	Aural Skills I	
<a href="#">MUSC 143</a>	Aural Skills for Commercial Musicians II	2
or <a href="#">MUSC 130</a>	Aural Skills II	
<a href="#">MUSC 241</a>	Jazz Aural Skills 3	2
<a href="#">MUSC 243</a>	Jazz Aural Skills 4	2
Ensemble	Select four enrollments of 1 credit hour each.	4
Applied Music	MUSA 231_, MUSA 232_ or MUSA 252_. Select one of the lettered courses for four enrollments of 1 credit hour each.	4
<a href="#">MART 110</a>	Introduction to Music Technology and Industry	2
<a href="#">MART 111</a>	Intro to Music Business	2
<a href="#">MUSC 113</a>	Music in Context	3
<a href="#">MUSC 531</a>	Introduction to Electronic Music	2
<a href="#">MUSC 641</a>	Orchestration	2
<a href="#">MART 540</a>	Advanced Editing and Mastering	3
<a href="#">MART 570</a>	Electronic Music Production	2
<a href="#">MART 571</a>	Live Sound Design	3
<a href="#">COMM 506</a>	Sound for Picture	3
<a href="#">MART 575</a>	Seminar in Music Technology	3
<a href="#">PHYS 210</a>	Physics of Sound	3
<a href="#">MART 481N</a>	Internship	1
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		

Course	Title	Hours
<b>Total Credit Hours</b>		<b>53</b>
Course List		

### Applied Learning

Students in the BAA in media arts – concentration in audio production are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing [MART 299](#), [MART 399B](#) and [MART 499B](#).

## BAA in Media Arts - Concentration in Collaborative Design

### Program Requirements

Bachelor of Applied Arts in media arts - concentration in collaborative design consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements): 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

Course	Title	Hours
<b>Media Arts Core Courses (21 Credit Hours, C or Better)</b>		
<a href="#">MART 101</a>	Introduction to Media Arts	3
<a href="#">MART 102</a>	Introduction to Media Aesthetics and Analysis	3
<a href="#">COMM 306</a>	Introduction to Multimedia	3
<a href="#">COMM 406</a>	Audio Production	3
<a href="#">MART 391</a>	Professional Practices in Media Arts - Portfolio	1
<a href="#">MART 392</a>	Professional Practices in Media Arts - Business Development	1
<a href="#">MART 393</a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#">MART 299</a>	Media Arts Practicum I	1

Course	Title	Hours
<a href="#">MART 399E</a>	Media Arts Practicum II - Collaborative Design	2
<a href="#">MART 499E</a>	Media Arts Practicum III - Collaborative Design	3
<b>Total Credit Hours</b>		<b>21</b>

Course List

Course	Title	Hours
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**Collaborative Design Core (54 Credit Hours)**

Select 54 credit hours from the following courses. Students may substitute appropriate courses from other programs in consultation with, and approval from, their faculty advisor. Students are also encouraged to substitute appropriate certificates or minors with advisor approval.	54
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<a href="#">ARTF 136</a>	Foundation 2-D Design	
<a href="#">ARTF 145</a>	Foundation Drawing	
<a href="#">ARTG 235</a>	Graphic Design Concepts	
ARTH 125_	Select one of the lettered <a href="#">ARTH 125</a> courses.	
ARTH XXX	Select one 300–599 level ARTH course	
<a href="#">ARTS 240</a>	Introduction to Life Drawing	
<a href="#">COMM 506</a>	Sound for Picture	
<a href="#">COMM 604</a>	Video Storytelling	
<a href="#">ID 300</a>	Design Thinking & Innovation	
<a href="#">ID 500</a>	Design Thinking Process	
<a href="#">ID 501</a>	Design Thinking Facilitation	
<a href="#">ID 502</a>	Design Thinking Implementation: Design Challenges Level I	
<a href="#">ID 503</a>	Introduction to Branding	

<b>Course</b>	<b>Title</b>	<b>Hours</b>
<a href="#"><u>ID 504</u></a>	Building a Brand Strategy	
<a href="#"><u>ID 505</u></a>	Design Thinking Implementation: Design Challenges Level II	
<a href="#"><u>ID 506</u></a>	Leadership Development for Innovation	
<a href="#"><u>MART 110</u></a>	Introduction to Music Technology and Industry	
<a href="#"><u>MART 111</u></a>	Intro to Music Business	
<a href="#"><u>MART 220</u></a>	Computer Modeling	
<a href="#"><u>MART 222</u></a>	Digital Animation I	
<a href="#"><u>MART 232</u></a>	Game Design I	
<a href="#"><u>MART 260</u></a>	Game Design Concepts	
<a href="#"><u>MART 322</u></a>	Digital Animation II	
<a href="#"><u>MART 325</u></a>	Editing for Film	
<a href="#"><u>MART 332</u></a>	Game Design II	
<a href="#"><u>MART 351</u></a>	Principles of Video Production	
<a href="#"><u>MART 352</u></a>	Story Boarding	
<a href="#"><u>MART 353</u></a>	Video Storytelling	
<a href="#"><u>MART 357</u></a>	Rigging	
<a href="#"><u>MART 359</u></a>	Cinematography I	
<a href="#"><u>MART 361</u></a>	Game Technology and Coding II	
<a href="#"><u>MART 365</u></a>	Props and Character Design	
<a href="#"><u>MART 422</u></a>	Digital Animation III	
<a href="#"><u>MART 424</u></a>	Compositing and VFX I	
<a href="#"><u>MART 432</u></a>	Game Design III	

Course	Title	Hours
<a href="#">MART 481N</a>	Internship	
<a href="#">MART 540</a>	Advanced Editing and Mastering	
<a href="#">MART 570</a>	Electronic Music Production	
<a href="#">MART 571</a>	Live Sound Design	
<a href="#">MART 575</a>	Seminar in Music Technology	
<a href="#">MUSC 531</a>	Introduction to Electronic Music	
<a href="#">THEA 516</a>	Scriptwriting I	
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		
<b>Total Credit Hours</b>		<b>54</b>
Course List		

### Applied Learning

Students in the BAA in media arts – concentration in collaborative design are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing [MART 299](#), [MART 399E](#) and [MART 499E](#).

## BAA in Media Arts - Concentration in Filmmaking

### Program Requirements

Bachelor of Applied Arts in media arts - concentration in filmmaking consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements): 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors

are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

<b>Course</b>	<b>Title</b>	<b>Hours</b>
<b>Media Arts Core Courses</b>		
<a href="#"><u>MART 101</u></a>	Introduction to Media Arts	3
<a href="#"><u>MART 102</u></a>	Introduction to Media Aesthetics and Analysis	3
<a href="#"><u>COMM 306</u></a>	Introduction to Multimedia	3
<a href="#"><u>COMM 406</u></a>	Audio Production	3
<a href="#"><u>MART 391</u></a>	Professional Practices in Media Arts - Portfolio	1
<a href="#"><u>MART 392</u></a>	Professional Practices in Media Arts - Business Development	1
<a href="#"><u>MART 393</u></a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#"><u>MART 299</u></a>	Media Arts Practicum I	1
<a href="#"><u>MART 399C</u></a>	Media Arts Practicum II - Filmmaking	2
<a href="#"><u>MART 499C</u></a>	Media Arts Practicum III - Filmmaking	3
<b>Total Credit Hours</b>		<b>21</b>

Course List

<b>Course</b>	<b>Title</b>	<b>Hours</b>
<b>Filmmaking Concentration Requirements</b>		
Select one of the following technical theatre courses		3
<a href="#"><u>THEA 244</u></a>	Stagecraft: Applied Technology	
<a href="#"><u>THEA 253</u></a>	Costuming for the Stage and Film	
<a href="#"><u>THEA 254</u></a>	Stage Makeup	
<a href="#"><u>THEA 272</u></a>	Stage Management	
<a href="#"><u>THEA 228</u></a>	Script Analysis	3

<b>Course</b>	<b>Title</b>	<b>Hours</b>
<a href="#"><u>THEA 359</u></a>	Directing I	3
<a href="#"><u>THEA 390</u></a>	Acting for the Camera	3
<a href="#"><u>MART 474</u></a>	Compositing and VFX II	3
<a href="#"><u>MART 385</u></a>	Directing for Film	3
<a href="#"><u>MART 379</u></a>	Cinematography II	3
<a href="#"><u>COMM 506</u></a>	Sound for Picture	3
<a href="#"><u>MART 325</u></a>	Editing for Film	3
<a href="#"><u>COMM 321</u></a>	Introduction to Film Studies	3
<a href="#"><u>MART 359</u></a>	Cinematography I	3
<a href="#"><u>MART 353</u></a>	Video Storytelling	3
<a href="#"><u>MART 352</u></a>	Story Boarding	3
<a href="#"><u>MART 351</u></a>	Principles of Video Production	3
<a href="#"><u>THEA 516</u></a>	Scriptwriting I	3
<a href="#"><u>THEA 517</u></a>	Scriptwriting II	3
<a href="#"><u>MART 424</u></a>	Compositing and VFX I	3
Select one film studies course		3
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		
<b>Total Credit Hours</b>		<b>54</b>

Course	Title	Hours
Course List		

### Applied Learning

Students in the BAA in media arts – concentration in filmmaking are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing [MART 299](#), [MART 399C](#) and [MART 499C](#).

## BAA in Media Arts - Concentration in Game Design

### Program Requirements

The Bachelor of Applied Arts in media arts - concentration in game design consists of 120 credit hours. In addition to the university scholastic, residence and [general education](#) requirements, students must take the following required courses (some required courses *may* also fulfill general education requirements), 21 credit hours in common core courses and 54 credit hours in a discipline specific track. BAA majors are required to earn a minimum grade of *C* in each course designated as a *C*-required course.

Course	Title	Hours
<b>Media Arts Core Courses</b>		
<a href="#">MART 101</a>	Introduction to Media Arts	3
<a href="#">MART 102</a>	Introduction to Media Aesthetics and Analysis	3
<a href="#">COMM 306</a>	Introduction to Multimedia	3
<a href="#">COMM 406</a>	Audio Production	3
<a href="#">MART 391</a>	Professional Practices in Media Arts - Portfolio	1
<a href="#">MART 392</a>	Professional Practices in Media Arts - Business Development	1
<a href="#">MART 393</a>	Professional Practices in Media Arts - Legal Issues	1
<a href="#">MART 299</a>	Media Arts Practicum I	1
<a href="#">MART 399D</a>	Media Arts Practicum II - Game Design	2
<a href="#">MART 499D</a>	Media Arts Practicum III - Game Design	3

Course	Title	Hours
<b>Total Credit Hours</b>		<b>21</b>
Course List		
Course	Title	Hours
<b>Game Design Concentration Requirements</b>		
<a href="#"><u>ARTF 136</u></a>	Foundation 2-D Design	3
<a href="#"><u>ARTF 145</u></a>	Foundation Drawing	3
<a href="#"><u>ARTS 240</u></a>	Introduction to Life Drawing	3
or <a href="#"><u>MART 270</u></a>	Figure Drawing for Animators	
<a href="#"><u>MART 220</u></a>	Computer Modeling	3
<a href="#"><u>ARTH 125_</u></a>	Art History, Bodies or Play (select one of the <a href="#"><u>ARTH 125</u></a> lettered courses)	3
<a href="#"><u>MART 222</u></a>	Digital Animation I	3
<a href="#"><u>MART 322</u></a>	Digital Animation II	3
<a href="#"><u>MART 260</u></a>	Game Design Concepts	3
<a href="#"><u>MART 354</u></a>	Clay Modeling	3
<a href="#"><u>MART 352</u></a>	Story Boarding	3
<a href="#"><u>MART 360</u></a>	Game Technology and Coding I	3
<a href="#"><u>MART 361</u></a>	Game Technology and Coding II	3
<a href="#"><u>MART 365</u></a>	Props and Character Design	3
<a href="#"><u>THEA 516</u></a>	Scriptwriting I	3
<a href="#"><u>MART 357</u></a>	Rigging	3
<a href="#"><u>MART 232</u></a>	Game Design I	3
<a href="#"><u>MART 332</u></a>	Game Design II	3
<a href="#"><u>MART 432</u></a>	Game Design III	3

Course	Title	Hours
<b>Electives</b>		
With the assistance of an advisor, select sufficient general education and elective courses to meet the required 120 credit hours. These electives could include a minor.		
<b>Total Credit Hours</b>		<b>54</b>
Course List		

### Applied Learning

Students in the BAA in media arts – concentration in game design are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing [MART 299](#), [MART 399D](#) and [MART 499D](#).