# Mission/Vision Statement

The Integrative Media Department provides undergraduate students with a core of abstract and commercial, art, design, and technology skills in a close-knit mentored environment, through a real world industry model in preparation for a variety of roles in creative production environments. Through the core curriculum and the cognate minors, students understand the workings of real world environments, and the importance of teamwork, communication, and business practices to quickly contribute to the workflow.

## Students/Customer

The department serves undergraduate students interested in pursuing a major or minor in Integrative Media, creating career opportunities within feature film, broadcast, independent production, interactive, government and corporate environments.

## Program Objectives (PO)

- The hiring of faculty with a diverse core knowledge and ability to mentor.
- The creation of an Integrative Media teaching space in order to provide a world-class support environment.

## Student Learning Objectives (SLO)

- **Art:** Students will be exposed to a historical survey of visual aesthetics and techniques to apply to new media production.
- **Design:** Students should learn and excel in design foundations and to develop an advanced personal vision to be applied to a variety of screen and print sizes and formats.
- **Technology:** Students will experience and gain an expertise in a wide range of cutting edge industry standard software and technology. Students should have an awareness of past technologies, competencies in modern technologies, and adaptability to future technologies.

## Key Assessment Activities

- Graded Productions
- Student Portfolio
- Capstone Experience

## University Strategic Plan Goals (SPG)

1. Achieving excellence & growth in academic programs.
2. Developing a world-class support environment.
3. Valuing our people.

## Institutional Student Learning Outcomes (ISLO)

Through coursework, learning experiences, co-curricular and extracurricular activities, students will develop and demonstrate:

1. Knowledge, skills, and scholarship appropriate to general and major field areas of study.
2. Effective written and oral communication skills and information literacy using an array of media and modalities.
3. Practical, critical, analytical, and quantitative reasoning skills.
4. Actions reflecting ethical reasoning, civic responsibility, environmental stewardship, and respect for diversity.
5. Interpersonal skills and knowledge of self as a learner that contribute to effective team work, mentoring, and life-long learning.
### Strategic Alignment

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Classification of Instructional Program (CIP) Code: 9.0702