

**4 February 2000\_Motion 2**  
**Undergraduate Council Action**  
**Proposal for BFA in Multimedia Design**

The proposed major in Multimedia Design is a five-year, pre-professional program leading to a Bachelor of Fine Arts degree. The program will provide a thorough grounding in the use, invention and production of all forms of multimedia software and internet-based communications and will be based in the history and practice of visual arts and communications. It will involve students in issues of concept, theory, and authoring and guide them in development of original multimedia work in hands-on labs, studios, and internships. Graduates will be qualified for work in professional digital media design and production.

Students enrolled in the Multimedia Design BFA program will share a foundation of Basic Design, Drawing, and Art History with all Fine and Applied Arts Majors. This connection to the history and practice of visual communication is a primary strength of the program.

The preponderance of UO courses focused on digital media already exist in Visual Design and Fine and Applied Arts. The existing program in Visual Design has historically been concerned with communications design technology. Starting with filmmaking in the 1950s, video in the 1960s, and computers in the 1970s, this program has pioneered academic programs in digital design and multimedia. Graduates of the program become graphic designers, illustrators, information and interface designers, animators, videographers, project managers, and programmers. Many apply these skills in fields of entertainment, education and training, games, advertising and marketing, display and presentation, interactive art and performance, electronic publishing and corporate communications. The program, if approved, is intended to be operational in Fall, 2000.

The motion passed unanimously by the Undergraduate Council, with the following suggestions:

- Strong recommendation that CIS 120, 121 or 122 be taken;
- A non-intention of the department to seek group satisfying status for the three large lecture courses;
- A template or program to be followed by students in either BS or BA in the first four years.

**Proposal for Certificate in Film Studies under Multimedia Design BFA.**

Undergraduate Council voted unanimously to endorse the proposal.