



Name: \_\_\_\_\_

ID: \_\_\_\_\_

Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

## Program Planning Guide

Calendar Year: 2015/2016

Faculty: Fine Arts/Management

Current and past Program Planning Guides are available on the UofL website at [www.uleth.ca/ross/ppgs/ppg.html](http://www.uleth.ca/ross/ppgs/ppg.html)

The Faculties of Fine Arts and Management jointly offer a 50-course Combined Degrees program leading to the degrees B.F.A. - New Media/B.Mgt. Upon successful completion of the Combined Degrees program, the student receives the B.F.A. - New Media degree from the Faculty of Fine Arts and the B.Mgt. degree from the Faculty of Management. Neither degree is granted until the entire Combined Degrees program is completed.

### Meeting the Needs of Today's Industry

The program's unique combination of fine arts and management courses, digital technology, and liberal arts electives is a response to the demands of industry where the hiring focus is shifting from a primarily technical or academic workforce to a more artistically developed and creatively diverse talent pool. A B.F.A. - New Media/B.Mgt. from the University of Lethbridge thoroughly prepares graduates to meet the challenges and thrive in a changing work environment.

### Admission Requirements

Students may be admitted to the B.F.A. - New Media/B.Mgt. when they are admitted to the University. If a student is admitted to the Combined Degrees program and subsequently chooses or is required to withdraw from the program, he or she must make formal application to the Faculty in which he or she intends to pursue a degree. Current Application/Document deadlines are available at [www.uleth.ca/ross/admissions/deadlines](http://www.uleth.ca/ross/admissions/deadlines).

### Management Campuses

Combined Degrees programs (B.A./B.Mgt., B.Sc./B.Mgt., B.F.A. - New Media/B.Mgt., B.H.Sc./B.Mgt., B.Mgt./B.Ed., and Post-Diploma B.Mgt./B.Ed.) cannot be completed in their entirety on the Calgary or Edmonton campuses, and all Combined Degrees applicants will be assigned to the Lethbridge campus (see Part 11 - Faculty of Management, Section 4, in the 2015/2016 UofL Calendar).

### Faculty of Fine Arts Degree Requirements

#### Completion of the following New Media courses:

New Media 1000 - Introduction to New Media  
 New Media 2005 - Design Fundamentals for New Media  
 New Media 2010 - Visual Communications for New Media  
 New Media 2030 - Digital Video Production  
 New Media 2150 - History and Theory of New Media  
 New Media 3030 - 3-D Computer Modelling and Animation  
 New Media 3150 - Seminar in New Media Studies  
 New Media 3380 - Programming for Artists  
 New Media 3420 - Narrative for New Media I  
 New Media 3520 - Web Design and Development  
 New Media 3680 - Interaction Design  
 New Media 4640 - Portfolio and Professional Practice

One of:

New Media 3010 - Cinematography and Lighting  
 New Media 3620 - Digital Effects and Compositing  
 New Media 3850 - Topics in New Media  
 New Media 4420 - Narrative for New Media II  
 New Media 4850 - Topics in New Media

Two New Media Electives at the 3000/4000 level

#### Completion of the following Fine Arts courses:

Art 2031 - Foundation Studio (Drawing and Image)  
 Art 2032 - Foundation Studio (Object and Space)  
 Drama 3030 - Introduction to Film Studies  
 Music 2500 - Introduction to Music Technology  
 Three additional courses from Art and Art History/Museum Studies, Drama, Music, and/or New Media including representation from two disciplines

*Note: Art and Art History/Museum Studies are both offered by the Department of Art and are considered as one discipline.*

#### Completion of the following electives:

Two Science electives  
 One Social Science elective  
 One elective

### Faculty of Management Degree Requirements

Management 1000 - Introduction to Management  
 Management 2020 - Marketing  
 Management 2030 - Introduction to Organizational Behaviour  
 Management 2070/Economics 2070 - Operations and Quantitative Management  
 Management 2100 - Introductory Accounting  
 Management 2400 - Management Accounting  
 Management 2700 - Research Methodology  
 Management 3031 - Managing Responsibly in a Global Environment  
 Management 3040 - Finance  
 Management 3050/Political Science 3420 - Human Resource Management  
 Management 3061 - Information Systems and Management  
 Management 3080 - Managerial Skill Development  
 Management 3650 - Introduction to International Management  
 Management 4090 - Management Policy and Strategy

One of:

Writing 1000 - Introduction to Academic Writing  
 A university English course

Six 3000/4000-level Management electives  
 Economics 1010 - Introduction to Microeconomics  
 Economics 1012 - Introduction to Macroeconomics  
 Statistics 1770 - Introduction to Probability and Statistics

*Note: Students should be aware that these are the requirements for the General Management major only. Students may choose to complete a different Management major in the Combined Degrees program. If students choose a different Management major, they may be required to extend their programs beyond 50 courses.*

## New Media/General Management

# Bachelor of Fine Arts - New Media/Bachelor of Management

**Year 1 FALL (Sept - Dec)**

NMED 1000 - Introduction to New Media
NMED 2005 - Design Fundamentals for New Media
NMED 2150 - History and Theory of New Media
Two of: ART 2031 - Foundation Studio (Drawing and Image) ART 2032 - Foundation Studio (Object and Space) ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics

**Year 2 FALL (Sept - Dec)**

NMED 3030 - 3-D Computer Modelling and Animation
NMED 3420 - Narrative for New Media I
NMED 3520 - Web Design and Development
MGT 2100 - Introductory Accounting
STAT 1770 - Introduction to Probability and Statistics

**Year 3 FALL (Sept - Dec)**

MUSI 2500 - Introduction to Music Technology
NMED 3380 - Programming for Artists
New Media Elective or Fine Arts Elective
MGT 2030 - Introduction to Organizational Behaviour
MGT 2070/ECON 2070 - Operations and Quantitative Management

**Year 4 FALL (Sept - Dec)**

NMED 4640 - Portfolio and Professional Practice
MGT 3031 - Managing Responsibly in a Global Environment
MGT 3061 - Information Systems and Management
Management Elective (3000/4000 level)
Fine Arts Elective

**Year 5 FALL (Sept - Dec)**

Science Elective
MGT 3080 - Managerial Skill Development
Management Elective (3000/4000 level)
Management Elective (3000/4000 level)
Elective

**SPRING (Jan - Apr)**

NMED 2010 - Visual Communications for New Media
NMED 2030 - Digital Video Production
MGT 1000 - Introduction to Management
Two of: ART 2031 - Foundation Studio (Drawing and Image) ART 2032 - Foundation Studio (Object and Space) ECON 1010 - Introduction to Microeconomics ECON 1012 - Introduction to Macroeconomics

**SPRING (Jan - Apr)**

NMED 3150 - Seminar in New Media Studies
One of: Writing 1000 or a University English Course
DRAM 3030 - Introduction to Film Studies
Fine Arts Elective
MGT 2020 - Marketing

**SPRING (Jan - Apr)**

NMED 3680 - Interaction Design
New Media Elective or Fine Arts Elective
MGT 2400 - Management Accounting
MGT 2700 - Research Methodology
Science Elective

**SPRING (Jan - Apr)**

New Media Elective (3000/4000 level)
Social Science Elective
MGT 3040 - Finance
MGT 3050/POLI 3420 - Human Resource Management
MGT 3650 - Introduction to International Management

**SPRING (Jan - Apr)**

New Media Elective (3000/4000 level)
MGT 4090 - Management Policy and Strategy
Management Elective (3000/4000 level)
Management Elective (3000/4000 level)
Management Elective (3000/4000 level)

**Notes**  
**IMPORTANT: Prerequisites and corequisites are subject to change annually. Consult the current Calendar or Timetable.**

**Minimum Grade Requirement**

A minimum grade of 'C-' is required in Statistics 1770; Economics 1010 and Economics 1012; Writing 1000 or a university English course; all Management courses in order to meet degree requirements in the Faculty of Management. The Faculty of Fine Arts requires a minimum grade point average of 2.50 on all New Media courses and a minimum grade point average of 2.00 on courses for credit towards the degree.

**1000-Level Limit**

Not more than 10 courses may be taken at the 0100/1000 level for credit toward the degree, excluding Activity courses (labelled PHAC and MUSE).

**Residence Requirement**

Students must complete a minimum of 30 courses at the University of Lethbridge, including a minimum of 7 New Media courses and 10 Management courses at the 3000/4000 level.

**Sequencing**

Courses in this major may not be offered every semester. Consult timetables and academic advisors.

**Management Minors**

The Faculty of Management offers a minor in Social Responsibility for the B.F.A. - New Media/B.Mgt. combined degrees program (see Section 13. Minors, p. 222). In some cases, achievement of the minor and a chosen major will require a student to take extra courses. Students may not declare a minor in the same subject as their major. For students who complete all the requirements, the minor will be acknowledged on the official transcript (see Part 11 - Faculty of Management in the UofL Calendar or the Minor Program Planning Guides available online at [www.uleth.ca/ross/program-planning](http://www.uleth.ca/ross/program-planning)).

