

University of  
Lethbridge



## Program Planning Guide

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

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

Calendar Year: 2023/2024

### Major in New Media:

[www.ulethbridge.ca/fine-arts/new-media](http://www.ulethbridge.ca/fine-arts/new-media)

### Academic Calendar:

[www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar)

### Admission & Transfer Requirements:

[www.ulethbridge.ca/ross/admissions/undergrad](http://www.ulethbridge.ca/ross/admissions/undergrad)

### Current and Past Program Planning Guides:

[www.ulethbridge.ca/ross/ppgs](http://www.ulethbridge.ca/ross/ppgs)

### Co-operative Education:

[www.ulethbridge.ca/career-bridge/co-operative-education](http://www.ulethbridge.ca/career-bridge/co-operative-education)

### Faculty of Fine Arts Advising:

[www.ulethbridge.ca/fine-arts/student-support/advising](http://www.ulethbridge.ca/fine-arts/student-support/advising)  
finearts.advising@uleth.ca  
403-329-2691  
W660

### Dhillon School of Business Advising:

Lethbridge  
[www.ulethbridge.ca/dhillon/student-support/advising](http://www.ulethbridge.ca/dhillon/student-support/advising)  
dhillon.advising@uleth.ca  
403-329-2153  
M2060

New Media/General Management

Bachelor of Fine Arts - New Media/Bachelor of Management

This is a planning guide and not a graduation check or guarantee of course offerings. You should have a program check done in your final year of studies. Students are responsible for the accuracy of their own programs. The guide should be used in conjunction with the University of Lethbridge Calendar, which is the final authority on all questions regarding program requirements and academic regulations.

Contact an Academic Advisor ([www.ulethbridge.ca/ross/academic-advising](http://www.ulethbridge.ca/ross/academic-advising)) for advising information.

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

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

**Faculty of Fine Arts Degree Requirements**

- \_\_\_\_\_ Art 2033 - Spatial Practice I
- \_\_\_\_\_ 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 - Video Fundamentals
- \_\_\_\_\_ New Media 2150 - Memes, Influencers, and Digital Convergence
- \_\_\_\_\_ 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
- \_\_\_\_\_ New Media 3520 - Web Design and Development
- \_\_\_\_\_ New Media 3680 - Interaction Design
- \_\_\_\_\_ New Media 3900 - Portfolio and Professional Practice

**One of:**

- \_\_\_\_\_ New Media 3040 - Colour Theory and Digital Photo Manipulation
- \_\_\_\_\_ New Media 3310 - Game Design: Theory and Practice
- \_\_\_\_\_ New Media 3640 - Character Animation I
- \_\_\_\_\_ New Media 3700 - Event and Exhibition Design
- \_\_\_\_\_ New Media 3720 - The Dynamic Web
- \_\_\_\_\_ New Media 3810 - Expanded Cinema
- \_\_\_\_\_ New Media 3820 - Information Design
- \_\_\_\_\_ New Media 4420/Cinema 4420 - Screenwriting
- \_\_\_\_\_ New Media 4520 - Advanced Web Design
- \_\_\_\_\_ New Media 4820/Cinema 4820 - Writing for Comedy
- \_\_\_\_\_ New Media 4830 - Theory and Practice of Motion Capture

**One of:**

- \_\_\_\_\_ New Media 3250 - Media, Advertising, and Consumer Culture
- \_\_\_\_\_ New Media 3300 - Theory and Aesthetics of Digital Games
- \_\_\_\_\_ New Media 3550/Cinema 3550 - History of Animation
- \_\_\_\_\_ New Media 3560 - Popular Narrative
- \_\_\_\_\_ New Media 3650 - Modern Media, War and Propaganda

**One of:**

- \_\_\_\_\_ Art History 1001 - World Art Before 1400
- \_\_\_\_\_ Art History 1002 - World Art Since 1400

\_\_\_\_\_ Three New Media elective (9.0 credit hours) at the 3000/4000 level

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\_\_\_\_\_ Three additional courses from the Faculty of Fine Arts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\_\_\_\_\_ Two Science electives

1. \_\_\_\_\_
2. \_\_\_\_\_

\_\_\_\_\_ Two electives

1. \_\_\_\_\_
2. \_\_\_\_\_

**Dhillon School of Business Degree Requirements**

- \_\_\_\_\_ Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ Economics 1012 - Introduction to Macroeconomics
- \_\_\_\_\_ Management 1500 - Fundamentals of Business
- \_\_\_\_\_ Statistics 1770 - Introduction to Probability and Statistics
- \_\_\_\_\_ Marketing 2020 - Marketing
- \_\_\_\_\_ Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- \_\_\_\_\_ Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ Management 2081 - Professional Communications Skills
- \_\_\_\_\_ Accounting 2100 - Introductory Accounting
- \_\_\_\_\_ Accounting 2400 - Management Accounting
- \_\_\_\_\_ Management 2700 - Business Research Methods
- \_\_\_\_\_ Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ Finance 3040 - Finance
- \_\_\_\_\_ Human Resources and Labour Relations 3050 - Human Resource Management
- \_\_\_\_\_ International Management 3650 - Introduction to International Management
- \_\_\_\_\_ Management 4090 - Management Policy and Strategy

**One of:**

- \_\_\_\_\_ Management 3062 - Information Systems and Data Analytics
- \_\_\_\_\_ Accounting 3171 - Accounting Information Systems and Data Analytics
- \_\_\_\_\_ Management 3622 - Visual Analytics

**One of the following with Indigenous content, to meet a Liberal Education List requirement<sup>1</sup>:**

- \_\_\_\_\_ Any course from the Indigenous Governance and Business Management (IGBM) subject codes list
- \_\_\_\_\_ Any course from the Indigenous Studies (INDG) subject codes list
- \_\_\_\_\_ Aboriginal Health 1000 - Introduction to Aboriginal Health
- \_\_\_\_\_ Art History 3152 - Indigenous Art History (Series)
- \_\_\_\_\_ Blackfoot 1000 - Introductory Spoken Blackfoot
- \_\_\_\_\_ Blackfoot 2210 - Structure of the Blackfoot Language
- \_\_\_\_\_ Cree 1000 - Introductory Spoken Cree
- \_\_\_\_\_ Cree 2210 - Structure of the Plains Cree Language
- \_\_\_\_\_ Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation
- \_\_\_\_\_ Political Science 3215 - Indigenous Peoples and Local Government in Canada

<sup>1</sup> Six 3000 or 4000-level courses from disciplines offered by the Dhillon School of Business (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

**Writing Requirement:**

Students who have a final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course); or who have successfully completed the writing challenge test (see [www.ulethbridge.ca/dhillon/advising-faqs](http://www.ulethbridge.ca/dhillon/advising-faqs)) may request to substitute a Fine Arts and Humanities Liberal Education List Requirement for Writing 1000 or English 1900. Contact your DSB Advisor.

**One of:**

- \_\_\_\_\_ Writing 1000 - Introduction to Academic Writing
- \_\_\_\_\_ English 1900 - Introduction to Language and Literature

**Notes**

<sup>1</sup> Please note that the Indigenous content course requirement may count on the Faculty of Fine Arts (B.F.A.-New Media), or the Dhillon School of Business (B.Mgt.) side of your program depending on which course students choose. Please consult with an academic advisor. If students take an Indigenous content course offered by the Dhillon School of Business, then reduce electives by one.

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.

## Sample Sequencing Plan

Shown below is a sample sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term. Students who wish to alter this sequence with regard to the specifically listed Fine Arts courses should consult with an Academic Advisor in the Faculty of Fine Arts. **Note that this sequence was prepared based on current course scheduling. Course scheduling may change during your studies.**

### Year 1, Fall

New Media 1000  
New Media 2005  
New Media 2150  
Two of: Art 2033, Art History 1001, Economics 1010, Economics 1012

### Year 2, Fall

New Media 3030  
New Media 3520  
Accounting 2100  
Statistics 1770  
Elective

### Year 3, Fall

New Media 3380  
Human Resources and Labour Relations 2030  
Management 2070/Economics 2070  
Fine Arts Elective  
New Media Elective

### Year 4, Fall

Management 2081  
Dhillon School of Business course (3000/4000 level)<sup>2</sup>  
Fine Arts Elective  
New Media Elective  
One of: Accounting 3171, Management 3062, or Management 3622

### Year 5, Fall

International Management 3650  
Dhillon School of Business course (3000/4000 level)  
Dhillon School of Business course (3000/4000 level)  
Science Elective  
Elective<sup>2</sup>

### Year 1, Spring

New Media 2010  
New Media 2030  
Management 1500  
Two of: Art 2033, Art History 1002, Economics 1010, Economics 1012

### Year 2, Spring

New Media 3150  
New Media 3420  
Marketing 2020  
Writing Requirement<sup>1</sup>  
Fine Arts Elective

### Year 3, Spring

New Media 3680  
New Media 3900  
Accounting 2400  
Management 2700  
Science Elective

### Year 4, Spring

Finance 3040  
Human Resources and Labour Relations 3050  
Management 3031  
New Media Elective (3000/4000 level)  
New Media Elective (3000/4000 level)

### Year 5, Spring

Management 4090  
Dhillon School of Business course (3000/4000 level)  
Dhillon School of Business course (3000/4000 level)  
Dhillon School of Business course (3000/4000 level)  
New Media Elective (3000/4000 level)

- Students who achieved a final grade of 80% or higher in AB high school English Language Arts 30-1 (or equivalent 5-credit course) or who have successfully completed a writing challenge test (see information found at [www.ulethbridge.ca/dhillon/advising-faqs](http://www.ulethbridge.ca/dhillon/advising-faqs)) will substitute an open elective. All other students must complete Writing 1000 or English 1900.
- Refer to the list of Indigenous Content courses in the preceding Dhillon School of Business degree requirements. The Indigenous content course requirement may count on the Faculty of Fine Arts (B.F.A.-New Media), or the Dhillon School of Business (B.Mgt.) side of your program depending on which course students choose. Please consult with an academic advisor.

Students are responsible for familiarizing themselves with program requirements and regulations outlined in the University of Lethbridge Calendar including, but not limited to:

#### Minimum Grade Requirement

A minimum grade of 'C-' is required in Economics 1010; Economics 1012; Statistics 1770; Writing 1000 or English 1900; all Dhillon School of Business courses, including those cross-listed with Dhillon School of Business courses (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG).

For graduation, the Dhillon School of Business requires cumulative and graduation grade point averages of at least 2.00.

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.

#### Limit on Introductory-Level Courses

Not more than 10 courses may be taken at the 0100/1000 level for credit toward the degree. Activity courses and courses numbered in the range of 0520 to 0530 are exempted from this limit.

#### Residence Requirement

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

#### Time Limit for Degree

Faculty of Fine Arts: No limit. Dhillon School of Business: 10 years after admission to the Dhillon School of Business.