



# PROGRAM PLANNING GUIDE

ID: 

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



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

### New Media / General Management



Through new media production and studies, explore the interconnectivity between technology, art, culture and industry. Gain the skills necessary to evolve with emerging technologies in a variety of professional settings. Explore, study, and create using a wide range of technologies and techniques with studies in graphic, web and interaction design, 3D modelling; animation, video game design and development, screenwriting, and new media theory. Then, work toward a management degree majoring in marketing, informational technology, accounting, organizational behaviour, management policy, or human resources management.

#### What determines my program requirements?

Please refer to the Academic Calendar ([www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar)) for complete program information.

**Calendar Year:** 2024/2025 - Your calendar year is set to the academic year you are admitted (or readmitted) and you should follow the requirements for that year for the duration of your program.

**Faculty/School:** Faculty of Fine Arts ([www.ulethbridge.ca/fine-arts](http://www.ulethbridge.ca/fine-arts)) and Dhillon School of Business ([www.ulethbridge.ca/dhillon](http://www.ulethbridge.ca/dhillon)) - An internationally accredited AACSB business school

**Program(s):** Bachelor of Fine Arts - New Media / Bachelor of Management

**Major(s):** New Media / General Management

**Minor:** A defined set of courses, designed to provide depth in a particular discipline, study in an interdisciplinary area, or focus on a theme-related topic. To learn more about optional minors see [www.ulethbridge.ca/ross/minors](http://www.ulethbridge.ca/ross/minors).

#### Am I admissible to this program?

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

**Transfer:** [www.ulethbridge.ca/ross/transfer-resources](http://www.ulethbridge.ca/ross/transfer-resources)

#### When/How do I apply to the University?

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

**Step-by-Step:** [www.ulethbridge.ca/ross/admissions/step-by-step](http://www.ulethbridge.ca/ross/admissions/step-by-step)

#### Where can I find information on courses?

**Course Catalogue:** [www.ulethbridge.ca/ross/courses](http://www.ulethbridge.ca/ross/courses)

**Registration Guide:** [www.ulethbridge.ca/ross/registration-guide](http://www.ulethbridge.ca/ross/registration-guide)

#### When can I register for classes?

**Register early!** (March for Summer and Fall; November for Winter)

**Registration Dates:** [www.ulethbridge.ca/ross/registration-dates](http://www.ulethbridge.ca/ross/registration-dates)

#### How can I enhance my program?

**Career Bridge:** [www.ulethbridge.ca/career-bridge](http://www.ulethbridge.ca/career-bridge)

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

**Student Professional Development:**

[www.ulethbridge.ca/dhillon/student-experience/student-professional-development](http://www.ulethbridge.ca/dhillon/student-experience/student-professional-development)

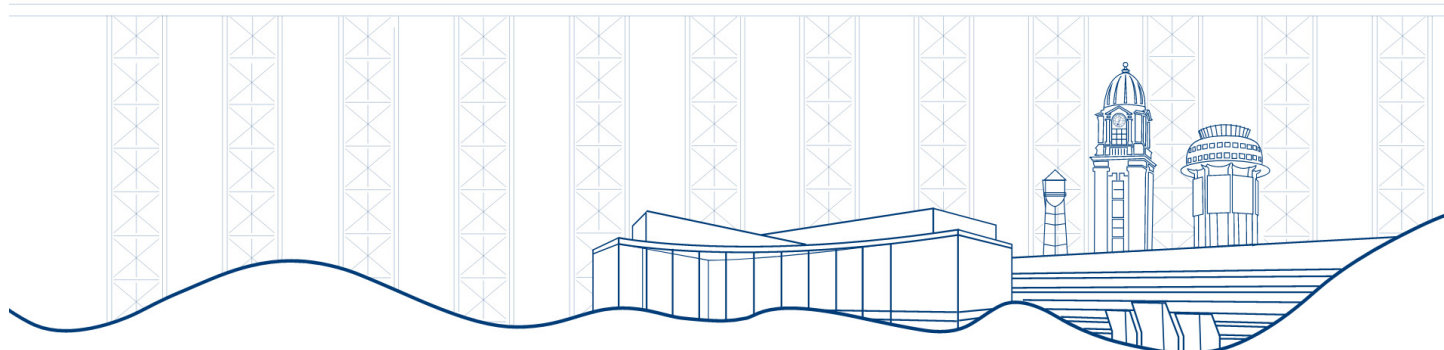
#### What supports are available to students?

**Student Services:** [www.ulethbridge.ca/campus-life/student-services](http://www.ulethbridge.ca/campus-life/student-services)

**Student Success Centre:** [www.ulethbridge.ca/student-success-centre](http://www.ulethbridge.ca/student-success-centre)

**Accessible Learning:** [www.ulethbridge.ca/ross/alc](http://www.ulethbridge.ca/ross/alc)

**Counselling Services:** [www.ulethbridge.ca/counselling](http://www.ulethbridge.ca/counselling)





## Required courses and notes

### General Requirements

Students must meet the academic standards, program requirements, and graduation requirements according to the regulations set by the Faculty of Fine Arts and Dhillon School of Business, and as outlined in the Calendar including, but not limited to:

- \_\_\_\_\_ Completion of the Liberal Education List Requirement (see **School of Liberal Education** in the 2024/2025 University of Lethbridge Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar)).
- \_\_\_\_\_ 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 complete a minimum of 30 courses at the University of Lethbridge including seven New Media courses and 10 Dhillon School of Business courses at the 3000 or 4000 level.

### Bachelor of Fine Arts - New Media

- \_\_\_\_\_ Successful completion of 30 course equivalents (90.0 credit hours) with a cumulative GPA of at least 2.00 on courses taken for credit towards the degree.
- \_\_\_\_\_ A minimum GPA of 2.50 in all courses from the Department of New Media taken for credit towards the degree.
- \_\_\_\_\_ A minimum of nine New Media courses (27.0 credit hours) at the 3000 or 4000 level.
- \_\_\_\_\_ A maximum of three Independent Studies (9.0 credit hours).

### Bachelor of Management

The Dhillon School of Business offers courses in the following subject areas: Accounting (ACCT), Agricultural Enterprise Management (AGEM), Finance (FINC), Human Resources and Labour Relations (HRLR), Indigenous Governance and Business Management (IGBM), International Management (IMGT), Management (MGT), and Marketing (MKTG).

- \_\_\_\_\_ A minimum grade of 'C-' is required in Economics 1010; Economics 1012; Statistics 1770; Writing 1000 or English 1900; and all Dhillon School of Business courses, including those cross-listed with Dhillon School of Business courses.
- \_\_\_\_\_ A minimum graduation GPA of 2.00 in Dhillon School of Business courses is required.
- \_\_\_\_\_ All degree requirements must be completed within 10 years after admission to the Dhillon School of Business.
- \_\_\_\_\_ Students are advised to take the following courses by the end of their second year: Accounting 2100; Management 1500; Economics 1010; Economics 1012; Statistics 1770; and Writing 1000, English 1900, or successful completion of a writing challenge test (see information found at [www.ulethbridge.ca/dhillon/advising-faqs](http://www.ulethbridge.ca/dhillon/advising-faqs)).

### Optional Minor:

For information about minors see **Minors** in the 2024/2025 University of Lethbridge Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar). Consult with an Academic Advisor if you wish to add a minor to your program.

#### 1.-6. Required Courses

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

### Faculty of Fine Arts Degree Requirements

- \_\_\_\_\_ 1. Art 2033 - Spatial Practice I
- \_\_\_\_\_ 2. New Media 1000 - Introduction to New Media
- \_\_\_\_\_ 3. New Media 2005 - Design Fundamentals for New Media
- \_\_\_\_\_ 4. New Media 2010 - Visual Communications for New Media
- \_\_\_\_\_ 5. New Media 2030 - Video Fundamentals
- \_\_\_\_\_ 6. New Media 2150 - Memes, Influencers, and Digital Convergence
- \_\_\_\_\_ 7. New Media 3030 - 3-D Computer Modelling and Animation
- \_\_\_\_\_ 8. New Media 3150 - Seminar in New Media Studies
- \_\_\_\_\_ 9. New Media 3380 - Programming for Artists
- \_\_\_\_\_ 10. New Media 3420 - Narrative for New Media
- \_\_\_\_\_ 11. New Media 3520 - Web Design and Development
- \_\_\_\_\_ 12. New Media 3680 - Interaction Design
- \_\_\_\_\_ 13. New Media 3900 - Portfolio and Professional Practice
- \_\_\_\_\_ 14. **One of:**

- \_\_\_\_\_ New Media 3040 - Colour Theory and Digital Photo Manipulation
- \_\_\_\_\_ New Media 3230 - Streaming and User Generated Video
- \_\_\_\_\_ New Media 3310 - Game Design: Theory and Practice
- \_\_\_\_\_ New Media 3640 - Character Animation I
- \_\_\_\_\_ New Media 3700 - Event and Exhibition Design
- \_\_\_\_\_ New Media 3810 - Expanded Cinema
- \_\_\_\_\_ New Media 3820 - Information Design
- \_\_\_\_\_ New Media 4420/Cinema 4420 - Screenwriting
- \_\_\_\_\_ New Media 4520 - Advanced Web Design
- \_\_\_\_\_ New Media 4720 - The Dynamic Web
- \_\_\_\_\_ New Media 4820/Cinema 4820 - Writing for Comedy
- \_\_\_\_\_ New Media 4830 - Theory and Practice of Motion Capture

#### 15. 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

#### 16. One of:

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

#### 17.-19. Three New Media elective (9.0 credit hours) at the 3000/4000 level

- \_\_\_\_\_ 17. \_\_\_\_\_
- \_\_\_\_\_ 18. \_\_\_\_\_
- \_\_\_\_\_ 19. \_\_\_\_\_

#### 20.-22. Three additional courses from the Faculty of Fine Arts

- \_\_\_\_\_ 20. \_\_\_\_\_
- \_\_\_\_\_ 21. \_\_\_\_\_
- \_\_\_\_\_ 22. \_\_\_\_\_

#### 23.-24. Two Science electives

- \_\_\_\_\_ 23. \_\_\_\_\_
- \_\_\_\_\_ 24. \_\_\_\_\_

#### 25.-26. Two electives

- \_\_\_\_\_ 25. \_\_\_\_\_
- \_\_\_\_\_ 26. \_\_\_\_\_

## Required courses and notes

### Dhillon School of Business Degree Requirements

- \_\_\_\_\_ 27. Economics 1010 - Introduction to Microeconomics
- \_\_\_\_\_ 28. Economics 1012 - Introduction to Macroeconomics
- \_\_\_\_\_ 29. Management 1500 - Fundamentals of Business
- \_\_\_\_\_ 30. Statistics 1770 - Introduction to Probability and Statistics
- \_\_\_\_\_ 31. Marketing 2020 - Marketing
- \_\_\_\_\_ 32. Human Resources and Labour Relations 2030 - Introduction to Organizational Behaviour
- \_\_\_\_\_ 33. Management 2070/Economics 2070 - Operations and Quantitative Management
- \_\_\_\_\_ 34. Management 2081 - Professional Communications Skills
- \_\_\_\_\_ 35. Accounting 2100 - Introductory Accounting
- \_\_\_\_\_ 36. Accounting 2400 - Management Accounting
- \_\_\_\_\_ 37. Management 2700 - Business Research Methods
- \_\_\_\_\_ 38. Management 3031 - Managing Responsibly in a Global Environment
- \_\_\_\_\_ 39. Finance 3040 - Finance
- \_\_\_\_\_ 40. Human Resources and Labour Relations 3050 - Human Resource Management
- \_\_\_\_\_ 41. International Management 3650 - Introduction to International Management
- \_\_\_\_\_ 42. Management 4090 - Management Policy and Strategy
- \_\_\_\_\_ 43. **One of:**
  - \_\_\_\_\_ Management 3062 - Information Systems and Data Analytics
  - \_\_\_\_\_ <sup>1</sup> Accounting 3171 - Accounting Information Systems and Data Analytics
  - \_\_\_\_\_ Management 3622 - Visual Analytics
- \_\_\_\_\_ 44.-49. <sup>2</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)
  - \_\_\_\_\_ 44. \_\_\_\_\_
  - \_\_\_\_\_ 45. \_\_\_\_\_
  - \_\_\_\_\_ 46. \_\_\_\_\_
  - \_\_\_\_\_ 47. \_\_\_\_\_
  - \_\_\_\_\_ 48. \_\_\_\_\_
  - \_\_\_\_\_ 49. \_\_\_\_\_

### 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.

- \_\_\_\_\_ 50. **One of:**
  - \_\_\_\_\_ Writing 1000 - Introduction to Academic Writing
  - \_\_\_\_\_ English 1900 - Introduction to Language and Literature

### <sup>2</sup> One of the following with Indigenous content, to meet a Liberal Education List requirement:

- \_\_\_\_\_ 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 2210 - Structure of the Plains Cree Language
- \_\_\_\_\_ Liberal Education 1850 - Conversational Indigenization: Reconciling Reconciliation
- \_\_\_\_\_ Political Science 3215 - Indigenous Peoples and Local Government in Canada

### Notes

<sup>1</sup> Students should be aware that this course has prerequisites which may require taking courses extra to their program requirements.

<sup>2</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.

### Liberal Education List Requirement

Only four courses (12.0 credit hours) in total may be counted from any one discipline toward the Lib Ed Requirement. Disciplines are identified by separate course subject codes. Cross-listed courses count toward the limit for both disciplines (e.g. IGBM 3250/INDG 3250 counts toward the limit for Dhillon School of Business courses and Indigenous Studies).

Only four courses (12.0 credit hours) in total from the Faculty of Education (EDUC), Faculty of Health Sciences (ABHL, ADCS, HLSC, NURS, PUBH, and TREC), and the Dhillon School of Business (ACCT, AGEM, FINC, HRLR, IGBM, IMGT, MGT, and MKTG) may be counted towards the Lib Ed Requirement.

To determine if a course has a Liberal Education designation, see School of Liberal Education in the 2024/2025 University of Lethbridge Undergraduate Calendar, [www.ulethbridge.ca/ross/academic-calendar](http://www.ulethbridge.ca/ross/academic-calendar).

- \_\_\_\_\_ 1.-4. **List I: Fine Arts and Humanities**
  - \_\_\_\_\_ 1. \_\_\_\_\_
  - \_\_\_\_\_ 2. \_\_\_\_\_
  - \_\_\_\_\_ 3. \_\_\_\_\_
  - \_\_\_\_\_ 4. \_\_\_\_\_
- \_\_\_\_\_ 5.-8. **List II: Social Science**
  - \_\_\_\_\_ 5. \_\_\_\_\_
  - \_\_\_\_\_ 6. \_\_\_\_\_
  - \_\_\_\_\_ 7. \_\_\_\_\_
  - \_\_\_\_\_ 8. \_\_\_\_\_
- \_\_\_\_\_ 9.-12. **List III: Science**
  - \_\_\_\_\_ 9. \_\_\_\_\_
  - \_\_\_\_\_ 10. \_\_\_\_\_
  - \_\_\_\_\_ 11. \_\_\_\_\_
  - \_\_\_\_\_ 12. \_\_\_\_\_



## Recommended Course Sequence

Shown below is the recommended sequence of courses for your degree. Consult timetables for course offerings, prerequisites, and corequisites before registering each term as some courses may have limited offerings (ie. once a year, alternating years, or only offered in the Fall or Winter terms). Consult with an Academic Advisor in your faculty if you wish to alter this sequence with regard to the specifically listed courses.

**Note that this sequence was prepared based on course scheduling at the time of publication and may change during your studies.**

### First Year (Fall)

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

### First Year (Winter)

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

### Second Year (Fall)

New Media 3030  
New Media 3520  
Accounting 2100  
Statistics 1770  
Elective

### Second Year (Winter)

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

### Third Year (Fall)

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

### Third Year (Winter)

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

### Fourth Year (Fall)

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

### Fourth Year (Winter)

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

### Fifth Year (Fall)

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

### Fifth Year (Winter)

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)

1. 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.
2. 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.

## Final Program Check

Request a Final Program Check at [www.ulethbridge.ca/dhillon/final-program-check](http://www.ulethbridge.ca/dhillon/final-program-check) by December 1 (April completers) or by April 1 (June, August, & December completers) and after registering in your final term.

Program requirements with _____ (majors, minors, concentrations)	
<input type="checkbox"/> will be met upon successful completion of _____ currently enrolled courses	<input type="checkbox"/> have been met
U of L GPA: _____	Grad GPA: _____
Co-op: _____	Honours Thesis: _____
Advisor: _____	Date: _____
Advisor: _____	Date: _____