Digital Media & Design
PROPOSAL

Summary

The Digital Media & Design department would like to propose the need for another faculty member within the department for the upcoming 2018-2019 school year and moving forward. The following are facts, figures, and suggestions to help support the request.

Metrics

The Digital Media & Design department has shown consistency and growth in majors and minors over the last four years. With additional resources, the department would be able to continue to grow, build new partners, complete more projects, improve collaboration, and experiment with ambitions.

Year	Major	Minor	Total
2017	18	6	24
2016	13	8	21
2015	13	6	18
2012	5	3	8

Partners & Projects

The Digital Media & Design department has a variety of partnerships with local businesses, entities, and individuals. As much as we hate to do it, recently, we have had to turn work away because faculty and students just don't have the capacity to allocate time to new projects. Below is a list of just some of the projects.

• **Fusion Church** - Students are currently designing all creative materials for Fusion Church.
• **Nedved Media** - Faculty and students are currently maintaining four websites for Nedved Media (q107radio.com, korncountry921.com, 1490korn.com, jobfair.today) and redesigning two sites (q107radio.com and korncountry921.com).
• **Trail King** - We have been approached a few times by Trail King to assist in creative development for their human resources department. Trail King is eager for help and we are eager for the partnership but we haven't been able to find resources (people) for their projects.
• **DWU Marketing** - Faculty and students are helping with random marketing materials for the university (brochures, postcards, schedules, posters, etc.). We could and would like to be more involved but it would likely be at the cost of something else on this list.
• **Innovative Systems** - Faculty and students have been partnered with Innovative Systems for about five years. While the current workload has lightened due to time allocation, there are more possibilities here.

Collaboration

All students taking Digital Media & Design courses are told that, "regardless of your field of study, this content will be able to help you professionally. There is not a major on this campus that wouldn't benefit from learning how to create." We welcome all and can make the experience relevant to all. Digital Media & Design courses have been built into the following programs:

- **Non-Profit Administration**
- **Marketing**
- **Entrepreneurship**
- **Sports Management**

The department solves problems creatively and forces students to think outside of the box. Knowing this, Dr. Van Zee has requested our support in teaching **COR 101 - Innovation and Problem Solving**. This is very a natural fit for our discipline and, to an extent, we are already doing this with our majors. An additional faculty member would allows us to add COR 101 to our workload and teach a courses relevant to our field of study.

Similarly, with the new technology initiative, an additional faculty member would allow us to add a new **Digital Productivity BOK** course. With Apple being the technology choice moving forward, we would need someone fluent with Mac OS, iOS, and Office. A new hire would have these skills and allow us to be more flexible in how we allocate resources for this course.

Ambitions

Every department on campus has ambitions. In the design and technology field, things are changing each day and we need to stay relevant. Being able to divide the workload with others in the department would allows us to devote more time towards the future. Here are a few initiatives we would like to pursue today (it may be longer tomorrow):

- **Develop Online Offerings**
- **Offer a Design Certification Program/Rural Initiative**
- **Expansion of Dark Lab Designs locally and on campus**
- **Virtual Reality**
- **Augmented Reality**
- **3D Printing**

Financials

We all know, in the end, there is only one question left to answer. The Executive Vice President, estimates that a new hire will cost the university between $62,000 and $65,000 per year, with benefits. Please see scheduling on the following page for allocation of time.

Current Schedule

Fall	Spring	
(3) DMD 247	(3) DMD 200	H
(3) COM 205	(3) DMD 300	E
(3) DMD 203	(3) DMD 303	R
(3) DMD 310 or 315	(3) DMD 345	G
(3) DMD 215	(3) DMD 202 or 400	E
(1) DMD 456	(1) DMD 456	S
16 credits	**16 credits**	

Fall	Spring	
(3) DMD 101	(3) DMD 120	A
(3) DMD 205	(3) DMD 370	D
6 credits	**6 credits**	J
		U
		N
		C
		T

Proposed Schedule

Fall	Spring	
(3) COR 101	(3) DMD 200	H
(3) DMD 247	(3) DMD 300	E
(3) DMD 203	(3) DMD 303	R
(3) DMD 310 or 315	(3) DMD 345	G
(1) DMD 456	(3) DIG PROD	E
13 credits	**15 credits**	S

Fall	Spring	
(3) COM 205	(3) COR 101	O
(3) DMD 101	(3) DMD 202 or 400	T
(3) DMD 205	(3) DMD 305	H
(3) DIG PROD	(3) DMD 370	E
	(1) DMD 456	R
12 credits	**13 credits**	