

**University of Hawai'i West O'ahu (UHWO)**  
**Summary of Revised Authorization to Plan (ATP)**  
**Bachelor of Humanities with a Concentration in Creative Media (CCM)**

**Background**

We presented our ATP for the UHWO CCM to the UH Council of Chief Academic Officers in June 2012 ([http://www.hawaii.edu/offices/app/aa/cms/UHWO\\_ATP\\_Creative\\_Media.pdf](http://www.hawaii.edu/offices/app/aa/cms/UHWO_ATP_Creative_Media.pdf)). We are revising the ATP to 1) consult with VCAs and relevant faculty at other campuses and coordinate our CCM with Digital and Creative Media (DCM) offerings across the system, 2) better address budget and equipment concerns, 3) provide more data on how our CCM will address state workforce needs, and 4) include a course cluster on digital archiving, given that our Kapolei campus will house the Henry K. Giugni Archives, and that we have faculty and staff with expertise in this area.

**Program Description**

Our revised ATP will include the following draft curriculum:

- 6 credits of core coursework (lower-division)
- 9 credits creative media foundations coursework (lower-division; course numbering)
- 18 credits of basic creative media techniques (lower-division)
- 12 credits of advanced creative media techniques in one of four clusters: Animation, Digital Cinema, Creative Producing, or Digital Archiving (upper division)
- 3 credits of collaborative studio (upper-division)
- 24 credits of required Humanities coursework, including 6 units of English/Film Studies coursework (complementary area) and Senior Project/Practicum (upper-division)

This course work is designed so that students can meet the following learning outcomes:

- 1) Demonstrate advanced technical skills in digital cinema, animation, or creative producing.
- 2) Collaborate toward the end of a narrative in a creative medium such as digital film or animation.
- 3) Discuss and write about narrative visual media within the context of Humanities disciplines such as literary studies and Hawaiian-Pacific studies.
- 4) Demonstrate knowledge of visual media production operations and protocols.

**Program Justification & Coordination: Alignment with UHWO & UH System Objectives**

Consistent with UHWO's mission (<http://www.uhwo.hawaii.edu/mission>), this BA will be a career-related program offered within a liberal arts context; as such, it will educate students for various positions within the creative media industry, which the state Legislature and the Department of Business, Economic Development and Tourism (<http://hawaii.gov/dbedt/main/about/annual/>) have identified as a state and regional need.

As a comprehensive, four year institution, UHWO will offer the BA in Humanities with the CCM concentration as a stand-alone program, with special emphasis on serving West O'ahu communities such as Wai'anae, Nanakuli, and Kapolei. However, consistent with UH's emphasis on operating as a system, we will also develop partnerships with other UH campuses offering coursework and programs in DCM. These partnerships will ideally include course to course and program to program articulations, to facilitate transfer of students among campuses. We have had meetings to discuss the ATP at the system level with Chris Lee, and with VCAA Michael Pecsok and Ronny Umehira, Dean of Career and Technical Education at UH LCC, and will consult further with Robert Hochstein, Program Coordinator for TV Production at LCC. We will consult with VCAA Reed Dasenbrock and ACM Chair Thomas Brislin of UH Manoa, VCAA Louis Pagotto and NMA Program Coordinator Chris Gargiulo of UH Kapi'olani CC, and with VCAs Jon Onishi, Erika Lacro, James Dire, and Jonathan McKee of UH Hawai'i, Honolulu, Kaua'i, and Maui CCs, respectively.

**Budget/Equipment**

To date, we have \$875,000 allocated for Capital Improvement Funds. Our ATP calls for one full-time faculty member or lecturer and two part-time lecturers to support the program the first two years, and adds another full-time faculty member the third year. The budget for equipment is in development.