

CAL POLY HUMBOLDT
University Senate

Resolution to Recommend BFA in Media Arts: 2025-26 New Degree Proposal

10-24/25-ICC – December 17, 2024 – Curriculum Reading

RESOLVED: That the University Senate of Cal Poly Humboldt recommends to the Provost that the BFA in Media Arts (PROGRAM: 2025-26 New Degree Proposal) detailed in proposal [23-2385](#) be approved.

RATIONALE: The BFA in Media Arts major offers hands-on, skill-building experience in digital technologies and develops artists that embrace creative and ethical storytelling. The lower division core provides students with a breadth of experience in audio, still, and moving image production. At the upper division level, it allows students to select a curriculum pathway that builds upon their individual interests as they continue to explore these three facets of media arts production. Students have the option to emphasize in Animation, Design, Film, Photography, or work with an academic advisor to develop a personalized learning plan based on their unique interests and career goals.

Creative digital technologies are integrated into nearly every sector of the workforce and frequent technological innovations in the arts require students to have dexterity in a wide variety of artistic and media areas. The BFA in Media Arts prepares students for employment in the entertainment, business, journalism, music, and art industries. This BFA degree has a robust four-year plan with introductory courses and electives for students to choose from in Art, Film, and Music. The BFA in Media Arts is also designed to meet the needs of transfer students from related fields to graduate in two years and develop a portfolio. Interdisciplinary partnerships and capstone projects provide professional opportunities for students.

The BFA in Media Arts has been developed in response to evolving workforce demands and a growing student interest in careers that require skills across various artistic disciplines within the creative media landscape.

- *Workforce Alignment:* Industries such as media production companies, marketing agencies, educational content providers, and any company with a public facing element are seeking graduates with technical skills AND cross-disciplinary fluency in visual storytelling, audio, and emerging media forms.
- *Existing Foundations:* The BFA in Media Arts effectively expands upon our well-established Art and Film programs without requiring extensive new faculty or facilities. This strategic approach maximizes resources and builds on existing strengths.
- *Student-Centered:* The new BFA offers a more individually curated track for students already drawn to our programs Art + Film but are unsure exactly what discipline they would like to focus on. It will attract and retain students seeking a comprehensive, contemporary media arts education.

- *University Mission:* This program supports Cal Poly Humboldt's focus on building in-demand programs with an emphasis on hands-on learning. It also strengthens the university's position as a regional center for the arts, inclusive of diverse arts traditions and contributions.

Program Learning Outcomes:

1. *Use written, oral, and visual communication to analyze and critique digital media.*
2. *Recognize and evaluate critical and aesthetic issues within the history of media art and contemporary visual arts practice.*
3. *Apply aesthetic judgment, perceptual sensitivity, and critical thinking skills to media arts related issues.*
4. *Demonstrate mastery of specific technical, conceptual and/or critical abilities within each emphasis area.*

Course Work Overview:

- 70 units required to complete the major coursework, including:
 - 38 unit Core Curriculum
 - 32 unit Emphasis in Animation, Design, Film, or Photography
- [BFA in Media Arts 4 Year MAPs](#)
- [BFA Media Arts 2 Year MAPs](#)

Related Courses and Proposals:

- [ART - 279 - 24-2551- New Course - Digital Media I: Animation](#)
- [ART - 319 - 24-2552 - New Course - Digital Media II: Animation Variable Topics](#)
- [Art Studio Minor - Change Minor Requirements - 24-2573](#)
- [Art, Art Studio Concentration, B.A. - Change Concentration/Emphasis Requirements - 24-2574](#)
- [Fine Art, B.F.A. - Change Concentration/Emphasis Requirements - 24-2575](#)