

## **Core Competencies for the Animation + Interactive Media Concentration**

**It is the goal of the Animation + Interactive Media Concentration that graduates demonstrate the following:**

### **1. Knowledge of Materials and Processes and Core Study within the Concentration**

Students understand materials, tools, and technology relevant to the concentration (2D Animation, 3D Animation, Video, Sound, Web and screen-based design) and how they work together. Students understand the planning (pre-production) processes, workflow, production and post-production in time-based media projects.

### **2. Communications Proficiency**

Students are able to develop and communicate ideas in storyboard or flowchart form, and present and receive critique on their work during process and final presentation. Students are able to evaluate their own work and the work of others, in writing and in discussions.

### **3. Historical and Contemporary Awareness of the Medium**

Students understand traditional, expressive, and innovative approaches within the fields related to the concentration. Students are aware of historical and contemporary artists and trends in time-based media.

### **4. Contextual Awareness, Analytical Proficiency**

Students are able to synthesize the use of drawing, design, color and code, and to apply visual organization and symbolic representation principles to time-based work. Students understand the process of moving from concept to finished work.

### **5. Professional Business Practice**

Students are knowledgeable of professional business practices, ethical and moral behavior and able to successfully conduct themselves in multiple professional environments. They have an understanding of the planning processes, organizational skills, and management of working with teams and are able to collaborate within an interdisciplinary setting. Students are able to access resources and tutorials to learn new tools and techniques; to solve problems; to exhibit an understanding of research methods. Students are able to package and present their work in a professional manner.