

REPORT: ETIC MEETING
Multimedia Major and Minor
June 13, 2001
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The following information was presented at the 6/13 ETIC meeting. I was asked afterwards about internships generated by the Multimedia program, so have added a section that outlines internship commitments 2000-01 and the new SONY internship program.

- The UO Art Department mounted the Multimedia Design major and interdisciplinary Multimedia minor in two stages. The major was approved last year and implemented in 2000-01.
- Two faculty were hired to teach in core courses required in both the major and planned minor.
- The School of Architecture and Allied Arts re-modeled, furnished and installed technology including 21 donated Intel computers for computer and sound labs to serve both the major and planned minor.

CORE COURSES ENROLLMENT

- Core courses were offered throughout the 2000-01 academic year. These course are required for both the major and minor and designed to generate student credit hours to support the new minor program.
- Fall 2000 enrollment in Survey and Tools I: 185 out of 220 spaces available
- Winter 2001 enrollment in Tools I and Tools II: 222 out of 240 spaces available
- Spring 2001 enrollment in Survey and Tools II: 202 out of 220 spaces available

MAJOR ENROLLMENTS

- 262 applications received in 2000-01
- 121 Multimedia Majors admitted during 2000-01 academic year, including 19 transfer students new to campus.
- 79 new Multimedia Majors accepted for 2001-02 academic year. 109 applications were received.

- 200 current majors are enrolled or accepted for 2001-02. Approximately 90 are students new to campus including transfers throughout 2000-01. We will make an exact count in Fall 2001 to determine how many of these students are enrolled.
- In addition 458 Art majors are currently enrolled...58 more than our historically stable enrollment of 400 which, it should be noted, included Visual Design students that are now being counted as Multimedia Design. We attribute this increase to students opting for the Art Major in order to take courses that will enable them to prepare portfolio work to submit to enter the Multimedia Major.
- In total, Department of Art enrollment has increased from about 400 to 658...an increase of 60%.

MINOR

- Formed the Multimedia Minor Oversight Committee with representatives from Art, Computer Science, Journalism and Music.
- Submitted the interdisciplinary minor proposal for approval. The program was approved in May 2001.
- The Oversight Committee developed a publicity campaign for the minor to be implemented in Fall 2001.
- We will accept applications for the minor beginning Fall 2001.

INTERNSHIPS

- We received notice in May, 2001 that SONY will provide five internships for students in the multimedia area, which Sony estimates to be worth approximately \$12,000 in payroll.
- In addition, 37 internships from the Multimedia program in 2000-01 include:

Fall 2000

COPC

Open Ear

Wireless Unlimited

Dynamix

Rumblefish

FITT Center

Winter 2001

COPC

Media Consultants

Media Consultants

Wireless Unlimited

Teaching in public school

UO Community Service Center
Dynamix
Sony
FITT Center

Spring 2001
YWCA
Maude Kerns
wetdog.com
Wireless Unlimited
Teaching in public school
Private graphic design firm
EMU
Premier Link
Funnelbox
River Quest
River Quest
Sony

Summer 2001
Visual Aid
Outdoor Shop
UO Office of International Exchange
Ziba Design
River Quest
River Quest
Obie Media
Elixir Magazine
Project X
eMotion studios