VISION

By combining the diverse academic and creative fields of Media, Culture and Design, we seek to create a unique educational learning environment that will focus the goals of each department, offer the students innovative degree choices and gain Woodbury an international reputation among its peers.

MISSION

The School of Media, Culture, & Design brings together diverse forms of inquiry to produce the critical insights, skills and knowledge that will enable students to excel in their chosen discipline. Our educational model prepares students to live in the global community as innovative problem-solvers able to work in its wide variety of cultural industries as fully creative, critically aware, and socially responsible individuals.

AIM

The School of Media, Culture and Design offers challenging degree paths that cultivate the particular talents of each student and nurtures their growth as innovative professionals able to impact the global society.

We currently offer rigorous education in the fields of Interior Architecture, Graphic Design, Fashion Design, Psychology, Communication, and Animation.

Students are encouraged to explore the areas between and around these disciplines and to foster the personal vision, intelligence, and talent needed to succeed.

CATALOG INTRODUCTION

The School of Media, Culture & Design offers a series of challenging degree paths designed to cultivate the particular talents of each student and nurture their growth as innovative professionals. Located in Burbank, California, the school enjoys a close proximity to many of the companies at the heart of the greater Los Angeles media and design worlds. A wide range of internship and career opportunities exist in the surrounding area that relate directly to the academic programs in the school.

We currently offer majors in the fields of Animation, Communication, Fashion Design, Graphic Design, Interior Architecture and Psychology. Students are encouraged to explore our wide range of course offerings in order to expand their personal vision, intelligence, and talent. By bringing together the diverse academic
and creative fields of Media, Culture & Design, we seek to create an interdisciplinary learning environment that enhances the goals established by each department and provides innovative highly-respected degree choices for students.

We prepare students to live in the global community as innovative problem-solvers and to work in its wide variety of cultural industries as fully creative, critically aware, and socially responsible individuals. The individual departments maintain autonomy of educational aspirations within a creative connectedness that embraces, informs, and enriches the historic educational mission of Woodbury University.

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GOALS

The departments within the School of Media, Culture and Design work together in support of the following goals:

- To create a learning environment that supports critical thought, academic excellence and integrated learning.
- To foster the practice of creativity and innovation by both students and faculty.
- To explore and incorporate into the curriculum interdisciplinary or transdisciplinary threads that appear within the school’s programs.
- To maintain high standards of excellence for the foundation program and all the individual disciplines that make up the school.
- To promote cultural awareness and social responsibility as core values throughout the school.

SUMMARY OF NEW SCHOOL

The School of Media, Culture, & Design brings together multiple avenues of inquiry to produce the critical skills and knowledge needed for students to excel in any of the academic or creative disciplines offered by the school.

In 2005 and 2006, all of the University’s academic units and divisions re-evaluated their missions and goals in preparation for our WASC re-accreditation proposal. These self-evaluations led Architecture to focus its mission as a separate discrete school. The remaining programs, including Animation and Design, joined together with the Departments of Communication and Psychology to form a school of their own. Following extensive planning sessions, the School of Media, Culture & Design was born.
ORGANIZATIONAL STRUCTURE

To accommodate the wide diversity of departments represented in the school, a great deal of autonomy was given to each in regards to their academic programs. The educational aspirations they set for themselves merge with each other to form a creative connectedness that embraces, informs, and enriches the mission and goals of the University. With the help of an outside management consultant, a method of participatory governance was adopted by the school to create clear operational guidelines.

Participatory Governance:
MCD operates according to a de-centralized system of self-governance established by the MCD Council of Chairs under the leadership of a Director and Associate Director. These positions are chosen by consent of the MCD Council from the faculty of the School of MCD. The formulation of school policy is generated from below by the departments through to the Director. The Director represents MCD in University affairs and to the professional community. This process fosters a type of decision making achieved through an open forum rather than the series of unilateral decisions typically made by a dean.

The Director and Associate Director of MCD meet in council with the Vice President of Academic Affairs as part of the MCD/CAO Council. From time to time, additional members of the council are chosen based on the needs of the MCD/CAO Council. This may include members from within the university or outside experts from the industry. This council serves to connect MCD with the rest of the university administrative structure.

Shared Foundation and Capstone Experiences:
The departments in MCD are exploring the expansion of the current Design Foundation curriculum to include courses that meet the foundation needs of all students in the school. We are also looking for ways that students from different departments can come together to create a shared capstone experience in their senior year.

Exploration of Interdisciplinary Threads:
One of our highest priorities is to explore the various interdisciplinary threads between the departments and to introduce courses that support these threads. This effort may take the form of single courses that cross two or more departments, new minors or new degrees.

Study Abroad:
MCD will coordinate study abroad programs to serve students in all of its programs and is committed to providing a number of rich learning experiences in this area. Currently, we have relationships with Woosong University in Korea and the University of West England. We are also exploring relationships with schools in
Greece, Germany, and China. The departments of Graphic Design and Fashion Design are pursuing summer programs in Italy, Turkey and Costa Rica.

Possible New Degrees:
Several departments in the school are examining the potential of offering graduate degrees within their discipline. As interdisciplinary threads are explored, new minors and new degrees may be identified. For instance, both Communications and Animation are interested in strengthening their offerings in the areas of Digital Video and New Media. Either one of these directions could grow into a new degree. Such decisions involving new majors would begin in the MCD Council. After consent, they would be sent to the Educational Planning Committee (EPC) for approval and then continue through the appropriate channels in the University and on to consideration by accreditation organizations where necessary.

Internships and Corporate Sponsorships:
All the departments in MCD require internships for graduation. Communication has been exploring corporate sponsorship of students to expand its internship program and assist the transition of students to professional life. This is an area where coordination between departments could benefit all the students. More staff help would be necessary to support a coordinated internship program managed by the school.

Annual Event:
As part of our goal to establish a clear identity, MCD is considering the idea of supporting an annual event that would center on theme chosen by the Chairs in its annual retreat. The annual event for the first year will concentrate on the full public roll-out of the school. It is planned for the end of academic year 2007-8. In the long run, an annual interdisciplinary conference has been suggested. The resources for this would come from fundraising and the budget allocated to the school.
ALIGNMENT WITH SIX PRINCIPLES OF WOODBURY UNIVERSITY

Academic Quality
A high level of academic rigor is expected in all of the programs housed within MCD. Benchmark reviews of student progress in studio and lecture classes will monitor the quality of instruction. The creation of alternative pathways to education will increase retention while also improving the quality of instruction in all areas.

Innovation and Creativity
The school promotes innovation and creativity in nearly everything it does, from curriculum planning to student projects.

Communication
Communication competencies will be established among students at three distinct operational levels, including public speaking and listening, media literacy, and the flow of meaning in cultural discourse. Communication between the departments within the school, and to outside constituencies in both administration and faculty governance will be a focus during the continued refinement of the MCD governance system.

Transdisciplinarity
The formation of the school, in large part, reflects a transdisciplinary mission in which learning is freed from disciplinary boundaries. Students are encouraged to challenge themselves with research and other projects that benefit from multiple perspectives or talents.

Social Responsibility
Social responsibility is a critical component of the school’s learning outcomes and is embedded throughout the curriculum.

The Integrated Student
By combining multiple types of academic and creative study into one school, we hope to facilitate student integration of diverse content. Curriculum changes are already underway that create greater cohesiveness between programs and raise expectations of integration in senior year projects.
FIVE YEAR GOALS AND IMPLICATIONS

IDENTITY
Over the next five years, we will try to establish a recognizable market name that draws students specifically to the School of Media, Culture, & Design and its programs. This mission necessitates the creation of a cohesive identity for the school both internally and externally in a manner that takes advantage of the school’s unique variety of disciplines. We must create strong professional connections locally, nationally and internationally and improve our public relations. It is essential to our goal that all of our departments attain the highest standard of professional accreditation.

A strong identity at the school level can only be achieved if we build a common identity among all MCD students. These bonds can be established through student-wide MCD initiatives like a) a more fluid and expanded foundation program, b) the promotion of student selling and learning opportunities in the virtual world, and c) the encouragement of students seeking to expand their disciplinary boundaries. An ongoing series of events including shows, forums, and conferences can also influence campus culture and support all of our interconnected disciplines.

Our vision is to become renowned as THE school for media, culture, and design in Southern California.

STUDENT IMPLICATIONS
The combination of creative and academic programs in the school will greatly enhance the quantity and quality of learning opportunities available to MCD students. Three new curriculum programs will be starting this fall including BA options for students choosing to exit animation and design degrees. New degree programs are being contemplated as well that may balance out the three strands of the school, namely media, culture, and design studies. These include degrees in Cultural Studies, Digital Film/Video, and Media/Design Technology.

We are pursuing a number of groundbreaking curricular innovations and other student learning initiatives. Besides the development of flexible, interdisciplinary programs, we are developing integrated foundation sequences that support all the disciplines in the school. We are planning interdisciplinary study abroad and senior capstone experiences that may have equally broad appeal. Existing resources like the Fashion Study Collection are finding new applications in a diverse array of topics classes. Furthermore, in keeping with the six principles of the University, we hope to become a model for studies in sustainability and social responsibility.

INTERDISCIPLINARY AND GRADUATE PROGRAMS
All departments are examining the possibility and usefulness of offering graduate degree programs. Some of these may develop from a curricular structure that leads
talented undergraduates into the graduate program. Specific degree offerings being considered at the undergraduate or graduate level include:

- MFA in Interior Architecture
- Interdisciplinary BA degrees in Media, Culture, and Design
- MFA in Animation
- Other departments are not considering advanced degrees in the near future but may wish to introduce them later.

FACULTY IMPLICATIONS

It is clear that more full time faculty will be needed as programs grow and that compensation levels should be increased for both full-time and part-time faculty. The school as a whole wishes for each program to have the number of faculty sufficient for optimal functioning.

Currently Fashion Design is conducting a search for a new chair and Animation is searching for two full time faculty positions to replace a retiring member and convert a visiting position to full-time. Interior Architecture is down one full-time position based on numbers. Dr. Sandberg is leaving Communication to rejoin ITS; Dr. Clift is the only faculty member with appropriate credentials in Communication in his department. Other faculty shortages may be identified in the next five years as the school enrollment grows, as expected when the design and animation departments receive NASAD accreditation.

RESOURCE AND BUDGET IMPLICATIONS

Our school seeks to establish an effective network of media, culture and design companies in the immediate Los Angeles area willing to work with us in a variety of ways for the benefit of our students. Alongside this network, we plan to establish a donor program that solicits contributions directly to the school.

The increase in faculty is expected to be supported by a parallel increase in enrollment, especially if we succeed (as expected) in gaining NASAD accreditation.

ADMINISTRATIVE SUPPORT

One of our leading short-term goals is to increase administration awareness of our school and educate members of the university staff about the needs of its students and programs. As part of this effort, we hope to include professionals from our disciplines on the University’s Board of Trustees. We shall also identify at least one staff member in Student Affairs, Admissions and Development who can focus solely on the needs of MCD students and its academic programs. The hiring of an additional staff person experienced in fundraising/public relations is being considered as a way to raise the internal and external profile of the school.
ENVIRONMENTAL IMPLICATIONS

The School of Media, Culture, & Design seeks a building that will give us an identity and “home” on par with those recently constructed for the School of Architecture and the School of Business. A big name donor may be needed to help fund such a construction project. Until then, we are trying to achieve a temporary solution by fashioning a “mini-quad” between buildings primarily used by MCD (Cabrini, the Design Building, etc.). We would like this new building to have inspiring facilities and a great deal of exhibition space. We will lobby and raise funds for a Media space or separate building equipped with cutting edge technology and able to house media and cultural studies degree programs. In all cases, we hope to have dedicated lab space for all programs and state of the art digital fabrication facilities as well as shared facilities that reflect the school’s commitment to interdisciplinary programs.