



# SUBSTANTIVE CHANGE **PROSPECTUS**

**VFX – VISUAL EFFECTS**

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RESPONSE SUBMITTED BY:

**Tina Babb**

Director of Institutional Effectiveness

SACSCOC Accreditation Liaison

Amarillo College

P: 806-371-5420

tmbabb@actx.edu



**Amarillo College®**



## Amarillo College Substantive Change Prospectus for New Program: VFX – Visual Effects

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#### **PROSPECTUS CONTACT:**

Tina M. Babb

Director of Institutional Effectiveness

Amarillo College

PO Box 447

Amarillo, TX 79178

(806) 371-5420

[tmbabb@actx.edu](mailto:tmbabb@actx.edu)

## LIST OF DEGREES AND CERTIFICATES AMARILLO COLLEGE IS AUTHORIZED TO GRANT

ABDR.CERT	Automotive Collision Technology - Intermediate
ABDR.CERT.ABRT	Automotive Collision Technology - Advanced
ABDR.CERT.BAS	Automotive Collision Technology - Basic
ADMA.CERT	Administrative Medical Assisting
AERM.AAS	Aviation Maintenance Technology
AERM.AAS.AERO	Aerospace Manufacturing
AERM.CERT.AERO	Aviation Maintenance - Aerospace Manufacturing
AERM.CERT.AM	Aviation Maintenance Technology - Airframe Mechanic
AERM.CERT.PM	Aviation Maintenance Technology - Powerplant Mechanic
ARTC.AAS	Art - Graphic Design
ARTC.CERT.GD	Art - Graphic Design
ARTS.AS	Art
AUMT.AAS	Automotive Technology
AUMT.CERT.CHSS	Automotive Technology - Basic Automotive
AUMT.CERT.PTRN	Automotive Technology - Advanced
BIOL.AS	Biology
BIOL.AS.ENV	Environmental Science
BIOT.AS	Biotechnology
BMGT.AAS	Business Management
BMGT.CERT	Business Management Intermediate Certificate
BMGT.CERT.ADV	Business Management Advanced Certificate
BMGT.CERT.SBM	Management - Business Management Basic Certificate
BMGT.MKT	Business Management
BUSI.AS	Business Administration
CDEC.AAS	Child Development - Early Childhood
CDEC.CERT.ADMN	Child Development - Early Childhood Administrator
CDEC.CERT.PARA	Child Development - Early Childhood Paraprofessional
CDEC.CERT.PRVD	Child Development - Early Childhood Provider
CETT.AAS.NT	Computer Networking/Cyber-Security
CHEM.AS	Chemistry
CJLE.AAS.LENF	Criminal Justice Law Enforcement
CJLE.CERT.LE	Criminal Justice Law Enforcement
COMM.AS.MCOMM	Mass Media
COSC.AAS	Computer Information Systems
COSC.CERT.ACAD	Full Stack Development
COSC.CERT.ADMIN	Computer Network Administration
COSC.CERT.CODE	Coding and Design Certificate
COSC.CERT.CSS	Computer System Support Certificate
COSC.CERT.CYBER	Computer Cyber Security

COSC.CERT.DIG	Computer Digital Forensics
COSC.CERT.ESS	Computer Network Essentials
COSC.CERT.GAME	Computer Game Design
COSC.CERT.WEB	CIS - Web Developer Specialist
CRIJ.AS	Criminal Justice
CVOP.CERT.BAS	Logistics Training - Truck Driving
DASC.AS	Data Science
DD.GENS.AS	General Studies - Dual Degree
DEMR.AAS	Kritser Diesel
DEMR.AAS.TRANS	Kritser Diesel - Diesel Transportation Technician
DEMR.CERT	Kritser Diesel - Basic Certificate
DEMR.CERT.D	Kritser Diesel - Advanced Certificate
DFTG.AAS	Drafting
DFTG.CERT.DT	Drafting Technician
DHYG.AAS	Dental Hygiene
DNTA.CERT	Dental Assisting
EMSP.AAS	Emergency Medical Services Professions
EMSP.CERT	Emergency Medical Services Professions
EMSP.CERT.AEMT	Advanced Emergency Medical Technician (AEMT)
ENGL.AA	English
ENGR.AS.COMPSC	Engineering Computer Science
ENGR.AS.GEN	Engineering
FIRS.AAS	Fire Protection Technology
FIRS.CERT	Fire Protection - Basic Firefighter
GENS.AS	General Studies
HALT.CERT	Plant Science and Cultivation Certificate
HORT.AS	Horticulture
IMRT.AAS.ELMT	Industrial Technology - Electromechanical
IMRT.AAS.HART	Industrial Technology - HVAC and Refrigeration
IMRT.AAS.INTC	Industrial Technology - Instrument and Electronics
IMRT.AAS.WIND	Industrial Technology - Wind
IMRT.CERT.BAS	Industrial Fundamentals Certificate
IMRT.CERT.ELMT.ADV	Industrial Technology Tech Certificate - Electromechanical
IMRT.CERT.ELMT.BAS	Industrial Technology Helper Certificate - Electromechanical
IMRT.CERT.HART.ADV	Industrial Technology Tech Cert - HVAC & Refrigeration
IMRT.CERT.HART.BAS	Industrial Technology Helper Cert. - HVAC and Refrigeration
IMRT.CERT.INTC.ADV	Industrial Technology Tech. Cert. - Instrument & Electronics
IMRT.CERT.INTC.BAS	Industrial Technology Helper Cert.- Instrument & Electronics
IMRT.CERT.WIND.ADV	Industrial Technology Technician Certificate - Wind
IMRT.CERT.WIND.BAS	Industrial Technology Helper Certificate - Wind
ITSE.MKT.APP	iOS App Development

LGLA.AAS	Legal Studies
LGLA.CERT.PRO	Legal Studies - Paralegal Professional
MATH.AS	Mathematics
MCHN.AAS	Machining Technology
MCHN.CERT.ADV	Machining Technology Advanced Certificate
MCHN.CERT.BAS	Machining Fundamentals Certificate
MDCA.AAS	Clinical Medical Assisting
MDCA.CERT	Clinical Medical Assisting
MDSP.CERT	Medical Data Specialist
MLAB.AAS	Medical Laboratory Technology
MRTS.AAS	Mortuary Science
MRTS.CERT	Mortuary Science
MUSI.AS	Music
NDTE.AAS	Nondestructive Testing and Evaluation
NDTE.CERT.ADV	Nondestructive Testing and Evaluation Advanced Certificate
NMTT.AAS.NM	Nuclear Medicine
NURA.CERT	Certified Nursing Assistant
OFAD.AAS	Business Technology
OFAD.CERT	Business Technology Professional Certificate
OFAD.CERT.BASIC	Business Technology Foundations Certificate
OFAD.CERT.EXE	Business Tech Systems Certificate
OTHA.AAS	Occupational Therapy Assistant
PAST.AS	Pre-Physician Assistant
PHRA.CERT	Pharmacy Technology
PHTC.AAS	Photography
PHTC.AS	Photography
PHTC.CERT	Photography
PHYS.AS	Physics
PSYC.AS	Psychology
PTCT.CERT	Patient Care Technician
PTHA.AAS	Physical Therapist Assistant
PTHA.AS	Pre-Physical Therapy
RADR.AAS	Radiography
RADT.AAS.RT	Radiation Therapy
RELG.AA	Religion
RNSG.AAS	Associate Degree Nursing
RNSG.AS	Pre-Nursing
RSPT.AAS	Respiratory Care
RTVB.AAS.RTV	Mass Media
RTVB.CERT	Media Production Certificate
RTVB.CERT.ADV	Mass Media Advanced Certificate

RTVB.CERT.OM	Online Marketing Certificate
RTVB.CERT.RA	Recording Arts Certificate
SOCS.AS	Social Science
SONO.AAS	Sonography
SRGT.AAS	Surgical Technology
SRGT.CERT	Surgical Technology
THEA.AS	Theatre
VNSG.CERT	Vocational Nursing
WLDG.AAS	Welding Technology
WLDG.CERT.ADV	Welding Technology Advanced Certificate
WLDG.CERT.BAS	Welding Fundamentals Certificate

### APPROVED OFF-CAMPUS INSTRUCTIONAL SITES

The following is the approved list of existing off-campus instructional sites that offer 50% or more of a program:

Amarillo Area Center for Advanced Learning (AACAL)	Adrian High School
1100 North Forest	301 Matador Drive
Amarillo, TX 79106	Adrian, TX 79001
Amarillo Collegiate Academy	Amarillo High School
6000 S. Georgia	4225 Danbury St.
Amarillo, TX 79118	Amarillo, TX 79109
Ascension Academy	Bovina High School
9301 Ascension Parkway	500 Halsell Street
Amarillo, TX 79119	Bovina, TX 79009

Boys Ranch High School	Bushland High School
163 River Road	2300 Wells Road
Boys Ranch, TX 79110	Bushland, TX 79012
Canyon High School	Caprock High School
1701 23 <sup>rd</sup> Street	3001 East 34 <sup>th</sup> Street
Canyon, TX 79015	Amarillo, TX 79103
Clements Unit 9601 Spur 591 Amarillo, TX 79107	Downtown Campus 1314 S. Polk St Amarillo, TX 79101
Dalhart High School	Dimmitt High School
2100 Sprint Trail	1405 Western Circle
Dalhart, TX 79022	Dimmitt, TX 79027
Dumas High School	East Campus
300 South Klein	NE 8 <sup>th</sup> Ave J Ave
Dumas, TX 79029	Amarillo, TX 79178
Everett & Mabel McDonough Campus	Friona High School
1115 W 15 <sup>th</sup> St	909 East 11 <sup>th</sup> Street
Hereford, TX 79045	Friona, TX 79035

Happy High School	Hart High School
500 N.S. 3 <sup>rd</sup>	710 2 <sup>nd</sup> Street
Happy TX 79042	Hart, TX 79043
Hereford High School	Highland Park High School
200 Avenue F	15300 East Amarillo Blvd
Hereford, TX 79045	Amarillo, TX 79120
Holy Cross Catholic Academy	Kress High School
4110 South Bonham	200 East 5 <sup>th</sup> Street
Amarillo, TX 79110	Kress, TX 79052
Moore County Campus	Palo Duro High School
1220 E. First St	1400 North Grant
Dumas, TX 79029	Amarillo, TX 79107
Panhandle High School	Polk Street Campus
106 West 11 <sup>th</sup>	1314 Polk St
Panhandle, TX 79068	Amarillo, TX 79101
Randall High School	Richard Milburn Academy



5800 Attebury Dr.	4106 S.W. 51 <sup>st</sup> Street
Amarillo, TX 79118	Amarillo, TX 79109
River Road High School	San Jacinto Christian Academy
9500 U.S. 287 North	501 South Mississippi
Amarillo, TX 79108	Amarillo, TX 79106
Stratford High School	Sunray High School
503 North 8 <sup>th</sup>	400 East 7 <sup>th</sup> Street
Stratford, TX 79084	Sunray, TX 79086
Tascosa High School	Texline High School
3921 Westlawn	302 East Pine Street
Amarillo, TX 79102	Texline, TX 79087
Tulia High School	Vega High School
701 West 8 <sup>th</sup> Street	200 Longhorn Drive
Tulia, TX 79088	Vega, TX 79092
West Campus	
6222 W 9 <sup>th</sup> Ave	
Amarillo, TX 79106	

# PROSPECTUS – New Program: Visual Effects (VFX)

## 1. ABSTRACT

### **Proposed change with date of implementation:**

Amarillo College (AC) is partnering with Semkhor Productions and David Shapiro, the CEO of the company, to bring VFX projects to Amarillo in order to attract a new industry to the community to benefit local businesses and students. The proposed programs were presented before AC's Curriculum Committee on Friday, December 13, 2019 and approved to begin in the fall semester of 2020.

VFX or Visual Effects is a term used to describe imagery created, manipulated or enhanced for any film, or other moving media such as advertising or video gaming, which cannot take place during live-action shooting. VFX is the integration between actual footage and this manipulated imagery to create realistic looking environments. VFX producers use computer-generated imagery and VFX software to create backgrounds, locations and effects. VFX producers communicate with directors and cinematographers to determine which scenes require them to shoot with green screens and other techniques.

Using the soon-to-be-constructed Innovation Hub at the Downtown Campus, the AC VFX program will provide students with an opportunity to learn the entire pipeline of VFX production by working on VFX for films and commercials. The Associate of Applied Science degree program will prepare students for project supervisor positions in the VFX industry. Students completing the VFX Level 1 certificate will be eligible for entry-level assistant positions in the industry.

The courses will provide a broad overview of the VFX workflow and pipeline. Students will benefit from a state-of-the-art studio-style environment for hands-on work and the development of VFX skills, supplemented by continuing education boot camps for more in-depth learning of specific skills from the beginning of the pipeline to the end of post-production. The goal is to provide an environment that supports creators who know how to develop and produce content, using best practices that will succeed across the wide range of media outlets.

Through this degree and certificate program, students will gain an understanding of the VFX industry in film and television, will become proficient in the use of various VFX hardware and software to create and supervise the production of visual and special effects and will gain experience creating a VFX production that exhibits all of the skillsets in the curriculum.

The college is working with the City of Amarillo and the Amarillo Economic Development Corporation to create a program that could thrive in Amarillo and, with the help of Semkhor Productions and the Innovation Hub, will create jobs and build a new industry for the area. Semkhor is committed to bringing professional productions to Amarillo to provide real-world hands-on training for students and new jobs for program graduates. Focusing on high-quality VFX for lower budget productions and using distributed production methods will result in Amarillo attracting business nationally. Commercial productions will be the driving force in attracting business as well as ensuring the training program provides students with marketable skills.

**Locations:**

The majority of the program will be offered at Amarillo College's Downtown Campus, which is slated to become the Innovation Hub. The facility will include spaces designed to address the needs of all newly developed courses for VFX certificate and degree. The renovation design phase of the Innovation Hub is to occur in 2020, bid phase and construction phase to occur in 2021, and then construction phase continues in 2022 with the move-in-phase taking place late summer 2022. The portion of the facility dedicated to the program will be approximately 10,000 to 12,000 square feet and will contain industry standard hardware and software, including: • a complete 8,000 square-foot sound stage with removable green screen cyclorama wall • integrated sound and edit suites • Dolby-certified, color-calibrated 4K cinema screening room • motion-capture studio with complete camera ring and lighting • green room, make-up and wardrobe room • production offices.

**Provide projected number of students, if applicable:**

Anticipated enrollment for the first year is 20 FTE enrolled in the certificate and degree program. Based on our historical enrollment, similar programs in mass media and graphic design run from 100-200 majors. Our ultimate goal is to serve 50-100 VFX majors annually dependent upon staffing.

**Indicate the projected life of the program or site, if applicable (single cohort or ongoing):**

It is the intention of the college to create a robust certificate/degree plan that will have long term, ongoing offerings. While completing their classes, students will be able to work as interns and apprentices for movies produced in the studio.

Employment information is not available specifically for the VFX industry since it is a new field; however, job prospects are strong in the related areas of film and video editing and multimedia art and animation.

According to the Bureau of Labor Statistics Occupational Outlook Handbook for Film and Video Editors and Camera Operators:

2018 median pay is \$58,990 (\$28.36 per hour)

2018 median pay for film and video editors is \$62,659

2018 median pay for film and video editors in Texas is \$61,990 (\$29.81 per hour)

2018 median pay for film and video editors in DFW is \$67,520 (\$32.46 per hour)

Film and video editors often are trained in a specific type of editing software. Employers may offer training in the specialized software that they use; beginners should be familiar with many types.

The OOH reports that 69,200 film and video jobs existed in 2018 with 1,360 of those jobs located in Texas primarily in the Dallas-Fort Worth-Arlington area. The job outlook is for film and video editors and camera operators shows an 11-14 percent growth (much faster than average) from 2018 to 2028.

Of those employed in the field,

31 percent work in the motion picture or video industries; these are the largest employers

26 percent are self-employed

18 percent work in radio or television broadcasting

5 percent work in professional, scientific, and technical services  
3 percent work for the government  
and most work full time.

According to the Bureau of Labor Statistics Occupational Outlook Handbook for Multimedia Artists and Animators:

2018 median pay is \$72,520 (\$34.87 per hour)  
2018 median pay for motion picture and video industries is \$77,860  
2018 median pay for multimedia artists and animators in Texas is \$82,940 (\$39.88 per hour)  
2018 median pay for multimedia artists and animators in DFW is \$71,770 (\$34.51 per hour)

In the multimedia art and animation fields, the OOH reports that 71,600 jobs existed in 2018 with 2,480 of those jobs in Texas. Most of these jobs in Texas are in the Austin-Round Rock and DFW areas

The job outlook is for multimedia artists and animators is 4 percent growth (as fast as average) from 2018 to 2028. Of those currently employed in the field:

59 percent are self-employed  
12 percent are employed by the motion picture and video industries  
6 percent work in computer systems design and related services  
5 percent work as software publishers  
3 percent work in advertising and public relations  
Some artists and animators work in offices; others work from home.

**Describe the primary target audience:**

AC's focus on developing a VFX program has been driven by analysis of trends in VFX production and related areas and the growing importance of media production overall in the national economy. Developing a VFX industry in Amarillo can bring high tech employment as well as freelance opportunities for our students to our area in Amarillo, where 17.4% of all residents live in poverty, compared to 15.4% nationally. The percentage of low income families within AC's service area runs as high as 48%, with a service area average of 33%, compared to 17% for the U.S. (Census 2013). Disadvantage is even greater among the area's growing Hispanic population; only 7% of Hispanic adults (age 25+) have completed a bachelor's degree, and more than one in four (27%) service area Hispanic residents live in poverty (Census 2013). The portion of AC's enrollment comprised of Hispanic students has increased from 31% in fall 2010 to 38% in fall 2015.

**Describe the instructional delivery methods to be used:**

Project-based learning in a traditional lecture/lab combination will provide students with hands-on experience.

**Describe strengths of the institution to undertake this change:**

Amarillo College has always had strong community support and involvement. This initiative is supported by the Amarillo Economic Development Corporation, the City of Amarillo, and various private donors and philanthropists. By leveraging the continuing education department to offer short-term focused trainings and boot camps, the college will supplement the skills mastered in the academic class. The new program can also

draw upon the support of AC's on-campus college-licensed public television station, 100,000 watt radio station, robust IT department, established graphic design and animation program and national award-winning mass media program that features several specialized certificate offerings including recording arts and online marketing. Given the college's expertise in related areas, substantial support and partnership with Semkhor productions, AC is well-prepared to undertake this change.

## **2. DETERMINATION OF NEED FOR THE CHANGE/RELATIONSHIP TO MISSION/PLANNING AND APPROVALS FOR THE CHANGE**

This new program is consistent with our Strategic Plan and Mission (*Appendix A*). As we focus on our student success initiative, the Level 1 certificate creates a pathway for underreported student populations and creates a new industry to promote economic development in our region.

Our Curriculum Committee has approved this new Level 1 certificate (FLMC.CERT.VFX) and Associate of Applied Science Degree (FLMC.AAS.VFX) proposal as of December 13, 2019.

Additional approvals will be required by the Board of Regents, Amarillo College President and the Texas Higher Education Coordinating Board (THECB). These approvals will be forthcoming and can be submitted to SACSCOC subsequent to the submission of this prospectus. As of the date of this prospectus, we have yet to receive the official award approval notice from the THECB. We anticipate this program being approved, and that this is more of a timing issue on the email receipt of approval from the state and the submission of this prospectus.

We expect this program to be approved by the THECB and will submit that approval to SACSCOC if requested. Please contact our Amarillo College SACSCOC Accreditation Liaison, Tina Babb, for evidence of the approval at time of reading of this prospectus. She may be reached at (806) 371-5420 or [tmbabb@actx.edu](mailto:tmbabb@actx.edu).

## **3. DESCRIPTION OF SUBSTANTIVE CHANGE (NEW PROGRAM)**

The Level 1 Certificate is designed to provide students with skills needed for employment in VFX-related positions. The Associate of Applied Science degree program will prepare students for project supervisor positions in the VFX industry. Students completing the VFX Level 1 certificate will be eligible for entry-level assistant positions in the industry.

**Curriculum for the program and a projected schedule of course offerings:**

<b>Course</b>	<b>Type</b>	<b>Weekly Lecture Hours</b>	<b>Weekly Lab Hours</b>	<b>External Hours</b>	<b>Contact Hours</b>	<b>Credit Hours</b>
FLMC 1301	WECM	3	0	XXX	48	3
FLMC 1331	WECM	3	2	XXX	80	3
ARTV 1341	WECM	2	4	XXX	96	3
ARTV 1345	WECM	2	4	XXX	96	3
FLMC 1304	WECM	3	2	XXX	80	3

**1st Year - 2nd Semester**

<b>Course</b>	<b>Type</b>	<b>Weekly Lecture Hours</b>	<b>Weekly Lab Hours</b>	<b>External Hours</b>	<b>Contact Hours</b>	<b>Credit Hours</b>
ARTV 2345	WECM	2	3	XXX	80	3
ARTV 2455	WECM	2	3	XXX	80	3
FLMC 2331	WECM	2	4	XXX	96	3
ARTV 2351	WECM	2	4	XXX	96	3
ARTV 2335	WECM	2	4	XXX	96	3

2nd Year - 1st Semester

<b>Course</b>	<b>Type</b>	<b>Weekly Lecture Hours</b>	<b>Weekly Lab Hours</b>	<b>External Hours</b>	<b>Contact Hours</b>	<b>Credit Hours</b>
FLMC 1391	WECM	2	3	XXX	80	3
FLMC 2310	WECM	2	4	XXX	96	3
ARTV 2341	WECM	2	4	XXX	96	3
GAME 2336	WECM	2	4	XXX	96	3
MATH XXX - XXX	ACGM	3		XXX	64	3

2nd Year - 2nd Semester

<b>Course</b>	<b>Type</b>	<b>Weekly Lecture Hours</b>	<b>Weekly Lab Hours</b>	<b>External Hours</b>	<b>Contact Hours</b>	<b>Credit Hours</b>
FLMC 1392	WECM	2	4	XXX	96	3
ENGL 1301 -	ACGM	3	1	XXX	64	3
SPCH	ACGM	3	0	XXX	48	3

Course	Type	Weekly Lecture Hours	Weekly Lab Hours	External Hours	Contact Hours	Credit Hours
Social and behavioral sciences	ACGM	3	0	XXX	48	3
COMM 1307 - 1307	ACGM	3	0		48	3

*Notes*

All courses are in an eight-week format except for FLMC 1392, which will run for sixteen weeks in Year 2, spring semester.

**Course Sequencing and Requirements Notes:**

Course sequencing is designed to give students comprehensive training in VFX supervision. Students must begin the program (both certificate and degree) in the fall and then proceed through the curriculum sequentially. Courses cannot be taken out of order.

<b><i>YEAR 01</i></b>
<b><i>Semester 01</i></b>
Term 01
FLMC 1301 FLMC 1331 ARTV 1341
Term 02
ARTV 1345 FLMC 1304
<b><i>Semester 02</i></b>
Term 01
ARTV 2345 ARTV 2455



Term 02
FLMC 2331 ARTV 2351 ARTV 2335 VFX Portfolio Development Students who complete one year will earn VFX Level One Certificate
<b>YEAR 02</b>
Semester 01
Term 01
FLMC 1391 FLMC 2310
Term 02
ARTV 2341 GAME 2336 MATH from approved list
Semester 02 (one 16-week term)
FLMC 1392 VFX Capstone - Preproduction, Production, Post Production ENGL 1301 SPCH from approved list COMM 1307 Social and Behavioral Science from approved list Students who complete two years will earn VFX AAS

**Specific programmatic goals (objectives and specific student learning outcomes for the program):**

*(Appendix B-Curriculum Map)*

**Describe how the student learning outcomes for the program will be assessed:**

For this new program, the department has developed a curriculum map (*Appendix B*) which maps the discipline-specific courses to program student learning outcomes.

In alignment with Amarillo College’s Assessment Plan (*Appendix C*) the program student learning outcomes will be assessed. Student artifacts (assignments) are sampled from the courses and assessed using a scoring rubric that utilizes the criteria of the assignment and the program student learning outcomes identified on this program’s curriculum map (*Appendix B*).

There is also a component of assessment that includes the analysis and completion of a Program Review. This is completed on a two year cycle which assesses the program for performance indicators such as: growth, course

success, graduation rates, persistence, and alignment with labor market demand as well as demonstrates the overall health and viability of the program.

**Course descriptions for all courses in the proposed program:**

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2020</u>
Course Title (Written Out):	History of Animation Techniques
Course Prefix and Number:	FLMC 1301
Course Description:	<p><b>Course Level:</b> Introductory</p> <p><b>Course Description:</b> A historical perspective of two-dimensional (2D) and three-dimensional (3D) animation.</p> <p><b>End-of-Course Outcomes:</b> Describe basic 2D animation theory and rotoscoping; apply the technique of cell animation; demonstrate the techniques behind flip-book animation; and analyze the evolution of 2D and 3D animation.</p>

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2020</u>
Course Title (Written Out):	Video Graphics and Visual Effects I
Course Prefix and Number:	FLMC 1331
Course Description:	<p><b>Course Level:</b> Introductory</p> <p><b>Course Description:</b> A course in the applications of computers for video production. Design of computer graphic workstations and development of a rationale for selecting software, hardware, and peripherals.</p> <p><b>End-of-Course Outcomes:</b> Describe the system components of a computer graphics workstation; detail basic computer workflow; and design and produce original 2-D computer materials.</p>

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2020</u>
Course Title (Written Out):	3D Animation I

Course Prefix and Number:	ARTV 1341
Course Description:	<p><b>Course Level:</b> Intermediate</p> <p><b>Course Description:</b> Intermediate level 3-D course introducing animation tools and techniques used to create movement. Emphasis on using the principles of animation.</p> <p><b>End-of-Course Outcomes:</b> Utilize animation software and production skills; develop a sense of weight and motion in animated shots; and develop animation for multi-media productions, games or simulations.</p>

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2020</u>
Course Title (Written Out):	3D Modeling and Rendering I
Course Prefix and Number:	ARTV 1345
Course Description:	<p><b>Course Level:</b> Intermediate</p> <p><b>Course Description:</b> Techniques of three-dimensional (3-D) modeling utilizing industry standard software. Includes the creation and modification of 3-D geometric shapes, use of a variety of rendering techniques, camera, light sources, texture, and surface mapping.</p> <p><b>End-of-Course Outcomes:</b> Construct 3-D objects; utilize tools for lighting, surfacing and camera; and render 3-D scenes.</p>

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2020</u>
Course Title (Written Out):	Lighting for Film or Video
Course Prefix and Number:	FLMC 1304
Course Description:	<p><b>Course Level:</b> Introductory</p> <p><b>Course Description:</b> Fundamentals of lighting techniques for film or video production with respect to lighting tools, composition and camera motion to support dynamic storytelling.</p>

	<b>End-of-Course Outcomes:</b> Demonstrate skills in lighting a scene to achieve a professional camera image while on location or in a studio setting.
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Planned Effective Date:	Term: <u>Spring</u> Year: <u>2021</u>
Course Title (Written Out):	3D Modeling and Rendering II
Course Prefix and Number:	ARTV 2345
Course Description:	<b>Course Level:</b> Advanced <b>Course Description:</b> A studio course focused on advanced 3-D modeling and rendering techniques using industry standard software, modeling techniques, camera settings, lighting, and surfacing to develop detailed environments. <b>End-of-Course Outcomes:</b> Build seamless organic models; rig models for animation; and develop complex environments with detailed surfaces and advanced lighting techniques.

Planned Effective Date:	Term: <u>Spring</u> Year: <u>2021</u>
Course Title (Written Out):	Character Rigging and Animation
Course Prefix and Number:	ARTV 2455
Course Description:	<b>Course Level:</b> Advanced <b>Course Description:</b> Advanced work in 3-D animation. Emphasis on character modeling, rigging and animation. <b>End-of-Course Outcomes:</b> Build a character rig with joints, deformers, and scripting; model a 3-D character for animation utilizing industry standard practices; and animate professional quality sequences.

Planned Effective Date:	Term: <u>Spring</u> Year: <u>2021</u>
Course Title (Written Out):	Video Graphics and Visual Effects II
Course Prefix and Number:	FLMC 2331

Course Description:	<p><b>Course Level:</b> Advanced</p> <p><b>Course Description:</b> Advanced concepts of designing vector and raster graphics, executing rendering techniques, designing and producing three-dimensional (3-D) materials, and selecting hardware, software and peripherals for video production.</p> <p><b>End-of-Course Outcomes:</b> Design and produce original 3-D computer materials for digital film; apply the elements of visual storytelling and psychological effects of color and motion; and design a computerized system for video production</p>
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Planned Effective Date:	Term: <u>Spring</u> Year: <u>2021</u>
Course Title (Written Out):	3D Animation II
Course Prefix and Number:	ARTV 2351
Course Description:	<p><b>Course Level:</b> Advanced</p> <p><b>Course Description:</b> Advanced level 3-D course utilizing animation tools and techniques used to develop movement. Emphasis on advanced animation techniques.</p> <p><b>End-of-Course Outcomes:</b> Utilize advanced animation techniques and production skills; and develop a sense of weight and motion with rigs in animated shots.</p>

Planned Effective Date:	Term: <u>Spring</u> Year: <u>2021</u>
Course Title (Written Out):	Portfolio Development in Animation
Course Prefix and Number:	ARTV 2335
Course Description:	<p><b>Course Level:</b> Advanced</p> <p><b>Course Description:</b> A course in the development of a professional portfolio to showcase the student's skills in animation. Includes self-promotion, resumes, portfolio distribution, and interview techniques.</p> <p><b>End-of-Course Outcomes:</b> Prepare a professional portfolio of student's work; and demonstrate effective interview techniques.</p>

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2021</u>
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Course Title (Written Out):	Special Topics in Film/Cinema Studies (Dynamic Simulations I – Particles)
Course Prefix and Number:	FLMC 1391
Course Description:	Students will gain knowledge of using Houdini - a pillar of VFX creation - starting with particle generation. A focus on creation a fully-featured particle system from scratch, rendering simulations and incorporating the elements into larger scenes. Programs required: Houdini, Maya, Nuke.

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2021</u>
Course Title (Written Out):	Film Style Production
Course Prefix and Number:	FLMC 2310
Course Description:	<b>Course Level:</b> Intermediate <b>Course Description:</b> Writing, directing, and producing film-style productions. <b>End-of-Course Outcomes:</b> Perform the necessary steps for a film-style production; select necessary equipment used in film-style production; and demonstrate filmmaking techniques in one or more film-style productions

Planned Effective Date:	Term: <u>Fall</u> Year: <u>2021</u>
Course Title (Written Out):	Advanced Digital Video
Course Prefix and Number:	ARTV 2341
Course Description:	<b>Course Level:</b> Advanced <b>Course Description:</b> Advanced digital video techniques for post-production. Emphasizes integration of special effects and animation for film, video, and the Internet. Exploration of new and emerging compression and video streaming technologies. <b>End-of-Course Outcomes:</b> Integrate animation in video productions; generate special effects for film/video production;

	apply chroma-keying in video productions; and plan, edit, and produce a video production.
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Planned Effective Date:	Term: <u>Fall</u> Year: <u>2021</u>
Course Title (Written Out):	Lighting, Shading and Texture
Course Prefix and Number:	GAME 2336
Course Description:	<p><b>Course Level:</b> Advanced</p> <p><b>Course Description:</b> Advanced application of lighting, shading, and texture techniques to increase system performance for digital games and simulation models.</p> <p><b>End-of-Course Outcomes:</b> Explain the fundamentals of color and lighting theory; identify core concepts of 3D texturing such as transparency, specular, reflectivity, and luminescence; develop effective materials for models while conserving resources; and create surface shaders, tile textures, and displacement and bump maps that convey desired style and mood.</p>

Planned Effective Date:	Term: <u>Spring</u> Year: <u>2022</u>
Course Title (Written Out):	Special Topics in Filmmaking, Cinematography and Production: VFX Capstone: Preproduction to post / Demo Reel
Course Prefix and Number:	FLMC 1392
Course Description:	The VFX Capstone is the advanced culmination and exhibition of all the skill-sets acquired from the previous years, VFX Capstone creates the opportunity for the student to author a visual effects shot(s) from the beginning of the pipeline to the end of principle photography. The second half of the semester continues the opportunity for the student to author a visual effects shot(s) from the end of principal

	photography to the end of post-production and final shot delivery. Programs used: All.
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**Describe admissions and graduation requirements for the program:**

*Admissions:*

Amarillo College (AC) has an “open door” admissions policy that is prescribed in Title 19, Part 1, Chapter 9, Subchapter C, Rule 9.53, of the Texas Higher Education Coordinating Board (THECB) and ensures that all people who can benefit from higher education have an opportunity to do so. The policy is consistent with the College’s mission of “*Enriching the lives of our students and community by helping learners identify and achieve their educational goals*” and does not discriminate on the basis of race, color, national origin, sex, age, religion or disability. Admission policies exist and are followed by students regardless of the modality in which they intend to take credits (e.g. Web-based vs. Lecture) and regardless of the student’s status (e.g. dual credit or non-dual credit). The institution admission requirements are published on the Amarillo College Web site ([www.actx.edu](http://www.actx.edu)) through each Academic Catalog under the “Admissions” information link.

Admission policies are communicated accurately and effectively to prospective and other constituents through these methods:

1. Recruitment Coordinators-Enrollment Management
2. College Brochures (including online catalog)
3. Program Web sites
4. College and Career Fairs
5. Advising Department/Advising Sessions
6. Program Directors
7. Public School Recruitment Event Presentations
8. On-campus Student Recruitment Events

*Graduation Requirements:*

Graduation is an automatic process where students do not need to apply to graduate. Once a student is in their last semester of completing all degree requirements, the Registrar’s Office will evaluate the student record for graduation purposes and notify both the student and their academic advisor. Students are automatically awarded a credential for any certificate or degree in which they have completed all requirements.

**Demonstrate compliance with FR 10.7 (Definition of Credit Hours) of the Principles of Accreditation:**

The Amarillo College catalog states: Academic credit at Amarillo College is granted on the basis of semester hours. In general, for a 16-week semester, a semester hour of credit is given for passing work in one lecture period that meets 50 minutes each week, two to four lab hours each week, or four clinical hours each week. Courses delivered in a timespan shorter than 16 weeks are expected to have the same number of contact hours, the same



learning outcomes, and demonstrate student competency to the same degree as courses taught in a 16-week semester. The expectation that student outcomes are the same regardless of delivery mode or location is evident in the course syllabi.

The credit hours required for completion of a technical program (Associate of Applied Science, Level-2 Certificate, Level-1 Certificate or Marketable skills Certificate) are defined by the Texas Higher Education Coordinating Board (THECB) and published in the Guidelines for Instructional Programs in Workforce Education (GIPWE).

**Describe administrative oversight to ensure the quality of the program:**

*AC Administrative Commitments*

The oversight of the instructional process will remain constant even with the proposed change. Course schedules are prepared each semester by department and program heads. All proposed courses will undergo the same quality preparation and planning as the transfer level courses with respect to scheduling, faculty workloads and other factors that affect faculty. An advisory board of experts working in industry will be formed to provide ongoing oversight and guidance.

*AC Administrative Support*

Our certificate and technical degree seeking students require the same educational support services as our traditional transfer students. Administrators oversee support services such as access to academic advising, admissions, registration, career counseling, tutoring and library and learning resource services. All students can benefit from student support services regardless of their area of study.

*Department Support*

Any AC department site must support the guidelines set by AC academic programs. In addition to institutional guidelines, each department complies with SACSCOC, WECM, and ACGM standards. Every department has a department chair or a program coordinator that who is the primary person responsible for daily program operations. The department level is supported by a Dean, Vice President of Academic Affairs, Administrative Cabinet, and a Board of Regents. All working together to assure quality standards are maintained.

*Program Support*

The new program will have an assigned program coordinator that is a full time employee familiar with state, federal, and national program accreditation, certification, and approval and credentialing requirements for graduates, including licensure, certification, and/or registration. Credentialed adjunct faculty will be used to teach the curriculum to maintain an adequate work load among faculty.

## **4. FACULTY QUALIFICATIONS**

Amarillo College will hire new faculty members to support this new program and will ensure that the qualifications of faculty teaching workforce education programs and courses for credit are in compliance with the current requirements of SACSCOC, regardless of the teaching modality or location.

The college will maintain all documentation related to a faculty member's academic preparation, work experience, and other appropriate qualifications (certificates, licensure, etc.). Documentation of degree equivalency will be kept on file as long as the faculty member is employed by the institution. AC will ascertain that all degrees and graduate credit hours held by faculty members, whether full-time or part-time, are earned at an institution accredited by an accreditor recognized by the Coordinating Board or its foreign equivalent.

The attached faculty roster demonstrates our ability to have a minimum of one full-time faculty responsible for curriculum development and program coordination. Additional full-time and/or part-time faculty will be hired to teach courses for the spring 2021 semester and subsequent semesters. The qualifications of the coordinator and faculty must include an associate degree in graphic design, animation or video production with relevant work experience in the industry. Mr. Carrillo is qualified to oversee the program as his educational and industry background of over 15 years' experience, qualifies him to do so.

*(Appendix D-Faculty Roster)*

## **5. LIBRARY AND LEARNING RESOURCES**

### *Library*

The Amarillo College (AC) Library provides a comprehensive array of information resources and services for the College community. These resources and services are organized around two library units: (1) Technical Services – maintaining physical and electronic collections and finding tools to locate any particular item – and (2) Instruction and Reference – teaching library patrons how to evaluate information sources and use research tools. The AC Library Staff Web page reflects the Library's staffing structure. The library staff comprise these two units and exist to execute the Library's vision which includes the core values, purpose, vision statement, and preferred future.

All AC community members are provided access to the library resources. The Library's physical resources can be searched electronically and are made available at two AC locations (Washington Street Campus and West Campus). Electronic resources can be located from three vantage points: through the Library's Web site, through Blackboard and through the single-on portal.

In addition, physical and electronic materials not currently available at the AC Library's physical locations may be accessed through a cooperative agreement with the Harrington Library Consortium (HLC) via their online catalog or through the OCLC Worldcat Inter-Library Loan program.

### *Information Resources*

Although the AC Library's primary purpose is to support members of AC's community, any person with a Harrington Library Consortium member library card (including Amarillo College cardholders) can use AC's physical collections during the hours the Lynn Library and West Campus Library are open each week.

Materials in the AC Loan collection are available for fourteen-day check-out and may be renewed twice by calling the Library. Faculty or staff members may obtain extended loans upon request; however, a valid card is required to take materials from any AC Library. Any student, faculty or staff member of Amarillo College may apply for an AC Library card. Proof of employment with AC or enrollment must be presented to get a card. As

documented in the Library Services and Procedures Handbook, the card is good as long as the holder is associated with the College but it must be renewed each year.

Students in the new Certificate will have access to several databases that will address their course and research needs:

*Databases with VFX Information:*

Academic Search Complete

MasterFILE Premier

Science & Technology Collection

Science in Context

SciTech Premium Collection

Texas Reference Center

Vocational and Career Collection

## **6. STUDENT AND SUPPORT SERVICES**

### *Advising*

AC will develop student-centered advising and mentoring services to support retention and completion among students. New guided pathway advising will allow students to map out requirements for their entire program, creating step-by-step roadmaps to degree completion. Steps will allow early identification of students that require developmental instruction. Developmental course hours will be available in Math and English, but the hours will not be included in the total credit hours for the award.

### *Tutoring*

Subject-specific tutoring will be provided in our Student Success Center. Our student success center will be open Monday through Friday from 8:00 AM until 6:00 PM to assist students with their homework, in-class assignments, and test preparation throughout the semester.

### *Career Development*

Job readiness training will be provided through our Career and Employment Services department. We assist students with the following services:

- Filling out applications (dos and don'ts when filling out an application )
- Creating a proper resume that will stand out to an employer
- Job search training to help students identify key words and phrases to narrow or broaden their job search
- Mock interviews to prepare students for their job interview(s)

## 7. PHYSICAL RESOURCES

### **Describe the adequacy of physical facilities which will support the change:**

The majority of the program will be offered at Amarillo College's Downtown Campus, which is slated to become the Innovation Hub. The facility will include spaces designed to address the needs of all newly developed courses for VFX certificate and degree. The renovation design phase of the Innovation Hub is to occur in 2020, bid phase and construction phase to occur in 2021, and then construction phase continues in 2022 with the move-in-phase taking place late summer 2022. The portion of the facility dedicated to the program will be approximately 10,000 to 12,000 square feet and will contain industry standard hardware and software.

Renovation to ensure adequacy of physical facilities:

The state-of-the-art Visual Effects Program at Amarillo College will feature cutting-edge, industry standard hardware and software, including: • Complete 8,000 square-foot Sound Stage with removable GreenScreen Cyclorama Wall • Integrated Sound and Edit Suites • Dolby-Certified, Color-Calibrated 4K Cinema Screening Room • Motion-Capture Studio with Complete Camera Ring and Lighting • Green Room, Make-Up and Wardrobe Room • Production Offices

### **Equipment which will be available for a new program:**

All major equipment for the Visual Effects programs have been carefully researched and determined as necessary to address the project objectives and goals.

#### ***PRE - PRODUCTION***

Areas involve Concept, Script Breakdowns, Bidding, Crewing, Storyboards, Production Meetings, PreViz, Production Assets (Miniatures, BG Plates, Animatronics, etc.) Equipment Shot or project bidding software or processes Art Supplies - Traditional storyboarding methodologies Adobe Photoshop Workstations - see Post-Production Wacom Tablets or monitors

#### ***PRODUCTION***

Areas Concerned Principle Photography, Motion Capture, On-Set VFX Supervision, Proof-of Concepts, LIDAR (Environment scanning), Motion-Control Cameras, Special FX Shooting (hi-speed, miniatures, etc.) Equipment 3+ Red Camera Packages (Gemini or Helium) Camera lens library (assorted prime/zoom lens from fish-eye to telephoto) Audio recording gear (boom mics, lavalieres, DATs DSLR Cameras with bracketing functionality (for HDRI light reference) Workstations with Internet access for DIT Gray/Chrome spheres / McBeth color chart with monopod Dedicated Green/Blue screen cyclorama walls with uniform lighting grid Portable Green and Blue screens, large/small versions foldable Tracking markers (tape/stickers for flat, neon green balls for ground) Motion-capture studio with dedicated camera rigs/workstation Light meters Laser pointers, measuring tapes, head lamp, walkie talkies

#### ***POST - PRODUCTION***

Areas involve Plate Delivery, 2D/3D Asset Creation, Shot Authoring, Render Farm and Delivery Equipment Workstations (HP zMachines or like): recommended specs: Dual Xeon CPU, 256Gig RAM, multiTerabyte SSD drives, >Nvidia RTX 2080ti graphic card(s) or better, PC or Linux (PC preferred) Color-calibrated dual monitors per workstation, 10bit or better (Rec.709/P3 Gamut equivalent) Main software list: Adobe Photoshop and Suite (After Effects, Premiere), Mocha, Autodesk Maya, Foundry Nuke, Foundry Mari, Foundry Katana,

Houdini, RealFlow, Coding IDE, FTP client, Shotgun RV, Syntheyes, Davinci Resolve, Substance Painter, zBrush, Mudbox, MotionBuilder (moCap), SpeedTree, Esri CityEngine, VUE or similar, Render Farm Queuing software, Cinema 4D, Red CineX-Pro, Unreal/Unity game engines for previs/realtime/VR/AR projects Various Rendering Engines (both CPU and GPU) - Renderman, Arnold, Octane, RedShift, Vray Render Farm solution (CPU and GPU enabled) Stock Element Library (ActionFX Drive or the like) Televisions for Rec.709 reference AR/VR software/goggles, Wacom Tablets, Webcams

### *(Appendix E – VFX Equipment Price Projections)*

#### **The impact that the proposed change will have on physical facilities and equipment for existing programs and services:**

The implementation of this new program will fall in line with the creation of AC’s Innovation Hub, which is being renovated and repurposed using bond money awarded to the college in 2019. Funding to provide additional renovations and needed hardware and software will be obtained from the college’s capital campaign. No existing programs, facilities or services will be impacted by this new program.

## **8. FINANCIAL SUPPORT**

### **Business Plan**

Attached is the projected equipment list and expenditures including one-time setup costs for equipment. *(Appendix F)* AC will use institutional funding to cover the cost of faculty, utilities, maintenance, and replacements for the completed lab and facility.

### **Proposed revenues and expenditures and cash flow for the proposed change:**

The program should begin with up to twenty students in the first cohort. Total estimated revenues (tuition/fees) for the completion of 30 credits in the first year by 20 students equates to approximately \$53,400. Additionally, each course has a state contact hour reimbursement funding model in which AC receives funding for contact hours for each student enrollment. Expenditures include a one-time cost for pre-production, production and post-production equipment outlined in Appendix E of \$250,000 and then \$10-15k per year after that. Institutional budgets within AC will cover faculty salary and benefits of all faculty and program coordinator. The new VFX program has the financial backing of key donors from the Amarillo community, including the Amarillo Economic Development Council, the City of Amarillo, and philanthropists.

### **Resources going to other institutions or organizations for contractual or support services for the proposed change:**

We will not have resources going to any outside institutions or organizations for contractual or support services for the operation of this new program.

**Provide contingency plans in the event that required resources do not materialize:**

Amarillo College relies on our partnership with industry partners and the Amarillo Economic Development Corporation. Our industry partners have expressed a willingness to commit qualified personnel, equipment, and on-the-job training to support the AC program as needed. These partners along with the City of Amarillo and local philanthropists are providing financial backing for this industry to thrive in Amarillo.

Amarillo College is not currently on reimbursement for Title IV funding for this program. Per our Director of Financial Aid, Amarillo College receives Title IV funding under the Advance Payment Method.

## **9. INSTITUTIONAL EVALUATION AND ASSESSMENT PROCESSES FOR THE CHANGE**

**Provide a brief description of institutional assessment processes:**

Amarillo College has 3 main components of assessment which demonstrate assessment at the Program Level (to include both instructional and non-instructional units), Institutional Level (General Education Competencies) and Surveys (Indirect Assessment).

Amarillo College has a five-year assessment schedule of both institutional student learning outcomes (ISLOs) and program student learning outcomes (PSLOs). The assessment cycles are planned, on-going and reassessed for seeking continuous improvement.

For this new program, Program Student Learning Outcomes (PSLOs) will be assessed using a scoring rubric developed by the program coordinator that uses assignment criteria along with the stated outcomes on the curriculum map as previously mentioned to assess the student's work.

**Describe how the institution will incorporate the change (program, site, distance education or other change) into the institution-wide review and assessment processes:**

For this new Level 1 certificate, the department has developed a curriculum map ([Appendix B](#)) which maps the discipline-specific courses to program student learning outcomes.

In alignment with Amarillo College's Assessment Plan ([Appendix C](#)) the program student learning outcomes will be assessed. Student artifacts (assignments) are sampled from the courses and assessed using a scoring rubric that utilizes the criteria of the assignment and the program student learning outcomes identified on this program's curriculum map ([Appendix B](#)).

There is also a component of assessment that includes the analysis and completion of a Program Review. This is completed on a two year cycle which assesses the program for performance indicators such as: growth, course success, graduation rates, persistence, and alignment with labor market demand as well as demonstrates the overall health and viability of the program.

## **10. APPENDICES**

**APPENDIX A – Strategic Plan**



# No Excuses 2020 Strategic Plan

## MISSION

*Enriching the lives of our students and community by helping learners identify and achieve their educational goals.*

## VISION

We will ensure a **70%** Completion Rate by 2020

## VALUES

Create a No Excuses philosophy through actions which display the following values:

### 1. Caring through **WOW**

- Every student and colleague will say "WOW, you were so helpful, supportive, and open" after an interaction with us.
- Every Student will be "WOW'd" by engaged, learning-centered classroom experiences.

### 2. Caring through **FUN**

- We will find ways to have fun with each other and celebrate each other.
- We will find ways to make our work fun and effective.
- We will find ways to enrich learning experiences with joy and application.

### 3. Caring through **INNOVATION**

- We will see ourselves as a "roadblock remover" for students and for each other.
- We will always look for ways to help others and improve our processes.
- We will develop and implement original and creative teaching methods.

### 4. Caring through **FAMILY**

- We will find ways to show we care about our students and each other.
- We will readily and effectively share information with each other.
- We will approach our interactions with each other with trust and openness.
- We will put the needs of others before our own.
- We will enhance learning by creating an atmosphere of mutual respect.

### 5. Caring through **YES**

- We will think "yes" first and find solutions rather than stating "no".
- We will be passionate about our jobs and helping each other.
- We will promote critical thinking and problem solving skills in curriculum.

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
<b>1) Increase Completion</b> by improving persistence, decreasing time-to-completion,	<b>Comprehensive Transfer/Completion Pathways</b>  A. Accountability for student success	A1. Create a robust, actionable Early Alert System.  A2. Create Campus Report Card (completed)	A1. Fall 2017  A2. September 2015	Completion Committee

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
and creating a comprehensive transfer/completion pathway.	<ul style="list-style-type: none"> <li>Exercise a data-driven approach to improve key student success metrics</li> <li>Systemize a team-based approach to problem-solving and enhancing key student success metrics</li> <li>Implement a drop-rate reduction and expanded early alert initiative</li> </ul>	<p>A3. <i>Create Leadership Report Card (completed)</i></p> <p>A4. <i>Establish a Drop Policy Change to Reflect Signed Removal (completed)</i></p>	<p>A3. October 2016</p> <p>A4. September 2015</p>	
	<p>B. Career/transfer focus for all advising</p> <ul style="list-style-type: none"> <li>Leverage technology to simplify career and transfer pathways to completion</li> <li>Integrate financial aid, academic advising, and career pathways</li> <li>Optimize academic advising impact by adopting "success coach" model.</li> </ul>	<p>B1. <i>Implement degree mapping technology for student use – Ellucian Student Planning Module</i></p> <p>B2. <i>Create Pathway Communities with attached support structures, including intrusive advising. (completed)</i></p>	<p>B1. Fall 2018</p> <p>B2 Fall 2017</p>	<p>Completion Committee</p>
	<p>C. Program for student success with more responsive and purposeful scheduling</p> <ul style="list-style-type: none"> <li>Accelerate program time to degree</li> <li>Implement block scheduling aligned with pathways</li> <li>Increase evening, summer, and alternative course offerings and schedules</li> <li>Stackable certificates aligned with high school offerings and credit for prior learning</li> <li>Enhance and expand tutoring across all programs</li> </ul>	<p>C1. <i>Revise credit for prior learning process</i></p> <p>C2. <i>Establish master scheduling across divisions, departments, programs (completed)</i></p> <p>C3. <i>Increase scheduling offerings, including 8-week formats (80%) (completed)</i></p> <p>C4. <i>Expand Tutoring Access</i></p> <p>C5. <i>Leverage reverse transfer to maximize all eligible degrees to students</i></p>	<p>C1. Spring 2018</p> <p>C2. Spring 2018</p> <p>C3. Spring 2018</p> <p>C4. Spring 2018</p> <p>C5. Spring 2018</p>	<p>C1. IE and Curr Comm and Re/EM</p> <p>C2. Tamara</p> <p>C3. Completion Committee</p> <p>C4. Tutoring Taskforce</p> <p>C5. Enrollment Management</p>

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
	D. Revise & Contextualize Developmental Education <ul style="list-style-type: none"> <li>• Develop contextualized learning communities in blocks with supplemental instruction and co-curricular resources</li> <li>• Centralize developmental education advising, processes, and scheduling</li> <li>• Shorten sequencing for completion of requirements for college readiness through bridge programs and creative pedagogical approaches</li> </ul>	<i>D1. Centralize, accelerate, block and contextualize developmental education and its advising system (completed)</i>	D1. September 2016	D1. Dev Ed Council
<b>2) Align Degrees and Certificates with Labor Market Demand</b> and Texas House Bill 5 Endorsements by creating structured Amarillo College career pathways.	<b><i>Align All HB5 Endorsements with AC Career Pathways</i></b> E. Intentionally Focus Programs for quality, productivity, and viability <ul style="list-style-type: none"> <li>• Align all degrees with Pathways</li> <li>• Intentional and purposeful program review</li> <li>• Align programs with labor market demand and pathways</li> <li>• Define employment data for students</li> </ul>	<i>E1. Create a functional, purposeful program review aligned with No Excuses 2020</i>  <i>E2. Focus advising on pathways to a declared major (completed)</i>  <i>E3. Focus career center on pathways to a declared major in a high demand field</i>  <i>E4. Align Advising, Career Center, Marketing Materials based on current and projected Labor Market Demand and Industries of the Future</i>	E1. Spring 2018  E2. Fall 2017  E3. Fall 2017  E4. Ongoing	E1. Assessment Committee  E2. Completion Committee  E3. Completion Committee  E4. Completion Committee
	F. Cluster degree programs by endorsement <ul style="list-style-type: none"> <li>• Catalog organization of degrees by endorsement</li> <li>• Website organization of degrees by endorsement</li> </ul>	F1. Align catalog with a career focus  F2. Align marketing, AC website and recruiting materials with a career focus	F1. Spring 2018  F2. Ongoing	Tamara, Denese, Bob  Kevin, Denese, Tamara, Bob

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
	<ul style="list-style-type: none"> <li>Market and recruit terminal degrees by market demand</li> </ul>			
	<p>G. Focus transfer students on a “transfer pathway”</p> <ul style="list-style-type: none"> <li>Align program offerings with transfer institution degree</li> <li>Intentionally drive a holistic transfer process</li> </ul>	G1. Create a transfer pathways with an intentional, focused and intrusive advising structure	G1. Fall 2017	Completion Committee
<p><b>3) Increase Student Learning</b> by infusing and scaling high impact teaching practices designed to align programs and courses based on competencies; improve student engagement; and, strengthen performance of student learning outcomes.</p>	<p><b><i>Infuse and Scale High Impact Practices</i></b></p> <p>H. Enhance the use of learner-centered pedagogy and high impact practices across the curriculum</p> <ul style="list-style-type: none"> <li>Offer a series of faculty development workshops on learning centered pedagogy and high impact practices</li> <li>Revise faculty performance review to include use of learner-centered pedagogies and high impact practices</li> <li>Develop international experiences linked to program outcomes</li> </ul>	<p><i>H1. Create a faculty development program for new pedagogies (completed)</i></p> <p><i>H2. Implement a faculty performance review to include new pedagogies based on the No Excuses I-CARE Values (completed)</i></p> <p><i>H3. Develop international experiences linked to programs</i></p>	<p>H1. Fall 2017</p> <p>H2. Spring 2018</p> <p>H3. Fall 2018</p>	<p>H1. Center for Teaching and Learning</p> <p>H2. Faculty Merit Pay Committee</p> <p>H3. Academic Affairs and Student Affairs and EVP</p>
	<p>I. Leverage program outcomes for improved learning</p> <ul style="list-style-type: none"> <li>Require all programs to develop goals and outcomes with embedded general education competencies and references high impact practices</li> <li>Require programs to complete curriculum maps to assess outcomes</li> </ul>	<p>I1. Create curriculum maps of program goals and outcomes by degree. Align with pathways to include course sequencing. <i>(completed)</i></p> <p>I2. Use IDS data to redesign gateway courses <i>(completed)</i></p>	<p>I1. Ongoing</p> <p>I2. Spring 2018</p>	<p>I1. Curriculum Committee</p> <p>I2. Academic Affairs, IR</p>

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
	<ul style="list-style-type: none"> <li>Implement analytics in key courses</li> </ul>	<i>I3. Leverage grant resources for course redesign for improvements in gateway course success (completed)</i>	I3. Ongoing	I3. Academic Affairs, CTL
<b>4) Increase Equity Degree and Certificate Attainment</b> by building systems supporting growths in minority enrollment and minority completion.	<b>Build Systems for Equity Gains</b> J. Redesign courses for equity gains <ul style="list-style-type: none"> <li>Develop faculty to address achievement gaps</li> <li>implement at-risk student profile and intervention plan system</li> </ul>	<i>J1. Create a systemic approach to utilizing student workers at each campus. (completed)</i>  <i>J2. Identify at-risk students and assign intervention plan based on at-risk profile score. (completed)</i>	J1. Fall 2018  J2. Fall 2017	J1. EOD, Business Affairs, and Student Affairs  J2. Completion Committee
	K. Systemically remove barriers of poverty <ul style="list-style-type: none"> <li>Scale systemic approach to poverty through policies and practices</li> <li>Expand ability to connect students to community services</li> </ul>	<i>K1. Establish systems to reduce poverty barriers (completed)</i>  <i>K2. Connect student to resources (completed)</i>	K1. January 2018  K2. September 2015	K1. President's Office  K2. No Excuses Core Team
	L. Scale NO Excuses "culture of caring" programs and training <ul style="list-style-type: none"> <li>Student Success certification for all employees</li> <li>Embed student-centered service into all employee trainings and job descriptions</li> </ul>	<i>L1. Create a student success certification program, Camp WOW (completed)</i>  <i>L2. Embed our No Excuses Commitments into all job descriptions, employee evaluations, new employee orientation, and trainings (completed)</i>	L1. September 2015  L2. Spring 2016	EOD Committee
	M. Integrate whole families into enrollment and completion <ul style="list-style-type: none"> <li>Intentionally include and communicate with families about progress to completion</li> </ul>	<b>M1. Train families on financial aid, pathways, and careers</b>  <b>M2. Clarify and collect first generation status on all AC students</b>	M1. January 2017  M2. January 2016	VP of Enrollment Management; VP of Student Affairs; and VP of Academic Affairs

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
	<ul style="list-style-type: none"> <li>Broaden definition and intentionally collect information about first generation status</li> </ul> <p>N. Ensure equitable access to college and its resources</p> <ul style="list-style-type: none"> <li>Make college more financially feasible for students</li> <li>Link block scheduling with child specific Continuing Education offerings</li> <li>Systemically strengthen partnerships with community based programs for underserved populations</li> <li>Provide specialized advising/registration events for key area high schools</li> <li>Strategically increase financial aid applications and award</li> <li>Increase employee and community participation in the AC Coach/Champion program</li> <li>Develop greater employee diversity</li> </ul>	<p>(completed)</p> <p>N1. Free college for AISD graduates</p> <p>N2. Systemically strengthen partnerships with community based programs for underserved populations (completed)</p> <p>N3. Provide specialized advising/ registration events for key area high schools (completed)</p> <p>N4. Strategically increase financial aid applications and award</p> <p>N5. Increase employee and community participation in the AC Coach/Champion program</p> <p>N6. Diversity plan for employees to reflect student demographics</p>	<p>N1. Fall 2018</p> <p>N2. Ongoing</p> <p>N3. Ongoing</p> <p>N4. Fall 2017</p> <p>N5. Fall 2016</p> <p>N6. Fall 2018</p>	<p>N1. Board of Regents, President, and Business Affairs, Enrollment Management, Academic Affairs, and Student Affairs</p> <p>N2. Advocacy &amp; Resource Center</p> <p>N3. Enrollment Management and Academic Outreach and Communications &amp; Marketing and Student Affairs</p> <p>N4. Enrollment Management, Financial Aid Office</p> <p>N5. Enrollment Management and Student Affairs</p> <p>N6. Community Diversity Task Force</p>
<p><b>5) Build Systems for Financial Effectiveness</b> by creating innovative procedures supporting financial responsibility,</p>	<p><b>Build Systems for Financial Viability and Fund Raising</b></p> <p>O. Build smaller and more responsive budgets by leveraging technology and strategic alignments</p> <ul style="list-style-type: none"> <li>Align budgets, tuition and fees, assessment/outcomes,</li> </ul>	<p>O1. Align budgets, tuition and fees, assessment/outcomes, and institutional goal through program review</p> <p>O2. Establish 5-year budget models</p>	<p>O1. Spring 2017</p> <p>O2. Spring 2017</p> <p>O3. Spring 2017</p>	<p>O1. Office of Business Affairs Completed</p> <p>O2. Office of Business Affairs Completed</p>

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
<p>fund-raising, and entrepreneurial approaches.</p>	<p>and institutional goal through program review</p> <ul style="list-style-type: none"> <li>Establish 5-year budget models</li> <li>Streamline organizational structure to optimize employee base</li> <li>Simplify and streamline the student enrollment and recruitment policies and processes</li> </ul>	<p>O3. Evaluate flex options for budget savings</p> <p>O4. Evaluate and rewrite the board policy manual to reflect new budget and goal realities</p> <p>O5. Commit to becoming a digital campus that improves efficiency and reduces waste</p> <p>O6. Implement new employee evaluation process tied to NE2020 strategic plan that links merit pay to performance</p> <p>O7. Develop a risk management and safety plan</p> <p>O8. Simplify student enrollment and recruitment policies and processes: Mobile App, Portal and Customer Relationship Management Software</p> <p>O9. Utilize formal student feedback channel and informal secret shoppers channels to inform and challenge AC policies and processes</p> <p>O10. Incentivize student completion (car, tuition discounts, etc.)</p>	<p>O4. Spring 2017</p> <p>O5. Summer 2018</p> <p>O6. Summer 2017</p> <p>O7. Fall 2017</p> <p>O8. Spring 2018</p> <p>O9. Ongoing</p> <p>O10. Fall 2018</p>	<p>O3. Office of Business Affairs Completed</p> <p>O4. EOD and Board Policy Committees and Office of Business Affairs</p> <p>O5. President's Cabinet</p> <p>O6. EOD Committee Completed</p> <p>O7. EOD Committee and AC Safety Committees</p> <p>O8. Marketing &amp; Recruiting Committee</p> <p>O9. President's Cabinet</p> <p>O10. Completion Committee</p>
	<p>P. Construct an organizational structure for fund raising</p> <ul style="list-style-type: none"> <li>Increase donations through on-line targets by program</li> <li>Define policies and processes for fund raising</li> </ul>	<p>P1. Increase donations through on-line targets by program</p> <p>P2. Define policies and processes for fund raising</p>	<p>P1. Spring 2018</p> <p>P2. Spring 2018</p>	<p>President's Cabinet</p>

INSTITUTIONAL GOALS	ACTION FOR IMPACT	TASKS	REVISED DEADLINES	COMMITTEE(S) RESPONSIBLE FOR TASKS
	Q. Ensure grants support and extend institutional goals <ul style="list-style-type: none"> <li>• Conduct cost-benefit analysis for every grant</li> <li>• Maximize grants for cost sharing within the institution</li> </ul>	Q1. <i>Conduct cost-benefit analysis for every grant</i>  Q2. <i>Maximize grants for cost sharing within the institution</i>	Q1. Ongoing  Q2. Ongoing	President's Cabinet
	R. Define and build equitability for employees <ul style="list-style-type: none"> <li>• Industry specific stipends for high demand fields</li> <li>• Competitive employee compensation</li> <li>• Develop systems for robust employee development</li> </ul>	R1. <i>Develop industry specific stipends for high demand fields (completed)</i>  R2. <i>Create a competitive faculty and staff compensation structure (completed)</i>  R3. <i>Build intentional AC leadership program (completed)</i>	R1. Fall 2017  R2. Fall 2019  R3. Spring 2016	R1. EOD Committee  R2. President's Cabinet  R3. Office of the President



## **APPENDIX B – Curriculum Map**

## Amarillo College Curriculum Map Template

**Division:** Liberal Arts  
**Degree/Academic Program(s):** Visual Effects  
**Person Responsible for Division:** Jill Gibson, Chair  
**Submission Date:** December 2019

**Goal #1:** To prepare students to obtain careers in the Visual Effects field by providing them with a broad understanding of the VFX industry in film and television, and proficiency using various VFX hardware and software to create and supervise the production of visual and special effects.

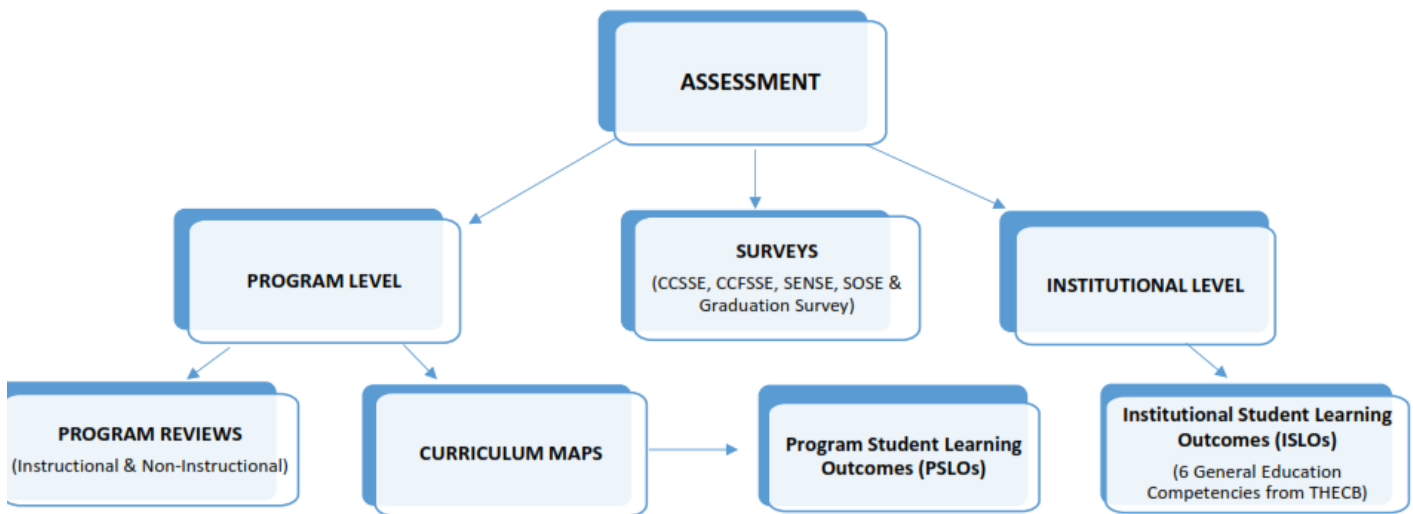
<b>Program-Specific Courses</b>	<b>PLO #1:</b> Students will apply their skills to their own visual effects challenges, incorporating all the programs and knowledge acquired in the program.	<b>PLO #2:</b> Students will collaborate with other teams, communication, planning, deadline adherence and delivery through pre-production and production, and post-production stages.	<b>PLO #3:</b> Students will create a professional quality demo reel to be used for job acquisition.	<b>PLO #4:</b> Students will be able to author and deliver custom advanced compositing and 3D digital animation workflow in general, including concept, texturing, modeling, rigging, animation, effects and simulations, plate prep, tracking, lighting and rendering and compositing.	<b>PLO #5:</b> Students will understand and demonstrate preparation for managerial roles of VFX production including CG supervision, VFX supervision and studio lead.
<b>FLMC 1301</b>					
<b>FLMC 1331</b>					
<b>FLMC 1304</b>					
<b>FLMC 2331</b>					
<b>FLMC 1391</b>					
<b>FLMC 2310</b>					

<b>FLMC 1392</b>					
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**I = Introduced; D = Developed & Practiced with Feedback; M = Demonstrated at Mastery**

**APPENDIX C – ASSESSMENT PLAN**

## Amarillo College Assessment Plan



**APPENDIX D – Faculty Roster**

**Faculty Roster Form  
Qualifications of Full-Time and Part-Time Faculty**

Name of Institution: Amarillo College

Name of Primary Department, Academic Program, or Discipline: Visual Effects (VFX)

Academic Term(s) Included: Fall 2020/Spring 2021

Date Form Completed: 12/23/19

1	2	3	4
NAME (F, P)	COURSES TAUGHT Including Term, Course Number & Title, Credit Hours (D, UN, UT, G)	ACADEMIC DEGREES & COURSEWORK Relevant to Courses Taught, Including Institution & Major List specific graduate coursework, if needed	OTHER QUALIFICATIONS & COMMENTS Related to Courses Taught
Carrillo, Jaime (F)	<p>FLMC 1301 History of Animation Techniques Fall 2020 (3 sch-UN)</p> <p>FLMC 1331 Video Graphics and Visual Effects I Fall 2020 (3 sch-UN)</p> <p>ARTV 1341 3D Animation I Fall 2020 (3 sch-UN)</p> <p>ARTV 1345 3D Modeling and Rendering I Fall 2020 (3 sch-UN)</p> <p>FLMC 1304 Lighting for Film or Video Fall 2020 (3 sch-UN)</p>	A.A.S. Graphic Design / Animation	Mr. Carrillo has more than 15 years of experience in animation, graphic design, and video production and extensive professional experience in the industry.
Faculty To Be Determined (P)	<p>ARTV 2345 3D Modeling and Rendering I Spring 2021 (3 sch-UN)</p> <p>ARTV 2455 Character Rigging and Animation Spring 2021 (3 sch-UN)</p> <p>FLMC 2331 Video Graphics and Visual Effects Spring 2021 (3 sch-UN)</p>	Minimum A.A.S. in Graphic Design / Animation	Relevant industry experience in animation, graphic design and/or video production.

	<p>ARTV 2351 3D Animation II Spring 2021 (3 sch-UN)</p> <p>ARTV 2335 Portfolio Development in Animation Spring 2021 (3 sch-UN)</p>		
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**F, P: Full-time or Part-time; D, UN, UT, G: Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate**



**APPENDIX E – VFX Equipment Price Projections**

**Approximate Totals: \$250K One-Time Cost,  
\$10-15k/year**

<b>PRE - PRODUCTION</b>	
Areas Concerned	Concept, Script Breakdowns, Bidding, Crewing, Storyboards, Production Meetings, PreViz, Production Assets (Miniatures, BG Plates, Animatronics, etc)
Equipment	Shot or project bidding software or processes (Free - \$150/month) Art Supplies - Traditional storyboarding methodologies (\$100/month) Adobe Photoshop (\$20/month Creative Cloud Educational Pricing) Workstations - see Post-Production Wacom Tablets or monitors (Cintiq 22HD - \$1,700/each)
<b>PRODUCTION</b>	
Areas Concerned	Principle Photography, Motion Capture, On-Set VFX Supervision, Proof-of-Concepts, LIDAR (Environment scanning), Motion-Control Cameras, Special FX Shooting (hi-speed, miniatures, etc)
Equipment	3+ Red Camera Packages (Gemini or Helium) (\$20,000 - \$25,000 each) Camera lens library (\$700 - \$1,500 each lens) Audio recording gear (boom mics, lavalieres, DATs (\$400 - \$800/mic) DSLR Cameras with bracketing functionality (\$2,500 each) Workstations with Internet access for DIT (\$4,000) Gray/Chrome spheres / McBeth color chart with monopod (\$1,000) Dedicated Green/Blue screen cyc walls with uniform lighting grid Portable Green and Blue screens (\$40/each) Tracking markers (tape/stickers for flat, neon green balls for ground) (\$50) Motion-capture studio with dedicated camera rigs/workstation Light meters (\$200 - \$500/each) Laser pointers, measuring tapes, head lamp, walkie talkies (\$100)
<b>POST - PRODUCTION</b>	
Areas Concerned	Plate Delivery, 2D/3D Asset Creation, Shot Authoring, Render Farm and Delivery

Equipment	<p>Workstations (HP zMachines or like): recommended specs: Dual Xeon CPU, 256Gig RAM, multiTerabyte SSD drives, &gt;Nvidia RTX 2080ti graphic card(s) or better, PC or Linux (PC preferred) (approx \$10,000/each)  Color-calibrated dual monitors per workstation, 10bit or better (Rec.709/P3 Gamut equivalent) (\$300 - \$900/each)</p> <p><b>Main software list:</b> Adobe Photoshop and Suite (After Effects, Premiere) (see above), Mocha (\$200/each*), Autodesk Maya (free), Foundry Nuke (\$250), Foundry Mari (inc), Foundry Katana (inc), Houdini (\$75), RealFlow (free), Coding IDE (free), FTP client (free), Shotgun RV, Syntheyes (\$495), Davinci Resolve (free), Substance Painter (free), zBrush (\$474*), Mudbox (free), MotionBuilder (free), SpeedTree (\$650), Esri CityEngine, VUE or similar, Render Farm Queuing software (\$1000), Cinema 4D (free), Red CineX-Pro (free), Unreal/Unity game engines for previs/realtime/VR/AR projects (free)</p> <p><b>Various Rendering Engines (both CPU and GPU)</b> - Renderman (free), Arnold (free), Octane, RedShift (free), Vray  Render Farm solution (CPU and GPU enabled) (TBD)  Stock Element Library (ActionFX Drive or the like) (\$500 - \$30,000)  Televisions for Rec.709 reference (\$200 - \$400/each)</p>
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\* Academic bulk rate available for further discount

**APPENDIX F – VFX Equipment List**

<b>VFX EQUIPMENT LIST - ESTIMATE (12/09/19)</b>			
<b>PRE-PRODUCTION EQUIPMENT</b>	<b>QTY</b>	<b>PRICE</b>	<b>TOTAL</b>
Equipment Shot bidding software	12	\$ 150.00	\$ 1,800.00
Art supplies	12	\$ 100.00	\$ 1,200.00
Adobe Photoshop	12	\$ 20.00	\$ 240.00
Wacom Tablest or monitors	5	\$ 1,700.00	\$ 8,500.00
<b>PRODUCTION EQUIPMENT</b>	<b>QTY</b>	<b>PRICE</b>	<b>TOTAL</b>
Red camera packges	3	\$ 25,000.00	\$ 75,000.00
camera lens library	5	\$ 1,500.00	\$ 7,500.00
audio recording gear	5	\$ 800.00	\$ 4,000.00
DSLR cameras	5	\$ 2,500.00	\$ 12,500.00
Workstations with internet access	5	\$ 4,000.00	\$ 20,000.00
gray/chrome spheres	5	\$ 1,000.00	\$ 5,000.00
green/bklue screen cyc walls	5	\$ 40.00	\$ 200.00
traking markes	5	\$ 50.00	\$ 250.00
motion capture studion camera rigs	5	\$ 500.00	\$ 2,500.00
light meters	5	\$ 500.00	\$ 2,500.00
laser pointers	5	\$ 100.00	\$ 500.00
measuring tapes	5	\$ 100.00	\$ 500.00
head lamps	5	\$ 100.00	\$ 500.00
walkie talkies	5	\$ 100.00	\$ 500.00
<b>POST-PRODUCTION</b>	<b>QTY</b>	<b>PRICE</b>	<b>TOTAL</b>
workstations	5	\$ 10,000.00	\$ 50,000.00

Color monitors per workstation	5	\$ 900.00	\$ 4,500.00
televisions	5	\$ 400.00	\$ 2,000.00
AR/VR software goggles	5	\$ 1,500.00	\$ 7,500.00
walcom tablets	5	\$ 100.00	\$ 500.00
software list:			
adobe	5	\$ 20.00	\$ 100.00
mocha	5	\$ 200.00	\$ 1,000.00
foundry nuke	5	\$ 250.00	\$ 1,250.00
foundry mari	5	\$ 75.00	\$ 375.00
foundry katana	5	\$ 75.00	\$ 375.00
houdini	5	\$ 75.00	\$ 375.00
shotgun	5	\$ 495.00	\$ 2,475.00
zbrush	5	\$ 474.00	\$ 2,370.00
speed tree	5	\$ 650.00	\$ 3,250.00
city engine	5	\$ 1,000.00	\$ 5,000.00
stock element library	5	\$ 30,000.00	\$ 150,000.00
<b>TOTAL</b>			<b>\$ 374,260.00</b>
Note: Qty of 5 is just for estimating purposes as equipment list quantities are not specific			