



Chair, Department of Film,
Video, Animation and New Genres

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MEMORANDUM

DATE: April 13, 2022

FROM: Steve Wetzel *Steve M. Wetzel*
Associate Professor, Chair

RE: Change Name of Animation BA to Animation Arts BA

Rationale: The request for the name change comes from our accreditation process. NASAD (National Association of Schools of Art and Design) has determined that our current BA lacks broadness and that the name indicates specialization. We have clarified through written narrative the various ways that the BA curriculum is in fact broad and liberal in its offerings, and we agreed to change the name to **Animation Arts BA** as way to further indicate the degree's fit as a liberal arts BA.