

## AG 3131 - BUSINESS ETHICS + COPYRIGHT

Credits: 3

In this junior-level course, students learn about business practices in the animation and game industry, including business organization and operation as employer or employee, studio specialist, or freelance generalist. Current and historic developments in copyright law are studied, as well as issues of ethics. Upon successful completion of this course, students perform an assessment of their education through the lens of the reality of the business world, and assess their expectations for a career in their chosen discipline. Students demonstrate the realities of the budgeting process, the procedures for legal use and protection of copyright, and an understanding of the ethical uses of this art form.

Prerequisites: Completion of 90+ credit hours.

Notes: (Formerly AN 4130)

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Demonstrate real-world production budgeting.	<p>Work reflects masterful execution of budget planning for animation or game productions:</p> <ul style="list-style-type: none"> <li>▫ production management</li> <li>▫ time management</li> <li>▫ administrative and production personnel</li> <li>▫ freelance personnel</li> <li>▫ production software, hardware and materials</li> <li>▫ legal and tax planning</li> <li>▫ benefits, HR, and other studio specific needs</li> </ul>	<p>Work reflects a competent ability to budget animation or game productions:</p> <ul style="list-style-type: none"> <li>▫ production management</li> <li>▫ time management</li> <li>▫ administrative and production personnel</li> <li>▫ freelance personnel</li> <li>▫ production software, hardware and materials</li> <li>▫ legal and tax planning</li> <li>▫ benefits, HR, and other studio specific needs</li> </ul>	<p>Work reflects a limited understanding of components required to to budget animation or game productions:</p> <ul style="list-style-type: none"> <li>▫ production management</li> <li>▫ time management</li> <li>▫ administrative and production personnel</li> <li>▫ freelance personnel</li> <li>▫ production software, hardware and materials</li> <li>▫ legal and tax planning</li> <li>▫ benefits, HR, and other studio specific needs</li> </ul>	<p>Work does not demonstrate an understanding of budgeting the studio, personnel, and production needs of an animation or game project</p>	AN2D-4, AN2D-6	Communication Competence, Critical Thinking
Discuss the ethical use of animation.	<p>Discussion demonstrates both critical and analytical familiarity with, and ability to clearly relate, ethical issues in the uses of animation or games</p>	<p>Discussion expresses knowledge of, and ability to state, ethical issues in the uses of animation or games</p>	<p>Discussion demonstrates limited familiarity with, or ability to state, ethical issues in the uses of animation or games</p>	<p>Discussion lacks evidence of familiarity with, or ability to state, ethical issues in the uses of animation or games</p>	AN2D-4, AN2D-5, AN2D-6	Critical Thinking, Design Competence
Recognize procedures for legal use and protection of copyright.	<p>Work reflects mastery of procedural knowledge in the legal use of copyrighted material, as well as in the process of applying for and gaining copyright protection</p>	<p>Work demonstrates effective procedural knowledge in the legal use of copyrighted material, or in the process of applying for and gaining copyright protection</p>	<p>Work demonstrates limited procedural knowledge in the legal use of copyrighted material, or in the process of applying for and gaining copyright protection</p>	<p>Work lacks evidence of procedural knowledge in the legal use of copyrighted material, or in the process of applying for and gaining copyright protection</p>	AN2D-4, AN2D-6	Cultural Competence, Communication Competence,
Examine case-studies concerning entertainment law and ethics.	<p>Work and discussion demonstrate exemplary critical and analytical ability to relate the issues in case-studies of entertainment law and ethics to current trends in animation and games</p>	<p>Work and discussion express critical and analytical knowledge of the issues in case-studies of entertainment law and ethics</p>	<p>Work and discussion demonstrate limited critical and analytical knowledge of the issues in case-studies of entertainment law and ethics</p>	<p>Work and discussion lack critical and analytical knowledge of the issues in case-studies of entertainment law and ethics</p>	AN2D-4, AN2D-6	Critical Thinking, Design Competence