

The University Of Toledo

Undergraduate Program Requirement Revision

* denotes required fields

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Present

Supply all information asked for in this column. (Supply core, research intensive and transfer module info if applicable)

College*: College of Communication and the Arts

Dept/Academic Unit*: Art

Program Code*: ART

*Program Name BFA ART

Minimum number of credit hours for completion:

124

See attached

List all courses which comprise the certificate or degree:

Spring/Fall

Identify term offered (summer/fall/spring):

Identify delivery method (Online/in class/off campus): In class

No file chosen

Proposed

Fill in appropriate blanks only where entry differs from first column

College: COCA

Dept/Academic Unit: ART

Program Code: ART

Program Name BFA ART, NMDP conce

Minimum number of credit hours for completion:

120

See attached

List all courses which comprise the certificate or degree:

Identify term offered (summer/fall/spring):

Identify delivery method (Online/in class/off campus):

File Type
ProposedCourseList

Proposed Effective Term*: 201440 e.g. 201140 for 2011 Fall

Program Approval:

Department Chairperson: *Ann Burt* Date 2/28/14

College Curriculum Authority or Chair: _____ Date _____

College Dean: _____ Date _____

Faculty Senate Academic Program Committee: _____ Date _____

Office of the Provost: _____ Date _____

Administrative Use Only

Effective Date: _____ (YYYY/MM/DD)

CIP Code: _____

Subsidy Taxonomy: _____

Program Code: _____

Instructional Level: _____

Proposal to modify the BFA/Studio Art degree program with an additional concentration: New Media Design Practices

Introductory background: The Department of Art originated the BA/New Media Design Practices in 2010 along with a number of other curricular reforms. Following UT senate acceptance, the department submitted a plan approval proposal to its accrediting body, National Association of Schools of Art and Design (NASAD) and the NASAD commission granted plan approval in November 2010. However in 2012, when the department submitted its renewal of plan approval proposal (as part of its self-study) the commission asked the department to respond to its concern that BA/NMDP degree “meets neither NASAD standards for 1) a comprehensive major within a liberal arts curricular program, or 2) a specific major within a professional curricular program.” Consequently, the commission asked the department to determine which credential it wished to offer: a BA liberal arts degree; or, a BFA professional degree? After studying the question, the department decided unequivocally that the BFA is the proper degree type for the NMDP program and responded accordingly to NASAD for the commission meeting of October 2013. The following commission action was eminently favorable with the vote to grant (full) Membership to the University of Toledo. Among other commendations, the commission commended the department for “its well considered plans and timetable for changing the Bachelor of Arts in New Media Design Practices into a professional Bachelor of Fine Arts degree.” The following proposal is the culmination of this steady progress of curricular reform, plan approval, and accreditation.

The Department of Art proposes to change the current Bachelor of Arts in New Media Design Practices (liberal arts degree) to a Bachelor of Fine Arts in Studio Art/ New Media Design Practices concentration (professional arts degree). To effect this change, we propose modifying the current BFA/Studio Art degree program with the additional, new BFA concentration. With this program modification, enrolled students in the current BA/NMDP program would migrate into the new BFA concentration. Then, we would assign closing dates to the former BA program. The rationale for making the change (effectively transforming the current BA program into the BFA program) is as follows:

- From its inception in 2011, the BA/NMDP program has had a strong practices orientation (e.g., exhibition design for the Toledo Museum of Art, and projects with Toledo Area businesses and non-profits).
- Given its inherent practices orientation, the BFA as a professional degree is the proper degree type and denomination for the program.
- With the elimination of the Foreign Language requirements in Spring 2012 from the current BA/NMDP program, the allocation of credit hours in general education courses already matches those of the Department’s other BFA in Studio Art programs. The current NMDP program has the same framework of general education and foundations art studies as the other concentrations in the BFA

program.

- The BFA/NMDP concentration would co-exist logically with the other BFA concentrations (2D Studies, 3D Studies, New Media Studies) and eliminates the potential confusion of a standalone degree program. Though logically related in many aspects of curricular structure, the NMDP is distinct from its sister concentrations in emphasizing design practice.
- The formation of the new College of Communication and the Arts in May 2013 with the presence of the Department of Communication offers curricular opportunities for improving the NMDP program as a BFA concentration. For example, the program would benefit from Communication courses in the Technical Elective block of the curriculum.

Summary of changes between current BA/NMDP major and proposed BFA/NMDP concentration:

- Change of degree type: replacing the BA with a BFA concentration.
- Minor changes to application procedure: Students are encouraged to apply earlier (after completing at least one year of study, which includes foundation courses in art).
- Changes to technical electives requirement: Replaced by a new list of courses in the major; a list of approved courses from Art, Communications, Film, etc.

Steps and timeline for making the program change:

- *November 2013*: Department planning committee incorporates the new list of Technical Guided Electives in of NMDP Core curriculum. Complete modification plan for BFA program submitted to Department curriculum and faculty.
- *January 2014*: New Program proposal submitted to Department and College Curriculum committees and College Council for development and approval; Forwarded to University Curriculum Tracking system.
- *April 2014 (or earlier)*: BFA, Studio Art with Concentration in New Media Design Practices new program proposal submitted to UT Senate for final approval.
- *August 2014*: Plan Approval application submitted to NASAD.
- *November 2014*: Following NASAD plan approval of BFA program, no more students admitted to BA/NMDP Program.
- BA/NMDP assigned closing dates after every student either transfers to BFA/NMDP concentration or graduates.

New Program Proposal for University of Toledo Curriculum Authority

B.F.A. in Studio Art with a Concentration in New Media Design Practices
(BFA/NMDP)

Goal:

To create a unique, professional degree track in design that incorporates the new media curriculum and adds hands-on training, practice-based learning, in combination with the creative and theoretical new media course offerings.

Characteristics of the B.F.A. in New Media Design Practices degree program:

learning design skills that incorporate conceptual aspects of both digital and photographic new media;

extending significant bridge opportunities within the College of Communication and the Arts with the Technical Guided Electives.

developing an externship component within the degree providing students an experiential learning opportunity with short practical experiences in their field of study;

developing a New Media Design Practices Intensive component within the degree offering students an experiential learning opportunity with direct practical application through special opportunities with the Toledo Museum of Art, small businesses, university departments and media labs, and/or non-profits;

creating a solid foundation for commercial and instructional training for their advanced studies or intended career paths in design.

Components of the BFA in New Media Design Practices Concentration

Foundational/Core/Advanced Art Studies components:

Students seeking this degree would have the Foundational Art Studies, a New Media core and professional practices support courses (the newly developed Concepts Art Studio & Theory course, Professional Practices, or Gallery Practices) as the foundational structure of the degree major. Beyond these foundational art courses, students would also take a series of advanced art studies, studio courses, in the New Media area. The student will be required to take a combination of traditional and digital

photography, studio lighting and large-format photography in combination with new media interactivity and time/motion/space courses within this major

Bachelor of Fine Arts - New Media Design Practices 61 credits in Major

Below is a curricular outline, including course number, course title, and information about the course configurations themselves. The total credit hours for the degree is 120 (down from 124 in accordance with new Ohio State guidelines):

- 42 Studio Art (Foundations, Core, & Advanced)
- 6 Technical Guided Electives Core (in 15 hr Core section)
- 13 Practicum in New Media Design Practices & Professional Practices
- 18 Art History Related
- 41 General Education and Electives

Foundational Art Studies (FAS) 15 credits

The BFANMDP program will mirror the BFA program at the Foundational level in completing 5 FAS courses (15 credit hours total). Please see the BFA Program Modification proposal for course details.

ART 1050 Fundamentals in Surface	3
ART 1060 Fundamentals in Form	3
ART 1070 Fundamentals in Digital Media	3
ART 1080 Perceptual Drawing	3
ART 1090 Explorations in Drawing	3

New Media Design Practices Core 15 credits

ART 2010 Core NM – Print-based Media	3
ART 2020 Core NM – Interactive Media	3
ART 2030 Core NM – Photography	3
<i>Technical Guides Electives Core</i>	6

Technical Guided Elective Courses

Students seeking the BFA in New Media Design Practices will be required to take Technical courses from departments across the College of Communication and the Arts. Advanced New Media Courses from the Department of Art, Film production, communications media and production, as well as CMPT web and desktop publishing courses will satisfy this requirement.

The following courses, or others related to the technical proficiency in computer technologies, can be used towards the Bachelor Fine of Arts in

New Media Design Practices major, as determined by the adviser. As technologies advance, these courses and their specific numbers will change; the offerings for the degree will be given to students before registration each term.

Possible Technical Guided Electives
(additional courses on approval of advisor):

ART 3010 Web-based Art	3
ART 4010 New Media Interactivity	3
ART 4020 Time, Motion, Space	3
FILM 2320 Video 1	3
MUS 2270 Recording Techniques	3
MUS 2260 Electronic Music	3
COMM 2220 Basic Television Studio Operation	3
COMM 2150 Editing & Graphics	3
COMM 3340 Visual Communication	3
CMPT 1500 Flash Web Animation	3
CMPT 2030 C Family Programming	3
CMPT 2320 XML Concepts & Programming	3
CMPT 2410 Desktop Publishing	3
CMPT 2420 Advanced Desktop Publishing	3
CMPT 2620 Web Site Maintenance	3

Advanced Art Studies (AAS – 3000 or 4000 level) 18 credits

Advanced Art Studies provide an ongoing forum for the development of a personal vision and a sustained body of artwork for upper-level art department majors. The BFA New Media Design Practices program draws on the same pool of AAS course as the BA in Visual Art and the BFA program. From the Advanced Art Studies course offerings, students will complete 6 courses from these course options (18 credit hours).

ART 3000, 3010, 4000, 4010, 4020 (any topic)	12
ART 3000-4000 (2D, 3D, or NM)	6

Practicum and Professional Practices Courses: 13 credits

The final component of the coursework required for Bachelor of Fine Arts in New Media Design Practices will be the 13 credit hour block of practicum and professional practices courses.

ART 3850 Gallery Practices or 4850 or 3400 CAST	3
ART 3900 New Media Design Practices Externship	3
ART 3950 New Media Design Methods, Techniques and Professional Practice	3

ART 4950 New Media Design Practices Intensive	3
ART 4951 New Media Design Practices Seminar	1

Externship and Intensive Practices Courses:

Students will participate in an externship experience, ART 3900 NMDP Externship and ART 3950 NMDP Methods, Techniques and Professional Practice, before enrolling in the ART 4950 New Media Design Practices Intensive. The externship will be observational in nature, similar to clinical observations in education programs. Externship partners would be identified and a process of dialog with local, new media professionals will be created.

The program involves students in practical professional opportunities through field trips to and speakers from local/regional organizations. These experiences examine career opportunities within new media design and provide knowledge through direct observation and inquiry, combining classroom instruction with real-world experiences.

Students will participate in post-observational seminars where discussions and research will emphasize “real-world” design and media activities, encompassing professional practices as their experiences relate to theory.

Participation in the ART 3900 NMDP Externship (3) experience will require written reporting and recording of specific job activities as well as related studio project and discussion. Students may complete experiences in any of the following three environments, non-profit, university, and business. (One must be a web experience and another a print-based experience.)

Current Partners:

UT Press	UT Center for Creative Instruction
Madhouse Design	Toledo Museum of Art
Communica Design	Bluefin Media
North Design	Wind Energy Corp
Hart Design	UT Electrical Engineering and Computer Science

Possible partners:

SFC Graphics	UT MarComm
Projections	UT eLearning
ACGT	WGTE
United Way	WTVG-ABC
Planned Parenthood	
Toledo Zoo	

ART 3950 NMDP Methods, Techniques and Professional Practice is a lecture course covering a survey of methods, techniques, and professional practices in new

media design with a focus on contemporary issues and topics, including: historical overview, creative and design processes, new media design environments, marketing and commerce, and workflow and collaboration. ART 3950 will be taken by both the New Media Design Practices and Art Museum Practices students before they move on into a collaborative effort in the following intensive semester.

The ART 4950 New Media Design Practices Intensive will be held in the Department of Art under the supervision of a new media faculty member with an internship approach to the course. Students will have been admitted to the program of study, proving they are ready to handle the rigors of producing web, print and other mediated materials for an actual client. Students will be assigned specific job titles and responsibilities. They will meet with the client to discuss project specifics, deadlines, and project progress throughout the experience. A possible scenario would be a group of New Media Design Practices students working in conjunction with the Art Museum Practices students where they are responsible for a given exhibition in the Hitchcock Gallery of the Toledo Museum of Art. New Media Design Practices students will be responsible for creating, designing and producing the mediated materials for the exhibition.

Other possibilities for future Intensive experiences:

Students working with the Art History Museum Practices class to create the website for a given exhibition.

Students working with the Toledo Museum of Art and Art Education students to develop educational/instructional materials for web distribution related to TMA exhibitions.

Students working with UT MarComm to create special event websites for UT departments or the college.

Students working with the TMA Visual Resource Collection to create instructional PowerPoints for faculty or docent presentations.

Students working to create web-assisted materials for faculty in conjunction with UT eLearning.

Students working with the University's SimCenter on the Medical Campus (or future resources planned for the second floor of Carlson Library.

ART 4951 NMDP Seminar

In this capstone seminar course students will analyze, synthesize and critique their experiences within the NMDP courses. Students, as a group, will create a portfolio documenting their experiences.

Art History Related Courses:

18 credits

The BFA concentration in New Media Design Practices requires 18 credit hours of related coursework, which must be chosen from courses acceptable for major credit and which must include at least 15 hours of Art History-one of which is a non-Western Art History.

ARTH 2050 History of Western Art I	3
ARTH 2060 History of Western Art II	3
Non-Western Art History: 2100, 2200, or 3300	3
ARTH 2080 (Modern), Hist. of Graphic Des. or 3500	3
ARTH 3400, 3500, 3600, 4500 or COMM 2000	3
ARTH 3950 AMP Topic	3

Admissions and Review requirements for the Bachelor of Fine Arts - New Media Design Practices concentration

The NMDP concentration follows the standard policies of the BFA program for admissions and regular semester reviews once admitted. There will be a maximum of 20 candidates in the NMDP concentration at any given time. Students who are interested in admission to the B.F.A. program (and who have fulfilled the requirements indicated below) must apply to the Chair of the B.F.A. Committee and/or the NMDP coordinator. The student should obtain the appropriate application materials from the Chair of the B.F.A. Committee or from the departmental office. Before applying, the student must consult with their adviser (usually, the NMDP coordinator) about the application process, and subsequently the application form must be signed by the adviser. The student must also meet with the Chair of the B.F.A. committee and/or the NMDP coordinator at least 5 calendar days before the application due date to discuss their draft application materials.

Before applying to the B.F.A. program, a student must have completed or be in the process of completing 30 semester hours of undergraduate study, which must include 15 hours of Foundational Art Studies in studio art – 6 hours of drawing (ART 1080, 1090); 6 hours of design (ART 1050, ART 1060); 3 hours of digital media (ART 1070) – and at least 15 hours of general education requirements and art history (ARTH 2050 or ARTH 2060 and not ARTH 1500). At the time of application, the student must have maintained at least a 3.0 GPA in courses in their major and related fields. Standard policy of the BFA program will apply for calculating the GPA involving transfer credits. If required courses are still in process at the time of application, acceptance is provisional until all such courses are completed and the GPA standard is maintained. Applications are reviewed

every Fall and Spring semester. If the application is denied, the student may reapply the following semester, but only one reapplication is permitted.

In order to insure that students have an adequate period of study as a B.F.A. candidate, each student normally must spend at least 4 semesters within the B.F.A. program enrolled in studio art courses (usually with 18 credit hours remaining in the major) and must pass a minimum of 4 B.F.A. candidate reviews: the initial review, 2 semester progress reviews, and capstone review (note: the prerequisites for this capstone course and review are 115 credit hours overall; ART 3400 or 3850 or 4850; 18 credit hours in Advanced Art Studies). In special circumstances where the student is unable to complete 4 reviews and all other program requirements in 3 semesters, the student may petition the faculty for an exception. B.F.A. students must present work for review and attend every B.F.A. review while he or she is in the program. Failure to pass the capstone review, or failure to pass 2 consecutive progress reviews, will eliminate the student from the program. Once eliminated from the program, the student may continue studies in the B.A. in Visual Art degree program but may not reapply to the B.F.A. program.

All candidates must conduct themselves as professionals and adhere to the Professional Code of Conduct once accepted into the program of study; they will follow the TMA policy guidelines when working in the museum or other relevant policies of partner institutions.

Honors in B.F.A. in New Media Design Practices

As with the other BFA studio concentrations, admission to the B.F.A./NMDP program qualifies the student for departmental honors. Honors students must maintain a minimum GPA of 3.0 in their major and related fields and are subject to annual reviews by the program coordinator and faculty.

Courses	Credits	Comments
▼ BFA concentraton in New Media Design <u>Practices</u> Curriculum:	120	New!
▼ General Education Requirements	41	
▶ <i>Core Requirements: 24 hours</i>	10	UCore
▼ <i>Humanities Requirements: 6 hours</i>	6	UCore
• English Lit 2710-2800	3	
• History 1010-1200	3	CoCA change under review
▼ <i>Natural Science Requirements: 7 hours</i> <i>Choose from general education courses in Astronomy Biology, Chemistry, Geology, Math or Physics. No more than 6 hours in one discipline allowed. One course must be lab</i>	7	<i>Down from 10 hours, pending Council approval</i>
• ... + lab	4	UCore
•	3	UCore
•	0	CoCA req being dropped
▼ <i>Social Science Requirements: 6 hours</i> <i>Choose from general education courses in Anthropology, Economics, Geography, Political Science, Psychology or Sociology. No more than 6 hours in one discipline allowed.</i>	6	
•	3	UCore
•	3	UCore
•	0	CoCA req being dropped
▼ <i>CoCA Required Elective (from Communications)</i> <i>Arts students choose 1 course from this list: COMM 1010 Comm Principles and Practices; COMM 2000 Mass Comm and Society; COMM 2050 Media and Society; COMM 2810 – 2890 (various)</i>	3	
•	3	New
▶ <i>Foreign Language and Culture</i>	0	No Requirements
▶ <i>Electives (approved by advisor)</i>	9	
▶ <i>Writing Intensive Courses: 2 courses</i>		
▶ <i>Multi-Cultural Requirements: 2 courses</i>		
▼ Art History Related Requirements: 18 hours	18	
• ARTH 2050 History of Western Art I	3	
• ARTH 2060 History of Western Art II	3	
• ARTH 2100, 2200 or 3300 – Non-Western	3	
• ARTH 2080 Modern Art, 2980 History of Graphic Design or 3500 History of Photography	3	
• ARTH 3400, 3500, 3600, 4500, or COMM 2000	3	
• ARTH 3950 AMP Topic	3	
▼ Studio Art	61	
▼ <i>Foundational Art Studies (FAS)</i>	15	
• ART 1050 Fundamentals of Surface	3	
• ART 1060 Fundamentals of Form	3	
• ART 1070 Fundamentals of Digital Media	3	
• ART 1080 Perceptual Drawing	3	
• ART 1090 Explorations in Drawing	3	
▼ <i>Core NM Studies/Tech-Comm</i>	15	Required

<u>Courses</u>	<u>Credits</u>	<u>Comments</u>
<ul style="list-style-type: none"> • ART 2010 Core NM – Print-based Media 	3	Option of other printmaking courses
<ul style="list-style-type: none"> • ART 2020 Core NM – Interactive Media 	3	
<ul style="list-style-type: none"> • ART 2030 Core NM – Photography 	3	
▼ ArtComm Tech Core (ART, Communications, Film, Video, Sound, CMPT)	6	
<ul style="list-style-type: none"> • Elective 1 from ArtComm list 	3	
<ul style="list-style-type: none"> • Elective 2 from ArtComm list 	3	
▼ <i>Advanced Art Studies (NM Concentration + AAS electives)</i>	18	
<ul style="list-style-type: none"> • ART 3000, 3010, 4000, 4010, 4020 (any topic) 	12	
<ul style="list-style-type: none"> • ART or ArtComm electives 	6	
▼ <i>Practicum Courses & Prof practices</i>	13	
<ul style="list-style-type: none"> • Art 3850 Gallery or 4850 Prof Practices or 3400 CAST 	3	Moved from Core (5/13)
<ul style="list-style-type: none"> • ART 3900 New Media Design Practices Externship 	3	
<ul style="list-style-type: none"> • ART 3950 New Media Design Methods, Techniques and Professional Practice 	3	
<ul style="list-style-type: none"> • ART 4950 New Media Design Practices Intensive 	3	
<ul style="list-style-type: none"> • ART 4951 New Media Design Practices Seminar 	1	