REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered:
Evolving advances in technology has resulted in student interest in a Digital Media program. The student interest mirrors industry demand for talent that can blend both applied and fine arts. This new emphasis facilitates students’ ability to tailor their academic program that prepares them for a wide variety of employment and graduate school programs. It also helps recruit students who are searching university websites for digital media programs.

Points Discussed by Committee:
1. The idea for this emphasis developed from a growing interest from students related to evolving technology and the blurring of applied/fine arts. A digital component exists for all areas—including sculpture and performance.
2. The need for digital media is quite significant for recruitment and retention of students. The proposed emphasis caters to different types of populations.
3. The proposed emphasis has a solid foundation in the fine arts that enables students to excel in understanding visuals across different media.
4. The credit distribution is similar to the other Comprehensive Major: Art emphases. The all have the same requirements for 12 credits of Foundations courses and 6 credits of Art History. They all have 21 credits of area-specific courses and the remainder of credits distributed among support courses and electives in order for students to tailor the program to their own career interests.
5. The thinking skills and creativity required for this emphasis go beyond learning how to create digital content.
6. Foundational art and design skills are necessary in order to understand the application of art in a digital medium.
7. The Graphic Design emphasis and the proposed Digital Media emphasis are very different with different goals. Graphic Design is an inherently mixed media. The two emphases share a purposeful overlap in elective courses.
8. Students in K-12 are already exploring these areas on their own. Digital media is likely to become very popular. The Digital Media emphasis has the potential to be the highest enrolled emphasis area, since it fuses together other areas of art and design.
9. Students who would like to do something in this area currently have no mechanism—they rely on advising. They would have the liberal studies option.
10. Connected in many different career and graduate studies. A digital media emphasis reflects the real world.
11. Preparation in digital media at the undergraduate level is only a beginning. Students would need to pursue an advanced degree. Animation would need advanced coursework.
12. A Digital Media emphasis would be an area where students could meet a liberal education outcome.

Pros of Recommendation:
1. Will help in recruitment and enrollment—especially via an enhanced web presence.
2. Will serve current students by formalizing the courses leading to careers/advanced studies in digital media.

Cons of Recommendation:
1. Growth might exceed faculty and facility capacity. The Art & Design department is currently evaluating all course offerings based on enrollment and will continue to do so moving forward.

Technology/Human Resource Impact: None
Courses and resources (both faculty and facilities) are already in place.

Committee Recommendation:
Establish a Digital Media emphasis under the Bachelor of Fine Arts COMPREHENSIVE MAJOR: ART within the Department of Art and Design.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of _8_ in favor and _0_ against on November 18, 2014

recommends that a Digital Media emphasis under the Bachelor of Fine Arts COMPREHENSIVE MAJOR: ART within the Department of Art and Design be established.

Implementation Date: 2015-2016 Catalog

Signed: _______Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office