TO: College of Arts and Sciences Curriculum Committee

FROM: Christos Theo, Chair, Department of Art & Design

DATE: 10-14-14

RE: Program Change

We request implementation of the following program change with the next possible Catalog.

Name of Program — Bachelor of Fine Arts COMPREHENSIVE MAJOR: ART

Program Code —

Date of Department/Program Approval — 10-7-14

From: The department is requesting the addition of a new emphasis program to pages 82-83 of catalog 2014-15.

To: Digital Media (Code xxx-xxx)

Area requirements, 21 credits: Art 241, 244, 264, 332, 278, 378, 478
Area Support Options, 12 credits: Art 240, 247, 281, 341, 342, 344, 364, 373, 383, CS 322
Electives in Art/Arth, 18 credits
Electives in Arth, 6 credits

Why: The Digital Media emphasis will educate students in digital 2-dimensional and 3-dimensional modeling, animation, and motion art. It also will provide the educational opportunity for students to develop their capabilities in the other studio areas, such as drawing, illustration, painting, sculpture, or photography. Like all studio emphases, Digital Media also will require students to develop their conceptual and creative powers. The Digital Media emphasis will prepare students for careers as fine artists, web designers, multimedia designers, and 2D/3D animators, to name a few. Applications of digital multimedia are rapidly developing in various professions, including TV program design, K-12 educational materials, exhibition design, conference presentations, animation movies, art exhibitions, children’s E-books film special effects, digital game design, digital signage, theatre setting, and training programs for medical, educational, military, and a variety of industrial fields.

This proposal is the initial step to establish a basic curriculum to provide students with a clear path for their educational career in Digital Media. Currently, a number of courses associated with Digital Media are scattered under different emphases within the Department of Art & Design. Any prospective students who wish to pursue an education in Digital Media would have difficulty identifying relevant courses and would not have the option to group them formally for a major. The proposed emphasis would require no new courses be developed to initiate the program. The ART courses are available to a potential enrollment of 20 students per class; all but one required ART course is offered every semester (Art 332 Fall only). The computer labs with relevant hardware and software are already in place. In sum, this emphasis reorganizes existing courses and utilizes available equipment, facility space, schedules, and faculty expertise to create a new curricular option for students. Finally, it should make UW-Eau Claire’s Department of Art & Design more competitive with the UW departments already offering this kind of program, such as Madison’s Digital Media, Milwaukee’s Digital Studio Practice, and Stout’s Interactive Media.