

EP.07.23  
(Rev. 3/7/07)

To: Senate Committee on Educational Policy  
From: School of Art and Design, College of Fine and Applied Arts  
Re: Proposal for a new program of study: New Media  
10.25.05

**TITLE OF PROPOSAL:**

**New Media**, a new undergraduate major of study within the B.F.A degree in the School of Art and Design, College of Fine and Applied Arts

**SPONSOR:**

Nan Goggin, 333.0855, 139b. School of Art and Design, mc590

**BRIEF DESCRIPTION:**

*New Media* is a new undergraduate concentration whose purpose is to foster learning, research through innovative teaching in emerging forms of communication and technology within an art and design context. Through practice and critique, students and faculty examine many of the newest technologies to discover their deep potential, assumptions, dangers, possibilities, and politics. We will teach students who will work both in the creative industries and more traditional artistic practice.

Students will be equipped to adapt within a rapidly changing technological space, to respond critically within a wide range of methodologies. Studio art, design, entertainment, and activism are all likely bases for their creative practice, with cinema, public art, curation, gallery exhibition, performance, radio and television broadcast, publication in print or web as likely outlets.

**JUSTIFICATION:**

This concentration is long overdue, as the prevalence of non-traditional media has increased ten fold in the last ten years. The school has gradually introduced the courses necessary for this curriculum as electives for all undergraduate programs. These courses always have long waiting lists. The courses are also sought by students in programs outside the school and college, such as: writing studies, computer science, library science, and architecture. Because the school has lacked a formal undergraduate program in *New Media*, many undergraduate students have transferred out of the school and university by their sophomore year. While the school has gradually introduced many *New Media* courses, we were able to hire the faculty and assemble the equipment and space necessary to offer a formal undergraduate degree program. The prerequisites of the concentration will be the same as for all other undergraduate concentrations of study in the school, which is our freshman foundations program.

**BUDGETARY AND STAFF IMPLICATIONS**

a. Additional staff and dollars needed:

No additional staff is necessary.

b. Internal reallocations:

This new program has been taken into account in the school's realignment of space and facilities. Because these courses are currently taught, no realignment of salaries is necessary.

c. Effect on course enrollment in other departments:

Enrollment in other departments will not decrease because of this proposal; indeed, other departments have eagerly encouraged us to offer such a program.

d. Impact on library, computer use, laboratory use, equipment, etc.:

Because of the nature of the program there will be minimal impact on the library. At present the school's computer facilities are sufficient to accommodate this new program. The faculty have worked carefully with the space and facilities area in discussions of space, laptop requirements, networking, and facilities. With the success of this program, we foresee the possibility of increased needs of technology.

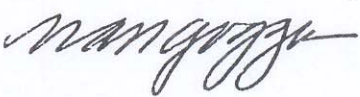
**GUIDELINES FOR UNDERGRADUATE EDUCATION:**


This concentration abides by the guidelines for undergraduate education in that it embraces the concept of communication through creative computing. This requires computer and network literacy that is analogous to and as significant as print literacy. Computer literacy is the ability to transfer knowledge between computing environments and people within social, ideological, legal, political, ethical and ecological contexts. Computer literacy requires a basic understanding of the principles of human-computer interaction and is an essential requirement for responsible creative computing in pervasive digital networks.

With the globalization of computer networking, this program will enable students to communicate and work in media that transcend cultural or physical boundaries. At the same time, it will make students aware of diverse cultural differences by fostering communication.

**CLEARANCES:**

*Sponsor*                      Nan Goggin                      *date*    02.05.06

*School Director*                                    *date*    06.23.06

*Dean*                          *date*    6/23/06.

**STATEMENT FOR PROGRAMS OF STUDY CATALOG:**

The curriculum in new media requires 122 credit hours and provides training for students to work in a rapidly changing technological environment and to respond critically using a wide range of methodologies. Studio art, design, entertainment, and activism are all likely bases for their creative practice, with cinema, public art, curation, gallery exhibition, performance, radio and television broadcast, publication in print or web as likely outlets.

EFFECTIVE DATE: Fall 07

**REQUIREMENTS FOR THE DEGREE OF BACHELOR OF FINE ARTS IN NEW MEDIA**

**Portfolio and Grade Point average:**

A portfolio review may be required for placement in any art and design course beyond the entry level of the foundation program. After completing the foundation program, a student who meets or exceeds minimum grade requirements listed below must apply for admission to one of the bachelor of fine arts (BFA) degree curricula. BFA curricula select students by portfolio review near the end of the foundation year. Higher than minimum grade point averages may also be required due to the limits of faculty and facilities. Minimum grade point average of 2.25.

**Foundation Program for all Art and Design Curricula.**

- semester01
- 4 ARTH 111 – Ancient and Medieval Art
- 2 ARTF 101 – Contemporary Issues in Art
- 3 ARTF 102 – Drawing, I
- 3 ARTF 103 – Design, I
- 4 RHET 105 OR 108 – Composition I
- 16 Total

semester02

4	ARTH 112 – Renaissance and Modern Art (General Education-Humanities & the Arts)
3	ARTF 104 – Drawing, II
3	ARTF 105 – Design, II
6	Open Electives
16	Total

Hours	General Education Requirements <sup>1</sup>
4	RHET 105 or 108 – Composition I
3	Advanced Composition <sup>2</sup>
24	Six hours in each of the following areas: humanities and the arts, natural sciences and technology, social and behavioral sciences, quantitative reasoning and cultural studies <sup>3</sup> (all art history meets one general education requirement).
0-12	Foreign Language <sup>4</sup>
31-34	Total

Hours	Art History
8	Any two of: ARTH 111, 112, 113, 114, or 115 (all meet a general education requirement) <sup>5</sup>
6	Advanced art history
14	Total

Hours	General Art and Design
2	ARTF 101 Contemporary Issues in Art
6	ARTF 102 and 104 – Drawing, I and II
6	ARTF 103 and 105 – Design, I and II Workshops
14	Total

Hours	New Media
3	ARTS 240–Introduction to New Media
3	ARTS 341–Image Practice (formally ARTS 440 Image Studio)
3	ARTS 343–Time Arts I (formally ARTS 442 Moving Image I)
3	ARTS 344–Interactivity I (formally ARTS 441 Multimedia Studio)
8	ARTS 350 and ARTS 351–Intermediate Studio I
3	ARTS 443–Time Arts II (formally ARTS 443 Moving Image II)
3	ARTS 444–Interactivity II (formally ARTS 444 Experimental Web)
8	ARTS 450 and ARTS 451–Advanced Studio I and II
3	ARTS 449–Senior Seminar
37	Total

Hours	Electives
8-10	Open electives as needed to complete 122 hours.
16	Art and Design electives <sup>6</sup> (art + design courses not in new media requirements)
23-26	Total

**122 Total**

1. See [www.course.uiuc.edu](http://www.course.uiuc.edu) for a current listing of course and requirements
2. A course may satisfy more than one general education requirement
3. Six of the eight required Art History credits will also be used as general education requirements
4. Students must complete a third-level college foreign language course or its equivalent for graduation
5. Credit is not given for both ARTH112 and 115
6. Open electives are any UIUC course not used to satisfy new media requirements, art+design electives, or general education requirements.

ARTS 240. Introduction to New Media

This course is a broad survey of the history, theory and practice of new media art forms. Different models of professional practice, including studio and client driven practices, will be explored through lecture, discussion and research components. Students will also be introduced to the use of some common new media tools.

ARTS 340. Image Practice

ARTS 440. Image Studio (formally)

This course looks at the production and reception of images through a combination of historical, theoretical and practical perspectives. A variety of contexts from contemporary art, design and popular culture will be explored through research and visual projects. Special consideration will be given to current forms of reproduction, with students learning and utilizing common methods for rendering and realizing still images, including both print and screen-based output.

ARTS342. Time Arts 1

ARTS442. Moving Image I (formally)

Explores the potential of time-based media for creative expression and communications within the context of visual art and design. Classroom discussion will focus on historical and contemporary examples of time arts, written materials, and student work. Hands-on projects will introduce tools, issues, and strategies particular to creating and analyzing work based in time.

ARTS 443. Time Arts 2

ARTS 443. Moving Image II (formally)

This class will provide semester-long, in-depth explorations of single time arts topics. Using the ideas and basic tools from Time Arts 1, students will study the advanced concepts and techniques particular to individual time arts genres while producing their own work.

ARTS 341. Interactivity 01

ARTS 441. Multimedia Studio (formally)

Introduction to the conceptualization and construction of interactive experience for art and design. Interaction will be examined as technical, structural, social, and historical. Work will include practice, research, discussion, and lecture.

ARTS 444. Interactivity 02

ARTS 444. Experimental Web (formally)

Further exploration of interaction, with an increased emphasis on realization and application of designed interactive experience, and depth of exposure to particular technical platforms.

ARTS 449. Senior Seminar in New Media

Students will explore current issues in New Media. Both historical and contemporary examples of significant artwork will be studied and analyzed, and this will be supplemented by extensive reading, writing, and classroom discussion. By the end of the course, students will be able to contextualize their own art practice as it relates to both the precedents and current evolution of New Media.

**New Media**

**Foundation year**

**fall**

ARTF 101..... 2 hrs.

ARTF 102..... 3 hrs.

ARTF 103..... 3 hrs.

ARTH 111, 112, 113, 114 or 115..... 4 hrs.

\* ..... 3 hrs.

15 hrs.

**spring**

ARTF 104 .....3 hrs.

ARTF 105 .....3 hrs.

Composition I.....3 hrs.

ARTH 111, 112, 113, 114 or 115.....4 hrs.

\* ..... 3 hrs.

16 hrs.

**Sophomore year**

**fall**

ARTS 240 (Introduction to New Media).....	3 hrs.
ARTS 341 (Image Practice) .....	3 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	15 hrs.

**spring**

ARTS 343 (Time Arts I).....	3 hrs.
ARTS 344 (Interactivity I) .....	3 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	15 hrs.

**Junior year**

**fall**

ARTS 350 (Intermediate Studio) .....	4 hrs.
ARTS 443 (Time Arts II) .....	3 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	16 hrs.

**Spring**

ARTS 351 (Intermediate Studio).....	4 hrs.
ARTS 444 (Interactivity II).....	3 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	16 hrs.

**Senior year**

**Fall**

ARTS 450 (Advanced Studio).....	4 hrs.
ARTS 449 (Senior Studio) .....	3 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	16 hrs.

**Spring**

ARTS 451 (Advanced Studio) .....	4 hrs.
* .....	3 hrs.
* .....	3 hrs.
* .....	<u>3 hrs.</u>
	13 hrs.

\* Advanced Art History, Art + Design Electives, General Education Requirements, or Open Electives