

UNIVERSITY OF ILLINOIS  
AT URBANA - CHAMPAIGN

EP.10.46

Office of the Provost and Vice Chancellor  
for Academic Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



April 1, 2010

Abbas Aminmansour, Chair  
Senate Committee on Educational Policy  
Office of the Senate  
228 English Building, MC-461

Dear Professor Aminmansour:

Enclosed is a copy of a proposal from the College of Fine and Applied Arts to revise the BFA in New Media Degree in the School of Art and Design.

This proposal has been approved by the School of Art and Design and the College of Fine and Applied Arts Courses and Curricula Committee. It now requires Senate review.

Sincerely,

A handwritten signature in black ink that reads 'Kristi A. Kuntz'.

Kristi A. Kuntz  
Assistant Provost

KAK/dkk

Enclosures

c: K. Hamilton  
C. Livingstone  
J. Squier  
M. Stone

UNIVERSITY OF ILLINOIS  
AT URBANA - CHAMPAIGN

College of Fine and Applied Arts  
Office of Undergraduate Academic Affairs  
110 Architecture Building  
608 East Lorado Taft Drive  
Champaign, IL 61820



31 March 2010

Kristi Kuntz, Assistant Provost  
Swanlund Administration Building  
MC-304

Dear Kristi:

On behalf of the Courses and Curricula Committee of the College of Fine and Applied Arts, I am forwarding the attached proposal to revise the undergraduate major in New Media within the BFA degree in the School of Art and Design. The proposal has passed school and college review and is ready to be forwarded to the Senate.

Professor Kevin Hamilton in the School of Art + Design has requested letters of support from the Department of Media Studies and the College of Media. These letters will be sent forward as soon as they have been received. Professor Hamilton or I will be glad to answer questions you may have.

I look forward to hearing from you regarding this matter.

Cordially,

A handwritten signature in cursive script that reads "Marian Stone".

Marian Stone  
Assistant Dean, Undergraduate Academic Affairs

MS:jbpm

Enc.

CC: Professor Joseph Squier, Chair, Courses and Curricula Committee

## Proposal to the Senate Educational Policy Committee

**PROPOSAL TITLE:** Revision to the New Media major within the B.F.A. degree in the School of art and Design

**SPONSOR:** Kevin Hamilton, Associate Professor and Chair, New Media Program, School of Art and Design, 408 E. Peabody Drive, 333-0855, [kham@illinois.edu](mailto:kham@illinois.edu).

**COLLEGE CONTACT:** Marian Stone, Assistant Dean, College of Fine and Applied Arts, 110 Architecture Building, 608 E. Lorado Taft Drive., Champaign, IL 61820, MC-622; [mastone@illinois.edu](mailto:mastone@illinois.edu)

**BRIEF DESCRIPTION:** The School of Art and Design recently evaluated the BFA in New Media. As a result of that evaluation the School proposes to revise the curriculum by decreasing the total number of required hours in the major from 40 hours to 36 hours. The decrease will be accomplished by removing as requirements studio art courses currently utilized by multiple majors in the School (ARTS 252, 350, 351, 450 and 451) and focusing on courses with content specifically developed for New Media (ARTS 443, 444, and 449). The revision also changes the introductory course from ARTS 240, Introduction to New Media to MS 326, New Media, Culture & Society and requires enrollment in ARTS 445, Special Topics in New Media.

Hours	Old Requirements	Hours	New Requirements
3	ARTS 240 – Introduction to New Media	3	MS 326 – New Media, Culture & Society
3	ARTS 252 – Making and Meaning		
3	ARTS 341 – Image Practice	3	ARTS 341 – Image Practice
3	ARTS 343 – Time Arts I	3	ARTS 343 – Time Arts I
3	ARTS 344 – Interactivity I	3	ARTS 344 – Interactivity I
8	ARTS 350 and 351 – Intermediate Studio I and II		
3	ARTS 443 – Time Arts II	3 6	ARTS 443 – Time Arts II (take twice)
3	ARTS 444 – Interactivity II	3 6	ARTS 444 – Interactivity II (take twice)
8	ARTS 450 ad 451 – Advanced Studio I and II		
3	Arts 449 – Senior Seminar	3 6	Arts 449 – Advanced Seminar in New Media (take twice)
		6	ARTS 445 – Special Topics in New

			Media (take twice)
40		36	

**JUSTIFICATION:** New Media is a relatively new major within the School of Art and Design. Consequently a recent evaluation was completed to determine whether the curriculum ensures a strong, cohesive experience for undergraduates.

Presently students from the Painting, Sculpture and New Media majors share four courses (ARTS 350, 351, 450, 451). The hope was faculty from all three areas would rotate teaching assignments so students would be exposed to faculty in and out of their major. However course enrollment has been low resulting in fewer faculty rotations. The result is New Media students have been going as long as a year without working with a faculty member from their area. Consequently New Media has decided to provide more focus to core classes within the major while simultaneously reducing the total required hours in the core, making space for electives.

New Media desires to admit 10 new students each year of the three-year degree. To maintain enrollment in junior and senior studios (ARTS443 and 444) around 20 each semester, students will take each course twice, once as juniors and once as seniors. The content of the courses will alternate each year to allow for repeat enrollment without redundancy.

For the past two years we have substituted MS 326, New Media, Culture & Society, as a substitute course for ARTS 240, Introduction to New Media. MS 326 was developed by Professor Lisa Nakamura and offered for the first time in Spring 2009 and we realized both Colleges could benefit by allowing students access to one another's courses. Our students take up approximately 10 seats a year in this large course that is offered every semester, and the College of Media has been happy to have them, as they bring a unique practice-based approach to the course material. In exchange we reserve seats for College of Media students in our Time Arts courses.

A third goal of the evaluation was to make sure faculty are able to teach, preferably in collaboration with other units on campus, in areas tied to their research and that students are required to participate in such courses. New Media will offer one Special Topics course, ARTS 445, each semester. Topics will rotate and enrollment will not be restricted to majors. It is anticipated topics will be developed in concert with other campus units.

Finally the faculty sought to balance curricular needs within New Media with the needs of the School of Art and Design for staffing of current courses that cross disciplinary boundaries and development and teaching of large non-major courses.

In short the specific goals that will be met by this revision are:

- Further distinguish New Media as a distinctive BFA degree within the School of Art and Design by focusing on courses specifically developed for New Media and reducing the number of hours in studios primarily serving the needs of other studio programs in the School;
- Increasing and maintaining enrollment in New Media to 10 students per year;
- Consolidation of upper-level courses to ensure full enrollment;
- Flexibility in required course offerings allowing faculty to offer courses tied to their research; and

- Development and offering of new non-major courses to function as large capacity courses for all undergraduates.

**BUDGETARY AND STAFF IMPLICATIONS:** *(Please respond to each of the following questions. Place your response right after each item. See [Appendix A](#) for additional information.)*

- Additional staff and dollars needed: No additional staff or dollars are needed. These changes are sought proactively to ensure core curricula can be taught with existing, or potentially reduced, resources.
- Internal reallocations (e.g., change in class size, teaching loads, student-faculty ratio, etc.). The proposed revision will impact class sizes within the School of Art and Design, reducing the number of classes with less than 20 students. In addition faculty teaching assignments within different programs in the School of Art and Design will change.
- Effect on course enrollment in other units and explanations of discussions with representatives of those departments: This change impacts enrollment in MS 326 by requiring about 10 New Media students to take the course each year. This change has been in place for the past two years as an exception to published degree requirements. This is a sufficient period of time to allow both units [Media Studies (Media) and New Media (FAA)] to analyze the impact on their respective class enrollments and teaching loads. Both units now desire to formalize the change. Supporting letters from the Department of Media Studies and the College of Media have been requested.
- Impact on the University Library. This is an existing program. No new needs.
- Impact on computer use, laboratory use, equipment, etc. No new needs.

**DESIRED EFFECTIVE DATE:** The proposed revisions will impact course enrollments and faculty teaching loads in the School of Art + Design and are partially driven by budget and staff considerations. Therefore we request implementation for Fall 2010.

Students normally enter the New Media major during the first semester of their sophomore year after a portfolio review process that occurs during the second semester of their freshman year. Implementing the proposed changes for Fall 2010 will not negatively impact the current freshmen as they have not yet been accepted into the program. Currently there are 23 upper class men in New Media. Three will graduate in May. The School and the College have identified substitute courses for the remaining 20 students that will allow them to complete degree requirements.

**STATEMENT FOR PROGRAMS OF STUDY CATALOG:**

**Art - Studio**

Art and Design, School of

Director: Nan Goggin School Office: 143 Art and Design Building, 408 East Peabody, Champaign, (217) 333-0855

Curriculum in New Media

[www.art.uiuc.edu](http://www.art.uiuc.edu)

## For the Degree of Bachelor of Fine Arts in New Media

The curriculum in New Media requires 122 credit hours. Students are trained in the production and critique of works for art or design that explore forms and technologies identified as new or emerging. Students receive instruction in technical execution, formal composition, theoretical framing, and in the process of generating a body of work around a subject and form of their choice. Junior and Senior years see students working on individually-guided projects, and work with critics across the School to develop a portfolio of works in time-based, interactive, physical networked or performative media.

Contact: Mark Avery  
 Specialist in Undergraduate Academic Affairs  
 School Office: 140 Art and Design Building, Champaign, 333-6632, [mavery@illinois.edu](mailto:mavery@illinois.edu)

Students in the School of Art and Design must complete the [Campus General Education](#) requirements. Some Art and Design courses will also apply toward the General Education requirements.

Hours	New Media Requirements
3	MS 326 – New Media, Culture & Society
3	ARTS 341 - Image Practice
3	ARTS 343 - Time Arts I
3	ARTS 344 - Interactivity I
6	ARTS 443 - Time Arts II (take twice)
6	ARTS 444 - Interactivity II (take twice)
6	ARTS 449 - Advanced Seminar in New media (take twice)
6	ARTS 445 - Special Topics in New Media
36	Total

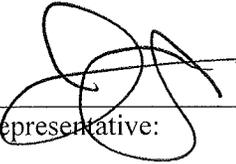
Hours	Art Foundation
2	ARTF 101 - Contemporary Issues in Art
6	ARTF 102 and 104 - Drawing, I and II
6	ARTF 103 and 105 - Design, I and II Workshops
14	Total

Hours	Art History
8	Any two of: ARTH 111, 112, 113, 114 or 115 (all meet a general education requirement; credit will not be given for both ARTH 112 and 115)
6	Advanced Art History (200-level or above)
14	Total

Hours	Electives
12	Art + Design electives ( <del>art + design courses not in sculpture requirements</del> )
	Open electives as needed to total 122 hour degree

**CLEARANCES:** (Clearances should include signatures and dates of approval) - - These signatures must appear on a separate sheet. If multiple departments or colleges, add lines.)

Signatures:

  
Unit Representative:

03.31.10  
Date:

Maverick Stone  
College Representative:

3-31-10  
Date:

\_\_\_\_\_  
Graduate College Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Provost Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Educational Policy Committee Representative:

\_\_\_\_\_  
Date:

**Appendix A:**  
**(Notes on Budgetary and Staff Implications)**  
(Replace following material with your appendix, if any.)

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*In the past, many of the proposals for revised curricula and programs submitted to the Senate Educational Policy Committee have carried the claim, “Budgetary and Staff Implications: None.” Yet some of these proposals have called for increases in required courses or hours of faculty-supervised experience; some have projected that more students would enroll in the program when the proposed change was put into effect; some programs even increased the total number of hours or courses required for a degree. Presumably, the words “Budgetary and Staff Implications: None” meant that the unit proposing the change was not requesting new dollars or faculty lines to implement the change. However, it is difficult to see how there can be increases in the number of required courses or students served without entailing budgeting implications. If new dollars are not allocated to meet these increases, the increases may be covered by offering current classes less frequently, by increasing class size, or by increasing faculty workloads.*

*The Committee is concerned that in many cases the faculty of a unit may agree to accept increased class size or larger workloads because they perceive that changes requiring additional dollars will be difficult or impossible to achieve. While such a decision may indeed be defensible, a pattern of such decisions represents an erosion in faculty compensation and may, if class size is increased, lead to an erosion in educational quality. Less frequent scheduling of present courses may also have broad educational policy implications.*

*When courses outside the sponsoring unit are required, the units offering those courses may say routinely that yes, they can accommodate the additional students, when in fact the sections presently offered may already be full or even be overenrolled. If this is the case, the new or revised program obviously has budgetary implications for the campus even if the sponsoring department requests no additional funds. EPC requires written concurrence from the executive officer of any unit offering courses outside the unit sponsoring the proposal. Finally, new or revised programs may well require additional library acquisitions, allocations of computer time, access to laboratories, or other support services, all of which have budgetary implications.*

*Providing information about internal reallocations, the effect of the change on enrollments in other departments, and the impact in auxiliary units will help the Educational Policy Committee make better decisions and help the college and campus incorporate the budgetary implications of new and revised programs in a more timely and deliberative manner.*

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

College of Media

Media & Cinema Studies  
228 Gregory Hall, MC-463  
810 South Wright Street  
Urbana, IL 61801



November 10, 2010

To the Senate Educational Policy Committee:

The Department of Media and Cinema Studies supports the addition of MS 326 *New Media Culture and Society* as a required course for the BFA in New Media program of study in the School of Art and Design.

Thank you.

A handwritten signature in cursive script that reads "Angharad N. Valdivia".

Angharad N. Valdivia  
Professor and Head, Media and Cinema Studies  
Interim Director, Institute of Communications Research  
Editor-in-chief, Communication Theory  
University of Illinois, Champaign-Urbana