

DEPARTMENT OF ART AND DESIGN
2010-2011
Proposals to the Academic Policies Committee
Action Items and Substantive Changes

SUMMARY

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Proposal V:

To **change** the course name and prerequisites of ART326 Digital Photography to Contemporary Photographic Imagery.
Prerequisites: 103, 215, and 221 or 226.
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To **add** ART326 to the list of possible prerequisites for ART390 Advanced Studio Practice (3)
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Proposal VII:

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Proposal VIII:

To **replace** ART472 (2) Graphic Design Seminar with 2 units of ART470 (1-3) Art Internship in all four Concentrations within the Graphic Design Major.
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Total course additions: 1
Total course deletions: 1
Total unit additions: 3
Total unit deletions: 2
Total staffing impact/increase or decrease: +0.1-1.0

PROPOSALS AND RATIONALES

Overview:

1. The Department of Art and Design completed Program Reviews in 2007 and 2001 and we are in the process of completing a third, which will be submitted to the Provost next semester. The Art History proposals (I and II) come out of recommendations made in the 2001 Program Review.
2. The Photography proposals (III-VI) are based on a recommendation for another digital photography class in this year's Program Review.
3. The Graphic Design proposals (VII and VIII) are the result of re-thinking the Graphic Design capstone based on recent experience.

PROPOSAL I:

To **add** an Art History Concentration to the Visual Arts Major

RATIONALE:

Overall Program Learning Objectives:

The study of Art History is an essential aspect of a university Visual Arts program. We state in the PLNU Academic Catalog that:

Through the making of art and the study of Art History, criticism and aesthetics, the department seeks to:

- *Develop proficiencies in the studio and design arts.*
- *Advance visual literacy through the study of art history, art criticism and aesthetics.*
- *Promote the cultural, intellectual, spiritual, and aesthetic life of students and the university.*
- *Prepare students for art-related careers or graduate study*

The PLNU Department of Art and Design currently offers a lean, but effective program of studies in art history. These courses service the visual art, art education, and graphic design majors. New art history courses were added after the 2001-2002 Program Review to provide a more diverse background in art history. The survey courses in art history were moved to the

lower division level and two more upper division art history courses in design and non-western art were added to the curriculum.

The proposed concentration will add a much needed program of studies for Department of Art and Design students who prefer to concentrate in an academic rather than a studio practice arena. The mix of courses will bring together studies in visual art forms from the ancient world to present times, and research in diverse social and cultural traditions, values, and belief systems.

The underlying premise of this proposal is that the array of art history courses currently offered in the Department of Art and Design, while not containing enough specialized courses to be considered a major, can be the base for a Concentration in Art History. The Concentration is not intended to imitate the traditional art history majors with an emphasis on pre-20th century eras (i.e. ancient, Medieval, Renaissance, Baroque, etc.). The *Visual Art Major: Concentration in Art History* is modeled after programs that are actively used in California State Universities.

The new concentration consists of a complement of traditional studio art courses, art history, history, film history, and/or philosophy courses. PLNU upper division art history courses will focus on the modern and contemporary eras. The wide range of courses will provide a way for students to learn Art History within a broad liberal arts and cultural context.

INTENDED LEARNING OUTCOMES

Art History Concentration and Minor	Students will demonstrate a broad understanding of art history from pre-historic through contemporary periods in western and non-western art.
	Students will show a deeper knowledge in a focused area or period of art history.
	Students will be able to display contemporary practices of studio art-making.
	Students will demonstrate the ability to do scholarly research and writing in the area of art history.
	Students will articulate an understanding of the purpose of Fine Arts in contemporary society from a Christian perspective.

Proximity to major art collections in San Diego and Los Angeles will enable Art History Concentration students to study original works of art throughout their program. Assigned visits and field trips to museums and galleries are part of the curricula in almost every Visual Art and Art History course. This is a unique advantage PLNU has over the majority of CCCU member art and design programs.

The new concentration is also designed to accommodate transfer coursework in art history taken by students during study abroad semesters (heretofore, relegated to elective credit only) by allowing up to two non-PLNU art history courses that focus on subjects or historical periods not covered by our courses. For students studying abroad, this will make it possible to use art history courses taken in these programs to fulfill requirements rather than having to use them as electives. (Students in this concentration will be advised of this, and study-abroad options will be strongly recommended.)

PLNU needs to provide an academically sound program in art history to remain competitive with other CCCU schools in Southern California: Biola, Westmont, and APU provide a programs in art history that range from selected courses (Biola), concentration-sized minor (APU), and a minor and new major in art history (Westmont). Dr. Karen Sangren’s recent study of art/design programs in Council for Christian Colleges and Universities indicates that we are one of very few programs with more than 100 majors that does not offer at least a Minor in Art History.

PROPOSED CATALOG COPY FOR THE VISUAL ARTS MAJOR

Art History Concentration

LOWER-DIVISION REQUIREMENTS	UNITS
ART 103 - Two-Dimensional Design	3
ART 104 - Three-Dimensional Design	3
ART 115 - Drawing I	3
ART 200 - History of Art I*	3
ART 201 - History of Art II*	3
ART 206 - Drawing II or ART 210 - Painting I or	3
ART 223 - Printmaking I or	
ART 212 - Sculpture I	
HIS 270 – Research Methods	4
<i>*Fulfills General Education Requirement</i>	
	TOTAL LOWER DIVISION UNITS: 22

UPPER-DIVISION REQUIREMENTS	UNITS
ART 304 - Modern Art History	3
ART 305 - Contemporary Art History	3
ART 325- Topics in Non-Western Art	3
ART 335- Design History — Industrial Revolution to Contemporary	3
<i>ELECTIVES</i> (10 units)	
Choose <u>one</u> 4 unit <i>upper division</i> history course	4
Choose <u>two</u> <i>upper division</i> 3 unit courses	6

from:	
HIST375 - African Cultures and Histories	3
COM300 - Narrative and Documentary Film	3
PHL341 – Philosophy of Art or	3*
Upper Division transfer courses in Art History	3-6 **
<i>*Students will be advised to take PHL 201 for their GE requirement in order to also meet the prerequisite for PHL 341.</i>	
<i>**Must be pre-approved by the Records Office.</i>	
CAPSTONE COURSES	
ART 420 - Contemporary Studio Seminar	3
ART 490 - Special Studies in Art: Senior Research Project	2
TOTAL UPPER DIVISION UNITS:	27
TOTAL UNITS (includes 3 units of GE):	49

Staffing Impact: + .1-1.0 unit (for ART 490, which is taught as overload.)

Department vote: Unanimous

Library Impact: We will need to strengthen our library holdings in art history.

Technological Impact: None

PROPOSAL II:

To **add** the Art History Minor

RATIONALE:

This selection of art history courses offered in the Department of Art and Design will make up an attractive new minor at PLNU for non-art majors. The Minor in Art History will provide a culturally rich way for students to augment any number of major areas of study at PLNU.

Intended student learning outcomes for the Art History Minor: students who minor in Art History will gain a broad knowledge of Western and Non-Western Art History. In upper division courses students will gain a deeper knowledge of modern and contemporary art and design. In *ART325 Studies in Non-Western Art History*, students will gain hands-on experience in museology and research.

PROPOSED CATALOG COPY FOR THE ART HISTORY MINOR

LOWER DIVISION REQUIREMENTS	UNITS
ART 200 – History of Art I	3
ART 201 – History of Art II	3
TOTAL LOWER DIVISION UNITS:	6

UPPER DIVISION REQUIREMENTS	UNITS
ART 304 – Modern Art History	3
ART 305 – Contemporary Art History	3
ART 325 – Topics in Non-Western Art	3
ART 335 – Design History	3
TOTAL UPPER DIVISION UNITS:	12
TOTAL UNITS:	18

Staffing Impact: 0

Library Impact: We will need to strengthen our library holdings in art history.

Technological Impact: None

PROPOSALS III - VI will be considered together.

PROPOSAL III:

To **add** ART226 (3) - Digital Photography

PROPOSED CATALOG COPY FOR DIGITAL PHOTOGRAPHY

ART226 Digital Photography	Studies in photography using digital technologies and processes. Emphasis on applications of digital image-making in contemporary art, commercial art, and graphic design applications. <i>Prerequisite: ART103</i>
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PROPOSAL IV:

To **delete** ART221 *Photography I* from the list of required courses in the Graphic Design Major: Concentrations in Editorial Design and Art & Design and **replace** it with *ART 226 Digital Photography*.

Proposal IV (editorial change)

Current Course Description

- Black and white photography, theory, history, and applied laboratory experiences.

Prerequisites: ART102 or ART103

New Course Description

- Introduction to black and white film photography, theory, history, and applied laboratory experiences.

Prerequisites: ART102 or ART103

PROPOSAL V:

To **change** the course name and prerequisites of *ART326 Digital Photography (3)*

Current Course Description

- *ART326 Digital Photography (3)*
Advanced studies in photography using digital technologies with attention to concept and development and contemporary experimental methods.
Prerequisite: ART 221

New Course Description

- *ART326 (3) Contemporary Photographic Imagery*
Advanced studies in photography using digital technologies and processes. Emphasis on applications of digital image-making in contemporary Fine Art.
Prerequisites: ART 103, 215, and (221 or 226.)

RATIONALE:

It has been obvious to this department for several years that graphic designers need to know how to produce and manipulate photographs in a digital format rather than in a film-based format. This was part of the rationale for adding *ART326 Digital Photography*. In the two years since the department has offered the course, it has become apparent that Graphic Design Majors in all concentrations should be required or strongly encouraged to take such a course. In fact, even though *ART326 Digital Photography* is not required in any of the graphic design concentrations, demand for the course is so high that it closed the first day of registration both times it was offered. As a result, the Dean has agreed that the department will henceforth be offering a section annually instead of every other year, as was originally planned.

Currently, *ART221 Photography I* is required in two of the four Graphic Design Concentrations. This proposal creates a lower division digital photography course, *ART226 Digital Photography*, which will replace *ART221 Photography I* as the required course in those concentrations. The new course is designed specifically, although not exclusively, for graphic design majors.

A working knowledge of film-based photography techniques (film, darkrooms, enlargers, etc.) is no longer essential or even useful in the practice of graphic design. Everything photographic is done with digital cameras and computers. Therefore, for graphic design majors, the film-based *ART221 Photography I* should be replaced by an introductory digital photography course as the requirement in the Graphic Design Concentrations that include a photography course. Furthermore, it is no longer necessary or desirable for a digital photography course for graphic designers to have as a prerequisite a film-based photography course, which is the case with the current *ART326 Digital Photography*. Contemporary digital camera techniques can be taught and learned in a strictly digital platform, without reference to film-based technology. In other words, the photography course for graphic designers should be a digital photography course

with an emphasis on graphic and commercial applications rather than a film-based course with fine art applications.

At the same time, it is essential that Visual Art Majors (especially those with a Concentration in Photography) take the introductory course in film-based photography, which is *ART221 Photography I*. Film-based technology remains an important medium within the practice of fine art photography. Because digital photography has also emerged as an important medium in fine art photography, the current *ART326*, which is a fine art course founded on techniques and principals established in its prerequisite, *ART221 Photography I*, needs to remain as a course offering meant primarily for Visual Art Majors. To distinguish it from the new *ART226 Digital Photography*, *ART326 Digital Photography* **will be renamed Contemporary Photographic Imagery** and its content and course description will be changed.

INTENDED STUDENT LEARNING OUTCOMES

ART226 Digital Photography	Students will know the fundamentals of photography.
	Students will be able to take photographs with a digital camera in both automatic and manual modes. Students will be able to process digital imagery in Adobe Photoshop.
	Students will be able to make digital color prints from Photoshop files that come from photographs they have taken.
	Students will be able to print images from their own digital photographs.
ART326 Contemporary Photographic Imagery	Students will be able to take photographs with a digital camera in both automatic and manual modes.
	Students will be able to process digital imagery in Adobe Photoshop.
	Students will be able to use advanced techniques in Adobe Photoshop to produce Fine Art Digital Imagery from photographs they have taken.

PROPOSAL VI (non-action editorial change):

To **add** *ART326* to the list of possible prerequisites for *ART390 Advanced Studio Practice (3)*
Proposed catalog prerequisites: ART307, 310, 321, 322, 323, 326, or consent of instructor.

RATIONALE:

ART390 Advanced Studio Practice (3) is a junior/senior level course that is designed for art or design students from disparate concentrations and media, working at an advanced level within a group class setting. The current list of optional prerequisites does not include *ART326*. For potential *ART390* students working primarily in digital media, these background experiences come from the digital photography course.

Staffing Impact: 0

(We propose to offer *ART221 Photography I* once per year rather than twice, replacing it in those semesters by the new course, *ART226 Digital Photography*)

Department vote: Unanimous

Library Impact: None

Technological Impact: None. The existing software serves these courses.

PROPOSAL VII (to be considered with Proposal VIII):

To **delete** *ART472 Graphic Design Seminar* from the catalog and, therefore, as a requirement in the Graphic Design Major.

PROPOSAL VIII (to be considered with Proposal VII):

To **replace** *ART472 (2) Graphic Design Seminar* **with** *ART470 (1-3) Art Internship* in the Graphic Design Major.

RATIONALE:

ART472 Graphic Design Seminar has not been taught since 2006, when Associate Professor of Graphic Design, Paul Kinsman left. Prior to that it was only taught twice. Due to the fact that we have not had an instructor for the course, we have been allowing students to make a substitution with *ART470 Art Internship*. During this period we have seen the tremendous benefits and advantages internships have given our students. *ART472 Graphic Design Seminar* was intended to cover design theory, moral, legal and ethical issues and business practices in the design field. This content is woven into, and adequately covered throughout the entire graphic design program. Therefore, we are proposing to delete *ART472* entirely and to make *ART470 Internship* its replacement in the Graphic Design Major.

Staffing Impact: - 1 unit. *ART 472* is a 2-unit teaching load whereas *ART470* is a 1-unit teaching load.

Department vote: Unanimous

Library Impact: None

Technology impact: None