

PLNU DEPARTMENT OF ART AND DESIGN
2011-2012 PROPOSAL
ACADEMIC POLICIES COMMITTEE

I. CURRICULAR PROPOSALS DEPARTMENT OF ART AND DESIGN

a) SUBSTANTIVE ADDITION

Proposal 1: To add a new interdepartmental concentration: *Visual Arts Major: Video, Performance and Interactive Media Concentration* between the PLNU Department of Art and Design and the Department of Communication Studies and Theatre.

Staffing Impact: 0

b) NON-ACTION ITEMS

Proposal 2: To drop the title *Visual Arts Major: Sculpture Concentration*

Proposal 3: To add the title *Visual Arts Major: Sculpture and Installation Concentration*.

Staffing Impact: 0

II. PROPOSALS AND RATIONALES

APC/SUBSTANTIVE ADDITION:

PROPOSAL 1: To add a new interdepartmental concentration: *Visual Arts Major: Video, Performance and Interactive Media Concentration* between the PLNU Department of Art and Design and the Department of Communication Studies and Theatre.

RATIONALE:

How has assessment data informed the proposed change and how recently has your department or school completed a program review? For example, have alumni, outside reviewers, etc., suggested improvements?

The 2010 CCCU/CIVA National Status Report on Art and Design Programs indicated interdepartmental majors have become increasingly popular and affordable ways for CCCU art/design departments to remain current, to grow, and to integrate their curricula. Beginning with a respected core of courses from the art/design disciplines, departments are assembling courses from other areas of their campus programs that provide current areas of study for their art/design students (i.e. art and business, art and psychology, art and communications, etc.). This proposed PLNU interdepartmental program will provide increased opportunities for students to develop technological skills needed for performance-based artworks and the larger contemporary art world. While the Department of Art and Design's current program review is not yet complete, data from the *National Status Report* and evidence of similar integrative curricula already available at our competing Southern California CCCU art/design departments, suggests it is timely for this proposal to be adopted for the 2011-2012 academic year.

What are comparable universities and colleges doing?

The proposed Visual Art Concentration in *Video, Performance, and Interactive Media*, housed in the Department of Art and Design, is a program of studies not unlike those available to college and university art students since the 1960s. As newer media and/or technology-driven techniques developed, artists and designers integrated them into their work. San Diego State University and the University of California San Diego have had extensive studies in new or integrative media for many years. The program at SDSU has been fueled by traditional art courses (similar to content in this PLNU proposal), while the visual arts new media program at UCSD has been more technology-driven.

Newer media programs are also available in CCCU-member schools, such as the integrative digital media majors at Eastern Mennonite University, VA, Indiana Wesleyan University, IN, and more locally at Azusa Pacific University and Biola University. In these cases, art/design departments have chosen to combine traditional art skills with higher technologies in either their fine art or graphic design programs. They, like a quarter of participating institutions in the *CCCU/CIVA National Status Report*, use interdepartmental courses to bring together video and film technologies for their art students. The majors are normally a combination of communication arts and visual arts courses. These interdepartmental majors limit redundancies and costs of similar coursework taught in two separate departments.

How does the change accommodate the department or school's learning outcomes for the major, minor, concentration, etc.? For instance, does the change help balance out the curriculum, or does it fill in a missing gap that would help strengthen the program? Does it add breadth or depth, etc.?

DEPARTMENT AND STUDENT LEARNING OUTCOMES

Department Learning Outcomes

Students who complete a PLNU undergraduate major in art or design will:

- Be knowledgeable in a range of visual art forms.
- Be able to perform current skills and techniques in selected art media and technologies.
- Create original artworks in studio and/or design both within and beyond the classroom setting.
- Use the language of art and principles of design to describe, analyze, and evaluate works of art.
- Be knowledgeable in the history of western and nonwestern art from ancient to contemporary times.
- Be able to critically observe and appreciate a broad range of art and design from different cultures.
- Know how to communicate theoretical and contemporary issues in art and design.

Student Learning Outcomes: Proposal 1

PLNU Department of Art and Design and the Department of Communication Studies and Theatre -- Interdepartmental *Visual Arts Major: Video, Performance and Interactive Media Concentration*:

Remembering

- Students will learn, define, memorize, and articulate histories and theories of electronic media and performance through required coursework and assessment tools.

Understanding

- Students will be able to identify, differentiate, and explain discipline-specific content and theories in video, performance, and interactive media, from courses taken in the PLNU Department of Art and Design and the Department of Communication Studies and Theatre.
- Students with a *Concentration in Video, Performance, and Interactive Media* will demonstrate an understanding of and be able to articulate the inter-relationships between visual versus narrative art forms.
- Art students will be able to articulate how working in time-based newer media (experimental video, film, digital techniques) differs from traditional art forms, as well as narrative-based media.

Applying

- Students majoring in Visual Arts (Studio) with a *Video, Performance, and Interactive Concentration* will demonstrate abilities to create works of art using digital, video, and film media currently unavailable in the art/design program.
- Students will demonstrate abilities to create works of art and build portfolios using time-based media that will prepare them for contemporary graduate programs in studio arts.

- Students will demonstrate abilities to create artworks using video and film techniques commonly used in current fine art, entertainment, and other technological industries.

Analyzing

- Students majoring in Visual Arts (Studio) with a *Video, Performance, and Interactive Concentration* will demonstrate analytic skills that enable them to discuss relationships and differences between the communication, theatre, and visual arts disciplines.
- Art students majoring in the interdepartmental concentration will demonstrate abilities to engage in creative critiques, interactions, and dialogues about time-based works of art during classroom activities.

Evaluating

- Students will be able to evaluate their new skills, techniques, and understandings of time-based media by means of their art projects, portfolios, classroom critiques, senior exhibitions, tests, and written assignments.
- PLNU art students completing capstone requirements for the new major will assess by means of their exhibition-ready work and course assignments, that they are prepared for graduate school programs or the current art market.

Creating

- PLNU art students will demonstrate that their video, performance, and/or interactive media skills and techniques learned in the new concentration, provide broader and more competitive choices to create contemporary works of art. (PLNU Department of Art and Design studio faculty members are practicing artist/teachers who are exhibiting contemporary works in major Southland museums. Their expertise will continue to influence the artworks of PLNU studio majors in this new concentration.)

Is the change related to stipulations imposed by outside accrediting agencies (addressing standards, etc.)?

This new Visual Art Concentration is not required by an outside accrediting agency for the Department of Art and Design, however, the proposed program is in keeping with National Association of Schools and Colleges/ NASAD guidelines for integrated visual arts programs.

How does the proposed change relate to the mission of the university?

This new Visual Art Concentration will further service goals for currency and excellence in the Department of Art and Design. Skills learned in the mix of traditional art subject matter and new technologies will facilitate opportunities for the program's graduates to compete in the larger arts community and serve the arts in the church.

What impact will it have on the size of the major, minor, etc.?

The addition of this proposed new concentration will provide the Department of Art and Design a potential new recruiting choice for incoming students and add an important, integrative program to the current curricula. As identified above, Azusa Pacific University and Biola University already offer these kinds of interdisciplinary programs to their art students. We will simply become more competitive in the Southern California market as to what is already available at our closest CCCU institutions. The potential popularity of this new concentration at PLNU may also increasingly balance the number of students majoring in graphic design versus visual art. Initially, a projected number of 8-10 students in the new concentration per year may be a reasonable guess.

The new concentration will be another effort on the part of the Department of Art and Design to remain current and provide clear guidance to students about their programs of studies in visual art (or graphic design.) Through advising guides, faculty advising, and information about auxiliary programs (i.e. the CCCU Film Studies Program in Los Angeles,

NYCAMS program in New York City, study abroad, etc.) students will be well informed of choices for their integrated program. Rather than an informal approach to elective credits in video, film, and other technology courses, a sequential program of studies will be provided for them.

Will the change(s) be sustainable with human and financial resources?

It is projected that the possibilities of increased numbers of students taking this current and popular area of study will also increase tuition dollars for the Department of Art and Design and the Department of Communication and Theatre. Lab fees and departmental budgeting should make this new program an affordable addition to the PLNU program offerings.

Technological Impact:

New equipment for this interdepartmental major will be relative to current needs within the two departments. Updating video and film equipment used by the Department of Communication Studies and Theatre will likely be necessary, as will be the case with or without the proposed major. In the art program, data projectors installed in each classroom will be the goal. This hardware is needed whether or not this new concentration is adopted.

Will there be sufficient lab space if needed?

Current space on the main campus can sustain this proposed new concentration, however additional facilities at an off-campus site will greatly enhance the quality and scale of the artwork students can produce.

III. CATALOG COPY:

Visual Arts Major: Video, Performance, and Interactive Media Concentration

LOWER-DIVISION REQUIREMENTS

ART 103 - Two-Dimensional Design or 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 215 – Introduction to Computer Graphics	3
ART 226 – Digital Photography	3
COM 243 – Introduction to TV and Film Production	3
COM 275 – Audio Production	2
* Fulfills General Education Requirement	

LOWER DIVISION UNITS: 23 Semester Hours

UPPER-DIVISION REQUIREMENTS

ART 305 - Contemporary Art History	3
ART 315 – Introduction to Interactive/Web Application	3
ART 390 – Advanced Studio Practice	3
ART 450 – Interactive/ Web Design	3
COM 300 - Narrative and Documentary Film	3
COM 442 – Field Production	2
COM 443 – Studio Production	2
CAPSTONE COURSES	
ART 420 – Contemporary Studio Seminar	3
ART 466 – Exhibition Preparation	3
ART 467 – Senior Exhibition	1

UPPER DIVISION UNITS: 26 Semester Hours

TOTAL UNITS IN THE VISUAL ART MAJOR:

Video, Performance, and Interactive Media Concentration: 49 Semester Hours

RECOMMENDED ELECTIVES*:

- TRE270 Acting
- TRE354 Movement I

TRE437 Lighting & Makeup
*Also recommended in Sculpture Concentration

Staffing Impact: 0

Library and Support Services: DVD and book resources on video art, interactive media, film.
Approximate Cost: \$500-\$1000 yearly

APC/NON-ACTION ITEMS:

PROPOSAL 2: To drop the title *Visual Arts Major: Sculpture Concentration*

PROPOSAL 3: To add the title *Visual Arts Major: Sculpture and Installation Concentration*.

Staffing Impact: 0

RATIONALE: The proposed concentration title *Visual Arts Major: Sculpture and Installation* more accurately represents the curricula and faculty expertise in the Department of Art and Design. Students in this concentration develop skills in both additive and/or subtractive media. Sculptural artworks created by our studio majors are often examples of installation art, "An impermanent sculptural environment constructed at the exhibition site. In some respects installations can be regarded as room-sized variations on the technique of assemblage." (Smolucha, *The Visual Arts Companion*)

There are no changes to the coursework in the current Visual Art Major: Sculpture Concentration. The proposed change is simply a clarification of subject matter and artwork included in this program.

Staffing Impact: 0

Library and Support Services: Additional resources on installation art, such as DVDs and books.
Approximate Cost: \$500 (No additional funding to what is currently allocated)

Recorded Department/School Vote: *Please state how your department or school voted for this proposal:*

A vote by the faculty in the Department of Art and Design was unanimous in support of Proposals 1-3 above.

IV. FINAL SUMMARY:

Total Course Additions: 0
Total Course Deletions: 0
Total Program Concentrations Added: 1
Total Unit Additions: 0
Total Unit Deletions: 0
Total Major/Concentration Title Changes: 1
Staffing Impact/Increase or Decrease: 0