

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 9114S
Date of Senate Approval 5/01/14

Statement of Faculty Senate Action:

APC Document 78 **Change NM 121 to NM 231, increasing credit hours and changing description;**
 Change NM 151 to NM 251, increasing credit hours and changing description;
 Change NM 242 to NM 142, increasing credit hours, changing name and description;
 Change NM 322 to NM 281, increasing credit hours, changing name and description

Effective Date: Fall 2014

1. Delete: On page 234, the entry for **NM 121, Introduction to Web Page and Interactive Design:**

121 Introduction to Web Page and Interactive Design
An introduction to digital imaging, authoring Web pages and non-linear interactive presentations. Basic principles of visual communications design and technical skills used in working with a variety of software are taught and applied to a range of digital media productions. Prerequisite: NM 101. Pre- or corequisite: NM 107. Fall and Spring.

Add: On page 234, new course, **NM 231, Introduction to Web Page and Interactive Design:**

231 Introduction to Web Page and Interactive Design (4)
A crash-course introduction to internet cultures, internet-specific production techniques, and code as an artistic medium. Students survey contemporary internet media cultures and technologies while learning essential web-based coding skills in HTML, CSS and other programming languages applied within the context of art and design. Media production techniques will include transcoding, digital representations of sound and images, and user-interface multimedia experience. Prerequisite: NM 101. Fall and Spring.

Impact: There will be no impact on the resources and staffing of the NM department due to this change. No new lab equipment or space will be needed.

Rationale: The change represents the reorganization of our curriculum into a more streamlined model. By eliminating chain prerequisites, students will be able to take the introductory courses for each emphasis area after completing the only prerequisite NM 101. Changing the course to 200-level reflects a more accurate level of the content and skills studied in the class.

2. Delete: On page 235, the entry for **NM 151, Introduction to Motion Media:**

151 Introduction to Motion Media (3)

Artistic and technical skills of 2-D and 3-D animation, video editing (post-production) and compositing, sound processing and sound effects. Research methods and critical skills. Prerequisite: NM 101. Fall and Spring.

Add: On page 235, new course, **NM 251, Introduction to Motion Media:**

251 Introduction to Motion Media (4)

Students are introduced to the concept of story and storyboarding and develop artistic and technical skills required for 2-D and 3-D animation and modeling using Maya. Research methods and critical skills. Course will include in-class tutorials, extensive peer and faculty review of ongoing projects, and screenings of animated short films. Prerequisite: NM 101. Fall and Spring.

Impact: There will be no impact on the resources and staffing of the NM department due to this change. No new lab equipment or space will be needed.

Rationale: The change represents the reorganization of our curriculum into a more streamlined model. Students will be able to take the introductory courses for each concentration after completing the only prerequisite, NM 101. Changing the course to 200-level reflects a more accurate level of the content and skills studied in the class.

3. Delete: On page 235, the entry for **NM 242, History of New Media:**

242 History of New Media (3)

"New Media" may be understood as media that is dependent upon computers. This course traces the history of new media, from the origins of computing in the first half of the 20th century to contemporary new media art, design, and theory. Students will read critical texts by artists, scientists, and theorists; they will respond in writing, through class discussion, and by interpreting these texts in various social, political, aesthetic, and ethical contexts. Spring.

Add: On page 235, new course, **NM 142, New Media History and Theory:**

142 New Media History and Theory (4)

"New Media" may be understood as media that is dependent upon computers. This course traces the history of new media and its theoretical underpinnings, from the origins of computing in the first half of the 20th century to contemporary new media art and design. Students will read critical texts by artists, scientists, theorists, and philosophers, and will interpret these texts in various social, political, aesthetic, and ethical contexts through writing, class discussion, and artmaking. Spring.

Impact: There will be no impact on the resources and staffing of the NM department due to this change. No new lab equipment or space will be needed.

Rationale: The level of the course is changing is because we think this will help students to gain knowledge necessary to understand the interdisciplinary nature of New Media where art, design and technology merge. Learning the history and theory of New Media earlier will help students to improve their critical thinking skills when practicing art and design in a studio setting.

4. Delete: On page 235, the entry for **NM 322:**

322 New Media Art and Design II (3)

Two- and three-dimensional time-based sequence design, sound techniques, type in motion. Advanced study of design principle and process, and refinement of critical thinking skills. Prerequisites: NM 222, 242.

Add: On page 235, new course, **NM 281 Introduction to Video Art and Design:**

281 Introduction to Video Art and Design (4)

Two- and three-dimensional time-based sequence design, stop motion animation, sound techniques, type in motion and basic video production techniques. Students will study design principle and process, and critical thinking skills. Prerequisite: NM 101. Fall and Spring.

Impact: There will be no impact on the resources and staffing of the NM department due to this change. No new lab equipment or space will be needed.

Rationale: The New Media curriculum needs an entry-level course in Video Art and Design. This course will offer students the foundation in video production techniques and two-and three-dimensional time-based sequence design, type in motion and sound techniques. Under the current curriculum, video is introduced in NM 322, New Media Art and Design II, a 300-level class instead of a 100/200 level class. Adding NM 281, Introduction to Video Art and Design will allow students to have proper grounding in video production before moving to the upper-level courses in the Video Art and Design emphasis area.