THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number   9214S

Date of Senate Approval   5/01/14

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Statement of Faculty Senate Action:

APC Document 79   **Change the following NM courses to 4 credit hours: 101, 144,
                               201, 310, 320, 330, 344, 350, 410, 450;
                               Change title and credit hours of NM 222;
                               Change NM 332 to 2 credit hours;
                               Change NM 340 from a range of 3-6 hours to 2-6 hours;
                               Change title and credit hours of NM 420**

Effective Date: Fall 2014

1. **Delete:** On page 234, the entry for **NM 101, Digital Design Principles:**

    101   Digital Design Principles (3)
             An introduction to the basic principles of design and graphic visual communication.
             Core Software skills will be taught with an emphasis on conceptual and aesthetic
             development. Fall and Spring

    Add: On page 234, in place of deleted entry:

    101   Digital Design Principles (4)
             An introduction to new-media image production techniques and essential computer
             hardware/software literacy. Making connections between modernist art-historical
             movements, principals of design, and contemporary visual culture, students will learn
             an array of essential media production skills that emphasize critical, conceptual, and
             aesthetic development. Fall and Spring.

2. **Delete:** On page 235, the entry for **NM 144, History of Animation: From Pencils to Pixels:**

    144   History of Animation: From Pencils to Pixels (3)
             Students will study the history of animation, examining the influence of studios like
             Disney, DreamWorks, Warner Bros, and Pixar. Topics will include how animation is
             used in advertising, experimental animation, anime, the role of gender in the animation
             industry, propaganda, and the demise and rebirth of racism and bigotry in animation.
             Emphasis will be placed on how animation both reflects and shapes cultures around the
             world. Spring.

Add: On page 235, in place of deleted entry:

144 History of Animation: From Pencils to Pixels (4)
Students will study the history of animation, examining the influence of studios like Disney, DreamWorks, Warner Bros, and Pixar. Topics will include how animation is used in advertising, experimental animation, anime, the role of gender in the animation industry, propaganda, and the demise and rebirth of racism and bigotry in animation. Emphasis will be placed on how animation both reflects and shapes cultures around the world. Each session will include in-depth discussion and debate about the topics being covered. Spring.

3. Delete: On page 235, the entry for **NM 201, Think Graphic: Print and Type:**

201 Think Graphic: Print and Type (3)
Foundation class focusing on the principles of print design and production. Emphasis is placed on the research, development and creation of typographically driven projects involving branding systems and poster and packaging design. Prerequisite: NM 101. Fall.

Add: On page 235, in place of deleted entry:

201 Think Graphic: Print and Type (4)
Foundation class focusing on the principles of print design and production. Emphasis is placed on the research, development and creation of typographically driven projects involving branding systems and poster and packaging design. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: NM 101. Fall.

4. Delete: On page 235, the entry for **NM 222, New Media Art and Design I:**

222 New Media Art and Design I (3)
An understanding of core design principles and development of technical skills through a creative approach are the main objectives of this course. Students will take large-scale projects from initial concept through the development phase to the project completion. Prerequisites: CSCI 181, 182 or 185; NM 121, 151. Fall and Spring.

Add: On page 235, in place of deleted entry:

222 New Media Art and Design (4)
An understanding of core art and design principles with the development of technical skills through an innovative approach are the main objectives of this course. Two-dimensional time-based media is a core component of the class. Students will take large-scale projects from initial concept through the development phase to the project completion. Prerequisites: NM 231, 251, 281. Fall and Spring.

5a. Delete: On page 235, the entry for **NM 310, Intermediate Computer Animation:**

310 Intermediate Computer Animation (CSCI 310) (3)
Intermediate technical, artistic and critical skills required to create convincing three-dimensional computer-generated character animation. Students will study the twelve principles of animation and complete exercises designed to sharpen their skills as character animators. They will also learn the basics of animating to dialogue with emphasis placed on creating entertaining and convincing performances. Prerequisites: ART 144 or CSCI 181 or 182; NM 151, 222. Fall.

Add: On page 235, in place of deleted entry:

310   **Intermediate Computer Animation (CSCI 310) (4)**
Intermediate technical, artistic and critical skills required to create convincing three-dimensional computer-generated character animation. Students will study the twelve principles of animation, complete exercises and perform improvisations designed to sharpen their skills as character animators. They will also learn the basics of animating to dialogue with emphasis placed on creating entertaining and convincing performances. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisites: ART 144 or CSCI 181 or 182; NM 251, 222. Fall.

5b. Delete: On page 114, the entry for **CSCI 310, Intermediate Computer Animation:**

310   **Intermediate Computer Animation (NM 310) (3)**
Intermediate technical, artistic and critical skills required to create convincing three-dimensional computer-generated character animation. Students will study the twelve principles of animation and complete exercises designed to sharpen their skills as character animators. They will also learn the basics of animating to dialogue with emphasis placed on creating entertaining and convincing performances. Prerequisites: ART 144 or CSCI 181 or 182; NM 151, 222. Fall.

Add: On page 114, in place of deleted entry:

310   **Intermediate Computer Animation (NM 310) (4)**
Intermediate technical, artistic and critical skills required to create convincing three-dimensional computer-generated character animation. Students will study the twelve principles of animation, complete exercises and perform improvisations designed to sharpen their skills as character animators. They will also learn the basics of animating to dialogue with emphasis placed on creating entertaining and convincing performances. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisites: ART 144 or CSCI 181 or 182; NM 251, 222. Fall.

6. Delete: On page 235, the entry for **NM 320, Intermediate Interactive Media:**

320   **Intermediate Interactive Media (3)**
Basic principles of semiotics and sign design, navigation and interface development. Application of technology to construct innovative, interactive products. Prerequisite: NM 222. Fall.

Add: On pages 235, in place of deleted entry:

320   **Intermediate Interactive Media (4)**
Basic principles of semiotics and sign design, navigation and interface development. Application of technology to construct innovative, interactive products. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Fall.

7. Delete: On page 236, the entry for **NM 330, Internet Art:**

330   **Internet Art (3)**
Explores the history, theory, and practice of internet art, defined as "art meant to be experienced online." Students examine and produce works in the genres of network conceptualism, hypermedia comics, non-linear narrative, and generative software. Readings, research, and art-making projects will address issues of identity, location,

collaboration, hacktivism, immersion, storytelling, insider/outsider art, minimalism, design aesthetics, media synthesis, and game design. Prerequisite: NM 222. Spring.

Add: On page 236, in place of deleted entry:

330   **Internet Art (4)**
Explores the history, theory, and practice of internet art, defined as "art meant to be experienced online." Students examine and produce works in the genres of network conceptualism, hypermedia comics, non-linear narrative, and generative software. Readings, research, and art-making projects will address issues of identity, location, collaboration, hacktivism, immersion, storytelling, insider/outsider art, minimalism, design aesthetics, media synthesis, and game design. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Spring.

8. **Delete:** On page 236, the entry for **NM 332, Experimental Media:**

332   **Experimental Media (3)**
Students examine diverse dimensions of visualization and communication from the representational to the abstract, and address issues relevant to place and space. The foremost goal of this class is to imagine and to experiment with ideas. Creativity, perception, improvisation, and invention are integral components of any successful design or fine art project and are a fundamental aspect of the course. Prerequisite: NM 222. See program director.

Add: On page 236, in place of deleted entry:

332   **Experimental Media (2)**
Students examine diverse dimensions of visualization and communication from the representational to the abstract. The foremost goal of this class is to imagine and to experiment with ideas. Creativity, perception, improvisation, and invention are integral components of any successful design or fine art project and are a fundamental aspect of the course. Prerequisite: NM 222. See program director.

9. **Delete:** On page 236, the entry for **NM 340, Internship:**

340   **Internship (3-6)**
Supervised work in a professional or educational setting. Students will receive hands-on training in the making of multimedia projects. Prerequisites: NM 322 and 3.0 GPA in major courses. May be repeated for a total of 6 hours credit. See program director.

Add: On page 236, in place of deleted entry:

340   **Internship (2-6)**
Supervised work in a professional or educational setting. Students will receive hands-on training in the making of multimedia projects. Prerequisites: NM 222 and 3.0 GPA in major courses. May be repeated for a total of 6 hours credit. See program director.

10. **Delete:** On page 236, the entry for **NM 344, History of Design:**

344   **History of Design (3)**
Traces the history of graphic design from its origins in bookmaking to contemporary new media. The focus begins with the Arts & Crafts movement of the late 19th Century and continues through the modern and "post-modern" design movements of the 20th Century. Fall.

Add: On page 236, in place of deleted entry:

> **344** **History of Design (4)**
> Traces the history of graphic design from its origins in bookmaking to contemporary new media. The focus begins with the Arts & Crafts movement of the late 19th Century and continues through the modern and "post-modern" design movements of the 20th Century. Students will develop ways to insightfully "read" visual communication in an appropriate historical context by practicing a range of design writing and research forms. Fall.

11. Delete: On page 236, the entry for **NM 350, Video and Motion Graphics:**

> **350** **Video and Motion Graphics (3)**
> Through the exploration of video techniques and motion media design principles, students will concentrate on motion graphics production, and will create innovative work for cinema, television and digital interfaces. Prerequisite: NM 222. Spring.

Add: On page 236, in place of deleted entry:

> **350** **Video and Motion Graphics (4)**
> Through the exploration of video techniques and motion media design principles, students will concentrate on motion graphics production, and will create innovative work for cinema, television and digital interfaces. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: CSCI 181 or 182; NM 222. Spring.

12a. Delete: On page 236, the entry for **NM 410, Advanced Animation Techniques:**

> **410** **Advanced Animation Techniques (CSCI 410) (3)**
> Students will study and utilize advanced design, modeling and animation techniques as they design, rig and animate their own characters. Modeling and animating for games will also be covered, as well as particle animation and compositing in 3D applications. Prerequisite: NM 310. Spring.

Add: On page 236, in place of deleted entry:

> **410** **Advanced Animation Techniques (CSCI 410) (4)**
> Students will study and utilize advanced design, modeling and animation techniques as they design, texture, rig and animate their own characters. Modeling and animating for games will also be covered, as well as particle animation and compositing in 3D applications. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Students will also study existing works of animation that illustrate the principles being taught in class. Prerequisite: NM 310. Spring.

12b. Delete: On page 115, the entry for **CSCI 410, Advanced Animation Techniques:**

> **410** **Advanced Animation Techniques (NM 410) (3)**
> Students will study and utilize advanced design, modeling and animation techniques as they design, rig and animate their own characters. Modeling and animating for games will also be covered, as well as particle animation and compositing in 3D applications. Prerequisite: NM 310. Spring.

Add: On page 115, in place of deleted entry:

410   Advanced Animation Techniques (NM 410) (4)
Students will study and utilize advanced design, modeling and animation techniques as they design, texture, rig and animate their own characters. Modeling and animating for games will also be covered, as well as particle animation and compositing in 3D applications. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Students will also study existing works of animation that illustrate the principles being taught in class. Prerequisite: CSCI 310. Spring.

13. **Delete:** On page 236, the entry for **NM 420, Advanced Interactive Design:**

420   Advanced Interactive Design (3)
Advanced techniques for designing and scripting complex interactive media and interfaces. Prerequisite: NM 320. Spring.

Add: On page 236, in place of deleted entry:

420   Advanced Interactive Media (4)
Advanced techniques for designing and scripting complex interactive media and interfaces. Students will spend time in class presenting, defending, and improving their work based on formative faculty and peer feedback. Prerequisite: NM 320. Spring.

14. **Delete:** On page 236, the entry for **NM 450, Digital Video Art:**

450   Digital Video Art (3)
Advanced course of study and techniques with a focus on conceptual problem-solving, creating innovative art, and visual storytelling. Video as art will be the theme of the course as students synthesize current research and trends within their own experimental work. Prerequisite: NM 322, 350. Fall.

Add: On page 236, in place of deleted entry:

450   Digital Video Art (4)
Advanced course of study and techniques with a focus on, aesthetic, conceptual problem-solving, creating innovative art, and visual storytelling. Students will explore video in relation to performance, audiovisual and installation art, and address issues relevant to identity and diversity. Video art will be the theme of the course as students synthesize current research and trends within their own experimental work. Prerequisite: NM 350. Fall.

15. **Delete:** On page 237, the entry for **NM 499, Undergraduate Research in New Media**

499   Undergraduate Research in New Media (1-6)
Independent research under the supervision of a faculty mentor. An IP grade may be awarded at discretion of instructor. May be repeated for a total of 6 hours credit. See program director.

Add: On page 237, in place of deleted entry:

499   Undergraduate Research in New Media (1-4)
Independent research under the supervision of a faculty mentor. An IP grade may be awarded at discretion of instructor. May be repeated for a total of 8 hours credit. See program director.

16. Delete: On page 237, the entry for **Special Topics in New Media:**

> **171-3, 271-3, 371-3, 471-3 Special Topics in New Media (1-3)**
>> Course not otherwise included in the catalog but for which there may be special needs.
>> May be repeated for credit as subject matter changes. See program director.

    Add: On page 237, in place of deleted entry:

> **171-4, 271-4, 371-4, 471-4 Special Topics in New Media (1-4)**
>> Course not otherwise included in the catalog but for which there may be special needs.
>> May be repeated for credit as subject matter changes. See program director.

Impact: There will be little impact on the resources of the New Media program due to this change. No new equipment or space will be required. The additional contact hour will, by careful distribution of teaching assignments and reduction of some currently required courses, have no negative impact on faculty load.

Rationale: Moving to four credit hour courses will allow faculty and students in New Media to achieve greater depth of coverage of important course materials and skills. Specifically, additional content (reflected in their revised course descriptions) has been added in the writing and research courses (142, 144, 344), and also in the introductory level studio courses (101, 231, 251). In the remaining courses (intermediate and upper level studio courses), critical pedagogical changes such as additional student presentations, increased instructor and peer critique, and increased lab instruction have been integrated to accommodate the extra contact hour. The 4-hour model will allow for additional in-class time for students to further explore and integrate culturally relevant new media art & design concepts into their own studio work.

New Media curricular revisions present a more accurate description of our program offerings to prospective and current students. These are a thoughtfully coordinated effort to deliver the curriculum effectively to ensure students have a more streamlined path towards graduation. Although there is no reduction in the number of courses required for the major, the proposal eliminates chain prerequisites and makes it easier for our students to graduate on time. We have given careful consideration to faculty coverage of the classes without the need for additional positions or adjuncts.