THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

FACULTY SENATE

Senate Document Number   6818S

Date of Senate Approval   05/03/18

- -

Statement of Faculty Senate Action:

APC Document 60 (NM):   **Change the names of NM 231, 350 and 450**

Effective Date: Fall 2018

1. **Delete:** On page 251, the title of **NM 231**:

    Introduction to Web Page and Interactive Design (4)

    Add: On page 251, in place of deleted entry:

    Introductory Interactive Media (4)

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: Interactive media courses with "intermediate" and "advanced" in the titles (NM 320 and NM 420) are already in the catalog, and this change in the title of the introductory course in the interactive track makes the track more cohesive. The term "design" is currently skewed too particularly toward a specific disciplinary approach. In addition to a "design" approach, both "artistic" and "entertainment" approaches are also often taught in the introductory course. "Web Page" in particular has become an overly specific and dated term, since responsive "web pages" may now function as "interactive apps" on cell phones. "Media" is a less specific term that is applicable to whatever interactive media happens to be taught, regardless of the production approach one takes to the media.

2a. **Delete:** On page 252, the title of **NM 350**:

    Video and Motion Graphics (4)

    Add: On page 252, in place of deleted entry:

    Intermediate Video (4)

2b. Delete: On page 253, the title of **NM 450**:

       Digital Video Art (4)

  Add: On page 253, in place of deleted entry:

       Advanced Video (4)

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 terms "Introduction, Intermediate and Advanced" are already in the catalog and used in New Media's course naming structure, and this change in nomenclature to the intermediate and advanced courses along the video track makes the track more cohesive. This will also give students a sense of the progression in their course of study.