

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

FACULTY SENATE

Senate Document Number 7118S

Date of Senate Approval 05/03/18

Statement of Faculty Senate Action:

**APC Document 63 (NM): Edit the introductory narrative of the New Media major;
Change the name of the Interactive Art and Design Emphasis
Area to Interactive Media**

Effective Date: Fall 2018

1. Delete: On page 249, the introductory narrative for the New Media major:

The New Media major at UNC Asheville focuses on creativity and innovation in the study of new media within a liberal arts education. We encourage students to think critically, take risks, and collaborate across disciplines. New Media students acquire a foundation in two- and three-dimensional animation, digital video art and production, and interactive design and art, coupled with advanced study in their chosen area of concentration. By balancing theory, criticism, and practice, students develop a nuanced understanding of new media art and multimedia design principles within a liberal arts context.

We prepare our students to be new media artists, while encouraging serious play, self-discipline, lifelong learning, and community service. Upon graduating with a Bachelor of Arts Degree, students will have the theoretical background, technical experience, and creative problem-solving skills required for professional careers in multimedia design, new media art, or for graduate studies.

Add: On page 249, in place of deleted entry:

The New Media major at UNC Asheville focuses on creativity and innovation in the study of new media within a liberal arts education. We encourage students to think critically, take risks, and collaborate across disciplines. New Media students acquire a foundation in two- and three-dimensional animation, digital video art and production, and interactive media, coupled with advanced study in their chosen area of concentration. By balancing theory, criticism, and practice, students develop a nuanced understanding of new media art and creative media design principles within a liberal arts context.

We prepare our students to be new media artists, while encouraging serious play, self-discipline, lifelong learning, and community service. Upon graduating with a Bachelor of Arts Degree, students will have the theoretical background, technical experience, and creative problem-solving skills required for professional careers in creative media, design, new media art, or for graduate studies.

2. Delete: On page 249, item I.b. under **Major in New Media:**

b. Interactive Art and Design: NM 320 or 330; 420

Add: On page 249, in place of deleted entry:

b. Interactive Media: NM 320 or 330; 420

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

Rationale: The term “design” is currently skewed too particularly toward a specific disciplinary approach for courses in the interactive track. In addition to a “design” approach, both “artistic” and “entertainment” approaches are also often taught in all interactive courses. “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.