

## Request for New or Changed Course Designator:

### **Justification:**

The proposed Arts, Media and Technology (AMT) designator responds to the Oregon State University's Undergraduate Art Program 10-year review. All OSU undergraduate programs undergo 10-Year reviews lead by Academic Programs.

The proposed BA/BS in Arts, Media, and Technology (AMT) degree program provides students with the required skills needed for the contemporary visual arts and design fields. Specifically, the degree provides students with skills in digital imaging, video, design, interactivity, gaming, 3D output as well as basic visual studies fundamentals in creative communication, color theory, image output and display. This program creates a unique educational experience within Oregon by providing a multi-disciplinary curriculum; traditional studio practice combined with communication and entrepreneurship coursework while also instilling technical practices for professional application. This provides graduates with the content knowledge, experience, and technological skills that employers argue are necessary to be competitive in the 21<sup>st</sup> century arts and design industries and communities.

The AMT course designator will be used for courses that specifically integrate design thinking, art, media and technology. We anticipate developing a limited number of courses. These consist of two courses proposed now (AMT 301 Design Tools I & AMT 302 Design Tools II) and AMT 498 Senior Capstone (in process). Additionally, the AMT course designator will be used to develop "blanket" or "variable-credit" courses, such as AMT 299, 399 and 499 Special Topics to allow faculty to offer timely content, and AMT 406: Projects and AMT 410: Internship to allow students to pursue topics relevant to their major yet not offered in a course.

AMT 301 Digital Tools I: This course will be an in-depth overview of Photoshop, Illustrator and Indesign. Focusing on Design and New Media Art for both print and screen.

AMT 302 Digital Tools II: This course will focus on furthering skills in digital arts software and hardware integration with an emphasis on digital output and transformation. Focusing on techniques utilized in Design and New Media Art.

AMT 498 Senior Capstone: The course provides a capstone experience for AMT seniors that will help them integrate and apply their knowledge and skills in preparation for entry into the workforce or graduate school.

**Purpose:** The proposed course designator should have an identified purpose within the curricular structure of Oregon State University.

- What academic programs, including majors, certificates, options and minors will be served by courses within the designator?

Courses within the AMT designator will serve the cross section of Liberal Arts students. While the courses will directly serve the proposed Arts, Media, and Technology degree, it is anticipated that the courses will also serve students in the Applied Visual Arts, Graphic Design and New Media Communications degrees. The courses may also serve as an elective for students in the OSU-Cascades Computer Science degree program.

- In what ways do the general area and scope of the content constitute a coherent body of knowledge?

Courses within the AMT designator will provide the technical skills necessary for students to pursue creative careers across various disciplines. Additionally, the courses will emphasize a core understanding of a design thinking for collaborative making and problem solving. Thus providing real world models for future career paths.

- Is the proposed usage of the designator consistent with practice at OSU and other institutions? Give examples.

The general applied acronym and scope of study is consistent with current OSU offerings in both degrees as well as education tracks. Additionally, similar designators are used at the University of Colorado, offering more of an engineering focused version of the degree within their Technology Arts and Media degree and the University of Oregon in their digital arts degree soon to be retitled, Arts and Technology.

**Accountability:** Responsibility for the integrity and oversight of the proposed course designator should be clearly identified.

- What is the academic College of the designator?

College of Liberal Arts

- Who is responsible for administering courses in the designator, e.g. scheduling and catalog updates. Who are the faculty contact persons?

The Applied Visual Arts program lead, Kiel Fletcher and OSU-Cascades Head Advisor, Dianna McGinnis. Additionally, the Academic Dean of OSU-Cascades Julie Guess-Newsome and Dean's Advisory team member Kara Witzke will also be involved in oversight.

- Who is responsible for consistency and outcome assessment for courses in the designator?

Program Lead Kiel Fletcher

- Which units get credit for the SCH generated by courses in the subject code?

Applied Visual Arts at OSU-Cascades will get credit for the SCH generated by the courses taught at Cascades until the time at which a new CAT I proposal is approved for an independent AMT degree. Any SCH for courses taught in Corvallis under this new designator will be credited to Corvallis.

- Who is responsible for communicating information about the new designator to stakeholders, including advisors, Admissions, and students?

The Applied Visual Arts head advisor and Liberal Arts leadership at OSU-Cascades will be responsible for communicating any information about the new designator to stakeholders, Admissions, and students.

**Impacts:** Who will benefit from the new designator and what changes will result from its implementation?

- Will courses in the new designator duplicate or compete with existing ones?

The new designator will not duplicate or compete with existing degrees, as noted below, Arts and Humanities in Corvallis has requested that the courses ready for Cat II proposal be cross-listed for the benefit of the students.

- Are there expected cross-listings or curricular equivalencies?

It has been requested by the Art Department in Corvallis that the two courses ready for proposal to the curriculum council (AMT 301 & AMT 302) be cross listed with Applied Visual Arts as well as New Media Communication Arts.

- How will the new designator affect transfer credits?

The new designator will not affect transfer credits.

- Will any previous existing designators expire as the new one appears?

No previous designators will expire as the new one appears.

- How will the new designator benefit students?

The AMT designator and soon to be proposed courses directly support the OSU mission and goal for access and student learning by bring modernized creative techniques, technologies, and access to artists, thinkers and creatives that is has before now had limited or no exposure to. Directly integrated into each course is a model that provides a growth of technical abilities and access to new technologies in the foundation years and grows into immersive learning opportunities and support for individualized work in the upper division.