

COMMITTEE: University Curriculum Committee (2:03 pm - 5:00 pm)

MEETING DATE: December 8, 2011

PERSONS PRESIDING: Donna Kain

REGULAR MEMBERS IN ATTENDANCE: Reece Allen, Leigh Cellucci, Kanchan Das, Ron Graziani, Annette Greer, Donna Kain, and Angela Whitehurst

EX-OFFICIO MEMBERS IN ATTENDANCE: Derek Alderman, Megan Perry, and Ron Preston

EXCUSED: Linner Griffin and Angela Whitehurst

ABSENT: Antonial Marshall

SUPPORT: Kimberly Nicholson

OTHERS IN ATTENDANCE:

College of Fine Arts and Communication: Michael Dermody, Michael Drought, and Kate LaMere

ACTIONS OF MEETING

Agenda Item: I. Call to Order

(1.) Minutes

The 11-10-11 UCC meeting was conducted as a subcommittee of the whole as the UCC did not have a quorum. Minutes were distributed to the full committee via e-mail for an electronic vote then forwarded to the Faculty Senate for agenda placement.

Discussion:

No discussion

Action Taken:

Approved via e-mail

(2.) Announcements

Discussion:

Dr. Kain introduced and welcomed Dr. Annette Greer, new member of UCC.

Dr. Kain reported that she had presented at faculty senate the use of electronic signatures of hard copy; the plan for how UCC will be 'cleaning out' banked courses; and faculty senate approved the minutes.

Action Taken:

None

Agenda Item: II. College of Fine Arts and Communication, School of Art and Design

(1.) Proposal of New Courses: ART 4205, 4215

Discussion:

Dr. Alderman noted that ART 4205 has a great justification with reference to accreditations and approval of the faculty, but the other courses lack this justification. He suggested the faculty use a "boiler plate" statement in order to streamline the packages, and perhaps tweak each justification for each course.

Dr. Kain suggested that UCC could use ART 4205 as a model regarding course justification.

Dr. Das reminded that the ART course prefix capitalization should be consistent: ART, versus art, versus Art). It should read ART.

Dr. Kain recommended that Bloom's taxonomy be used for course objectives.

Dr. Das recommended they include the NASAD standards in the justification sections.

Dr. Perry suggested that the course descriptions could be streamlined as there are some words that need to be omitted. Dr. Das agreed.

Dr. Greer asked how the move to ART would affect current students. Dr. Kain noted that the COMM students have not been admitted for the last two years. The current CAMP students are taking foundations curriculum.

Dr. LaMere said that photography, graphic design, and illustration were under the School of Communication (Communication Arts). The links to each other are removed as illustration and photography no longer count.

The renaming of studios (I, II, III, etc) are to be in line with other courses in the SoAD. They want to remove 5000 level courses and be replaced with 4000 level courses. Dr. LaMere shared that they are removing 5000-level courses and will take this deletion action to the

GCC. Dr. Kain requested that the unit send a memorandum to the UCC once this action is complete so that the courses can also be removed from the undergraduate catalog.

Dr. Alderman noted that the course description for 4205 does not match the catalog copy. These two need to be identical. Also, he reminded them to include ISBN number in each of the course syllabi.

Dr. Perry said that, in the course objectives, 3210 objectives are very good and seem to be measureable. They should read “At the end of this course, students will be able to . . .” Also, they can use Bloom’s taxonomy for objectives, although they were not directed that this was a requirement. Dr. Kain added that they should think about objectives and relations to outcomes. For instance, “gain awareness,” what does that mean?

ART 4215:

Dr. Perry noted that titles needed to match course catalog (VII instead of V).

Dr. Alderman reminded that ISBN information is needed in the syllabus.

Action Taken:

Dr. Alderman made motion to accept as changed. Dr. Das seconded. Motion passed.

(2.) Revision of Existing Courses: ART 2200, 2210, 3210, 4200, 4210

Discussion:

ART 2200 had been a survey course for all three communication programs. Now, it will be only for graphic design.

Dr. Alderman noted that UCC only approves the form; the syllabus is for support information only.

Dr. Greer noted that since the two areas have been removed from the course, the objectives should change to reflect this.

Dr. Kain agreed that the justification section needs to be more specific to reflect the changes that are being made from the previous course.

Dr. Kain recommended that the course objectives be addressed for ART 2210. Also, the prefix, date, and delivery method need to be corrected. She recommended they bolster the justification section.

For Art 3210, Dr. LaMere discussed portfolio requirements and the evaluation of portfolio on reading day, which is used to move students to 3000 and 4000 level courses.

Dr. Kain noted the prefix, date, delivery and justification need to be addressed.

Dr. Alderman noted that the proposal and the catalog copy needs to match. The course description should be edited.

For ART 4200, Dr. Greer noted that the course description does not match the marked catalog copy.

Dr. Perry offered editing suggestions to omit words and improve clarity.

Dr. Kain reminded that the ISBN needs to be included.

Drs. Perry and Alderman said the course objectives need to be addressed.

For ART 4210, Dr. Kain noted that, similar to the above discussed courses, the prefix, date, delivery, ISBN, and objectives need to be addressed.

Action Taken:

Dr. Alderman made motion to accept as changed. Dr. Das seconded. Motion passed.

(3.) Title Revision Only of Existing Course: ART 3200

Discussion:

For ART 3200, the unit requested title and prerequisite revisions. Name change to Graphic Design Studio II. No change in catalog description. Reminder catalog copy has to match course description.

Action Taken:

Dr. Alderman moved that the proposals be approved as changed. Das second. Motion passed.

Agenda Item: III. College of Fine Arts and Communication, School of Art and Design

- (1.) Proposal of New Courses: ART 2205, 2206, 2411, 2430, 2460, 2480, 3420, 3435, 3450, 3462, 3464, 3466, 3468, 3480, 4430, 4440, 4490

Discussion: Drs. Dermody and Drought presented. Dr. Dermody reported that the new courses reflect their ability to offer a BFA instead of a BS. Students will meet twice a week for three hours. The new courses reflect this additional allocated time professors may spend with the students. Seventeen new courses are proposed.

Dr. Preston noted his appreciation for the table that summarized the courses. It made it clearer to read about course descriptions. For instance, ART 2430 presents a clear, concise description. He recommended that they follow this concise description to standardize all of the course descriptions. Currently the course descriptions are inconsistent in regard to style.

Drs. Kain, Allen, Alderman, and Das offered editing advice regarding course descriptions in the narrative to be concise and consistent.

Dr. Das recommended that Drs. Dermody and Drought refer to the actual codes from NASAD Competencies summary and include these codes where appropriate on the course proposal forms in the justification section.

Dr. Das also noted that in the course objectives, they should include the phrase, “At the completion of the course, the students will be able to: ...”

Dr. Allen asked about course credit (item #12). This refers to how many hours per week students will be in class. Dr. Dermody responded that if the course is a studio class, students will meet six hours per week. If it is not a studio course (it is a lecture course) the students will meet three hours per week. Dr. Graziani recommended six hours under studio and three credit hours total.

Dr. Das also reminded them to apply the above changes throughout the proposal for all courses. In addition, he reminded them to include ISBN numbers for all texts listed in proposals, and he pointed out that there is duplication concerning faculty support for the courses. They need only to state that once for each course (see #5. Justification).

In 2430, Dr. Das noted that there is a discrepancy in the prerequisite. In the catalog and course description was correct. The prerequisites need to be consistent.

In 3468, prerequisite needs to be included in the course proposal form if applicable.

In 4490, recommend to remove the word thesis as this is an undergraduate course and not a graduate course. Also, the term “project” and “plan” has been used throughout the course discussions. Recommend consistency for clarity. Dr. Dermody said he would “search” and “replace” throughout all course proposals to ensure that “thesis” is not included.

Action Taken:

Dr. Das moved that we accept as amended. Dr. Alderman seconded.

(2.) Revision of Existing Degree: BFA in Art

Discussion:

Dr. Kain discussed that the note in the catalog that the BFA will be added will be deleted and the new concentration will be added.

Action Taken:

This was approved as part of the motion in #1.

Dr. Greer moved that the rest of the agenda be tabled to our next meeting. Dr. Graziani seconded. Motion passed.

Agenda Item: IV. Old Business

(1.) Banked courses process: 5000-level banked courses previously deleted from the graduate catalog

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

(2.) Undergraduate banked courses process – report from subcommittee

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

- (3.) Undergraduate courses not offered in 10+ years

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

- (4.) Proposal justifications – draft of suggestions (provided at meeting)

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

- (5.) Discuss review of the *Undergraduate Curriculum and Program Development Manual*

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

- (6.) Liaison communication – review draft of communication (forthcoming)

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

Agenda Item: V. New Business

(1.) Revise *Undergraduate University Curriculum Committee Course Banking Form*

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

(2.) Create helpful hints document for certificates, concentrations, and program revision packages

Discussion:

None

Action Taken:

Tabled until Jan 12, 2012 meeting.

Curricular Actions Reviewed at This Meeting:

New Courses:	19
Revised and/or Renumbered Courses (includes title/prereq./prefix):	6
New Degrees/Programs:	0
New Minors	0
New Concentrations:	0
New Certificates:	0
Revised Existing Degrees/Concentrations:	1
Revised Minors/Certificates:	0
Banked Courses:	0
Deletion of Existing /Banked Courses:	0

<u>Curricular Actions Reviewed to Date (to include this meeting):</u>	
New Courses:	24
Revised and/or Renumbered Courses (includes title/prereq./prefix):	13
New Degrees/Programs:	0
New Minors:	0
New Concentrations:	0
New Certificates:	0
Revised Existing Degrees/Concentrations:	4
Revised Minors/Certificates:	1
Banked Courses:	0
Deletion of Existing /Banked Courses:	0

NEXT MEETING: January 12, 2011

ITEMS TO BE DISCUSSED: See January 12, 2012 agenda when posted.

ADJOURNMENT: Dr. Alderman moved to adjourn at 5:00pm. Motion passed. Meeting adjourned.

Respectfully Submitted by

Leigh W. Cellucci
Secretary of the UCC

Marked Catalog Copy:

Agenda Item II

College of Fine Arts and Communication

School of Art and Design

MARKED CATALOG COPY:

Page 338 (Course Descriptions) Art

<http://www.ecu.edu/cs-acad/ugcat/CoursesA.cfm#graphic>

ART: Graphic Design

[Top](#)

2200. ~~Communication Arts~~ [Graphic Design](#) Survey (3) (F)
 P: ART 1015, 1030. Basic conceptual problem solving relevant to two and three-dimensional [formats applied design](#). Emphasis on graphic, typographic, ~~illustrative, photographic,~~ and spatial relationships. Exploration of media and techniques, [including electronic environments](#).
2210. ~~Concepts in Communication Arts~~ [Graphic Design Studio I](#) (3) (S)
 P: ART 2200 or consent of instructor. Exploration of conceptual problem solving in two- and three-dimensional applied design. Further exploration of media and techniques, including electronic environments.
3200. ~~Typography~~ [Graphic Design Studio II](#) (3) (F)
 P: Acceptable portfolio review; ART ~~2070~~, 2210; or consent of instructor. Typographic images in historical and modern design. Emphasis on contemporary applications through digital media. Typographic function, flow, and form.
3210. ~~Production~~ [Graphic Design Studio III](#) (3) (S)
 P: ART 3200 or consent of instructor. [Planning, prototyping, visual design, and basic technical aspects of interactive media for graphic design. Exploration and application of human factors in graphic design. Practical execution of design concepts as commercial printed media. Emphasis on use of computer for digital prepress work.](#)
4200. ~~Advanced Typography~~ [Graphic Design Studio IV](#) (3) (F)
 P: ART ~~3200~~[3210](#) or consent of instructor. [Graphic design problems across varied media, including exploration of practical execution of design artifacts. Extended study of typography as related to communication design. Emphasis on informational and aesthetic concerns in professional design forum.](#) Two- and three-dimensional [formats problems](#).
- [4205. Graphic Design Studio V](#) (3)
 C: ART 4200 or consent of instructor. [Advanced graphic design problems across varied media, including applied design research, and user testing.](#)
4210. ~~Graphic Design~~ [Graphic Design Studio VI](#) (3) (F)
 P: ~~ART 3210~~ [ART 4205](#) or consent of instructor. [Extended study of typography as related to communication design. Emphasis on informational and aesthetic concerns in professional design forum. Emphasis on design, use, and application of creative visual images and concepts in communication.](#) Two- and three-dimensional [formats problems](#).
- [4215. Graphic Design Studio VII](#) (3)
 C: ART 4210 or consent of instructor. [Advanced problems in graphic design. Development of self-promotional materials and professional portfolio.](#)
5210. Advanced Graphic Design (3)
 For students specializing in the discipline. P for undergraduate students: ART 4200 or 4210; P for graduate students: ART 4210. Advanced problems in graphic design history. Development of self-promotional materials and professional portfolio.

Graphic Design students take ART 2200 and 27 s.h., including the following courses: ART 2210, ~~2220~~, 3200, 3210, ~~2230~~; 4200, ~~4205~~, ~~or 4210~~; and ~~4215~~ ~~5210~~.

Agenda Item III

College of Fine Arts and Communication

School of Art and Design

<http://www.ecu.edu/cs-acad/ugcat/ArtDesign.cfm>

BFA in Art

Concentrations are offered in painting, sculpture, ceramics, printmaking, graphic design, illustration, photography, textile design, fabric design, weaving design, wood design, metal design, [cinematic arts and media production](#), and animation/interactive design. Minimum degree requirement is **126 s.h.** of credit as follows:

~~Note: The School of Art and Design has added a media production concentration to the BFA in Art offerings. (The concentration was previously offered through the B.S. in Communication.) New students to the program will follow the curriculum for the BFA in Art (studio art). For more information about the media production concentration, please contact Michael Dermody.~~

Foundations curriculum requirements (For information about courses that carry foundations curriculum credit see *Liberal Arts Foundations Curriculum*) including the following 42 s.h. PHIL 2271. Introduction to Philosophy of Art (3) (WI*) (F,S) (FC:HU)

Common core - 36 s.h. ART 1005. Design I (3) (F,S,SS) (FC:FA) (P: ART major or administrative approval) ART 1015. Design II (3) (F,S,SS) (P: ART 1005, 1020 with a minimum grade of C; ART 1905; or administrative approval) ART 1020. Drawing (3) (F,S,SS) (FC:FA) (P: ART major or administrative approval) ART 1030. Figure Drawing (3) (F,S,SS) (P: ART 1005, 1020 with a minimum grade of C; ART 1905; or administrative approval) ART 1905. The Dimensions of Art (3) (F,S) (FC:FA) (P: ART major) ART 1906. Art History Survey (3) (F,S) (FC:FA) (P: ART 1905) ART 1907. Art History Survey (3) (F,S) (FC:FA) (P: ART 1905) Choose 9 s.h. art surveys outside the concentration Choose 6 s.h. art history electives

Art concentration courses to include survey (See specific studio concentration course description.) - 30 s.h.

Art electives - 18 s.h. Electives may be in any art prefix, including art history. Choose a minimum of 6 s.h. outside the area of concentration; however, the 6 s.h. may not comprise two courses from the same area.

Individual program areas require a portfolio review for acceptance into the area after the student has completed the survey course and at least one upper-

level studio course, but not more than four courses. Acceptance into the area by portfolio review is required for admittance into 4000-level painting, graphic design, illustration, and photography courses. Students submitting portfolios to animation/interactive design, graphic design, illustration, photography and to the painting and drawing, concentrations must demonstrate a minimum cumulative GPA of 2.6 in the survey and all studio art concentration courses attempted. Entrance is competitive and space is limited. Students not accepted into their preferred program or area of concentration should be prepared to seek alternative areas of concentration and/or degree programs.

An approved senior show and digital documentation of work exhibited are requirements for graduation. BFA students with a concentration in painting must take at least 9 s.h. of drawing or printmaking courses beyond the foundation requirements and at least 18 s.h. of painting courses beyond the survey, including at least 3 s.h. at the 4000-level.

<http://www.ecu.edu/cs-acad/ugcat/CoursesA.cfm#ceramics>

ART

ART: CERAMICS

2105. Ceramics Survey (3) (F,S,SS) P: ART 1015, 1030. Total ceramic process. Emphasis on potter's wheel. **2115. Ceramics Studio I (3) (F,S,SS)** P: ART 2105 or consent of instructor. Clay mineralogy and development of clay body formulas. Basic pottery wheel forms.

2125. Ceramics Studio II (3) (F,S,SS) Glaze components and formulation. Self firing of kilns. Hand building and production pottery techniques.

3100. Ceramics Studio III (3) (F,S,SS) P: ART 2105 or consent of instructor. Kiln materials, design, repair, and construction. More complex hand building and pottery forms.

3110. Ceramics Studio IV (3) (F,S,SS) P: ART 2105 or consent of instructor. Glaze calculation theory, objectives, and application. Advanced hand building and pottery wheel problems.

3120. Ceramics Studio V (3) (F,S,SS) P: ART 2105 or consent of instructor. Advanced and aesthetic studies in clay.

4100. Ceramics Studio VI (3) (F,S,SS) P: ART 2105 or consent of instructor. Advanced and aesthetic studies in clay.

4110. Ceramics Studio VII (3) (F,S,SS) P: ART 2105 or consent of instructor. Advanced and aesthetic studies in clay.

4120. Ceramics Studio VIII (3) (F,S,SS) P: ART 2105 or consent of instructor.

Advanced and aesthetic studies in clay.

5100. Ceramics Studio IX (3) P for graduate students: May count as an elective with consent of instructor. Senior projects in ceramic art and design. Slide portfolio requirement and senior exhibition.

5110. Ceramics Studio X (3) P for graduate students: May count as an elective with consent of instructor. Advanced projects in ceramic art and design.

ART: CINEMATIC ARTS/MEDIA PRODUCTION

2205. Digital Video Production Survey (3) P: ART 1005, 1020, 1905. Introduction to the digital video production process. Emphasis on pre-production, production, and post-production elements.

2206. Applied Production Techniques (3) P: ART 2205. Intermediate video production combining intermediate theoretical concepts and production of intermediate video projects.

2411. Introduction to Scriptwriting (3) P: Acceptance into CAMP concentration. Introduction to scriptwriting for agency, television, short-form narrative, and documentary productions through the study of professional finished works and the practice of writing scripts.

2430. Critical Film Analysis in the Progression of Production Techniques (3) P: ENGL 1100. Introduction to the theory, application and critical analysis of moving/time-based media.

2460. Image Theory and Aesthetics (3) P: Acceptance into CAMP concentration. Introduction to the principles of time-based media theory and aesthetics in particular light, space, time, motion, and sound.

2480. Visual Storytelling (3) P: ART 2206. Introduction to visual, time/motion-based storytelling by applying oral and written principles from traditional media.

3420. Cinematography, Lighting and Audio Capture (3) P: ART 2411, 2460, 2480. Intermediate concepts and practices of cinematography, including camera and lighting aesthetics and audio capture techniques.

3435. Advanced Scriptwriting (3) P: ART 2411, 2460, 2480. Critiquing professional scripts and writing scripts that will be filmed in subsequent CAMP production courses.

3450. Post-production Editing (3) P: ART 2411, 2460, 2480. Intermediate theory and application for video editing.

3462. Short-form Narrative Production (3) P: ART 3420, 3450. Producing and directing short-form narrative films.

3464. Agency Production (3) P: ART 3420, 3450. Producing and directing agency productions.

3466. Documentary Production (3) P: ART 3420, 3450. Producing and directing documentary films.

3468. Advanced Television Studio Production (3) P: Acceptance to CAMP concentration. Producing and directing live-to-tape television productions.

3480. Audio Production for Cinematic Application (3) P: ART 2411, 2460, 2480. General audio theory, location audio capture, and audio post-production.

4430. Advanced Editing and DVD Production (3) P: ART 3450. Advanced theory and application of video editing concepts and DVD production.

4440. Senior Project Production (3) P: ART 3462 or 3464 or 3466. Writing, producing, directing, and editing a short-narrative film, agency production, or documentary film.

4490. Senior Seminar/Senior Show (3) P: ART 3462 or 3464 or 3466. Develop a resume and portfolio DVD Web site, produce one public service announcement for a local nonprofit, and screen selected works in a senior show.

ART: COMMUNITY ARTS MANAGEMENT

4000. Community Arts Management (3) (F,S) Internship. Practical experience in community arts organizations management. Public art production in music, drama, or the visual arts.

ART: DRAWING

2540. Intermediate Drawing (3) (F,S) Formerly ART 1040 Same as ART 2540 (Art) P: ART 1015, 1030; or consent of instructor. Extension of ART 1020. Investigation of materials, media, and abstraction.

2550. Intermediate Figure Drawing (3) (F,S) Formerly ART 1050 Same as ART 2550 (Art) P: ART 1015, 1030; or consent of instructor. Extension of ART 1030. Investigates drawing strategies and techniques as relevant to the human figure.

3551. Problems in Figure Drawing (3) (F) ART 3551, 3552, 3553 should be taken in sequence after ART 2550. Arranged by instructor in consultation with student. P: ART 2550. Emphasis on representation of human figure.

3552. Problems in Figure Drawing (3) (F) ART 3551, 3552, 3553 should be taken in sequence after ART 2550. Arranged by instructor in consultation with student. P: ART 3551. Emphasis on representation of human figure.

3553. Problems in Figure Drawing (3) (F) ART 3551, 3552, 3553 should be taken in sequence after ART 2550. Arranged by instructor in consultation with student. P: ART 3552. Emphasis on representation of human figure.

(SL)=Service-learning; (SL*)=Selected Sections are Service-learning. (WI)=Writing Intensive; (WI*)=Selected Sections are Writing Intensive.

Semester of course offering is not guaranteed. Anticipated semester of course offering: (F)=Fall; (S)=Spring; (SS)=Summer Session; (OY)=Odd 334 Year ; (EY)=Even Year. P=Prerequisite(s); C=Corequisite(s); P/C=Prerequisite(s) or Corequisite(s); R=Recommended P, C, or P/C
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