TO: James Toole, Chair, Senate Executive Committee

FROM: Vincent Maloney, Chair, Curriculum Review Subcommittee *Vincent Maloney*

DATE: October 11, 2019

SUBJECT: Department of Art and Design Proposal

The Curriculum Review Subcommittee supports the proposal from the Department of Art and Design for a Concentration in Web Design and Programming for the Bachelor of Fine Arts. We find that the proposal requires no Senate review.

<u>Approving</u>   <u>Not Approving</u>   <u>Absent</u>

  Clare Cholewa
  Seth Green
  Teresa Hogg
  Carol Lawton
  Sarah LeBlanc
  Haowen Luo
  Vincent Maloney
  Susan Skekloff
  Jin Soung Yoo

Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date:

Institution: Purdue

Campus: Fort Wayne

School or College:

Department:

Location: 50% or more online: Yes   No

County:

Type:

Program name:

Graduate/Undergraduate:

Degree Code:

Brief Description:

Rationale for new or terminated program:

CIP Code:

Name of Person who Submitted Proposal:

Contact Information (phone or email):

Request for a New Major or Concentration

I. Name of proposed major, or concentration – Web Design and Programming

II. Title of degree to be conferred – Bachelor of Fine Art with a Concentration in Web Design and Programming

III. Field of study, department, and college involved – Web Design and Programming / College of Visual and Performing Arts / Department of Art and Design

IV. Objectives of the proposed major or concentration –

- Knowledge of the concepts related to the visual, spatial, sound, motion, interactive, and temporal elements/features of digital technology and principles for their use in the creation and application of digital media-based work in the areas of Web Design and Programming.

- Understanding of narrative and other information/language structures for organizing content in time-based or interactive media; the ability to organize and represent content structures in ways that are responsive to technological, social, and cultural systems.

- Understanding of the characteristics and capabilities of various technologies (hardware and software); their appropriateness for particular expressive, functional, and strategic applications; their positions within larger contexts and systems; and their influences on individuals and society.

- Knowledge of the processes for the development and coordination of Web Design and Programming strategies (for example, moodboards, sitemaps, wireframes, concept mapping, and the use of scenarios and personas).

- Ability to analyze and synthesize relevant aspects of human interaction in various contexts (e.g., physical, cognitive, cultural, social, political, economic, etc.) and with respect to Web Design and Programming.

- Understanding of what is useful, usable, effective, and desirable with respect to user/audience-centered digitally-based communication, objects, and environments.

- Knowledge of history, theory, and criticism with respect to Web Design and Programming.

- Ability to work in teams and to organize collaborations among people from different disciplines.

- Ability to use the above competencies in the creation and development of professional quality web design and programming productions.

V. Proposed Date of Initiation – January 2020

VI. Describe the relationship of the proposed major or concentration to the mission of the campus or the department – This concentration supports and follows the core mission of the department to educate students and the community in Art and Design. The concentration simply expands upon that by introducing a program path that allows students to be creative in a new medium.

VII. Describe any relationship to existing programs within the campus – This concentration shares the common core of all BA/BFA for the first two years. For the remaining two years, students have a required set of 9 courses that all BFA students are required to take and 11 courses that are specific to the concentration. This collaborative concentration requires courses from Art and Design and Information Systems that already exist. This new concentration simply puts these classes together in a new way that allows a focus to our students that was not available before. Three of these courses are electives based on currently two "tracks": Front End/UXUI and Mobile Application Design. The Information Systems Technology courses in the proposed curriculum were selected in collaboration with IST and further elective potential is being discussed with Information Technology. The goal of this portion of the curriculum is to expose our art and design students to and become comfortable with the technological medium they will be working with and learn how to communicate and build relationships with students from ETCS and the School of Polytechnic.

VIII. Describe any cooperative endeavors explored and/or intended with other institutions or organizations – Working with local design agencies and development firms will be one of our biggest outreaches. We have already been approached by Sweetwater and Asher Agency for internship opportunities. We have also been in talks with businesses such as JH Specialty, Do It Best Corp, and Cirrus ABS on skill gaps that this concentration would cover. We would also like to work closely with Ivy Tech to develop a transfer option from a similar AS degree that is offered. Both departments involved (IS and VISC) are excited to potentially have an option for their students to move over here to PFW.

IX. Describe the need for the major or concentration – Web Design and Programming serves three main objectives. The first is that it has been continuously asked for by the Industry. Companies (locally and abroad) are in desperate need of artists trained in at least basic computer science, especially in the realm of Internet Technologies. Front-End designers, as they are currently called, are in high demand, but current programs only teach either the coding side of things or the design side of things, leaving workers fundamentally handicapped in either. Examples of local companies that have discussed this with us include Sweetwater and Asher Agency. However, jobs for front-ends and UX/UI designers can be seen from Twitter, Apple, Microsoft, Google, Niantic Games, just to name a few. Even non-tech companies such as Ford Motor

Company and Quicken Loans are in need of these skills in-house. Second, this is a natural expansion and support of our current BA/BFA curriculum. All of the classes required already exist. This concentration is more of a way for our students to focus on this area specifically rather than pursue it as a hobby as they have done in the past. Lastly, this concentration is a perfect example of the potential for true interdisciplinary learning with a STEAM focus. It works right along with the College of Engineering, Technology, and Computer Science, nurturing a combination of classes that take advantage of the excellent curriculum that we have in both colleges. This creates a uniquely trained student ready to work in a rapid moving creative and technological world.

X.   Describe the resources required over and above current levels to implement the proposed major or concentration – Courses and Space are a non-issue for this concentration since the classes already exist and can easily expand in the future. However, the only issue will be a successful coding environment for students. It would be beneficial to have a server space to allow for web technologies or access to software (like MAMP) on our current computers. A coder like Sublime Text or Coda 2 for Mac (since we are a Mac environment) would also be helpful. These items are not essential for the launch of the program and could be integrated at a later date.

XI.   A Liaison Library Memo – Attached

XII.   Proposed curriculum – Attached

* The library resource questionnaire available at:
http://www.ipfw.edu/offices/oaa/programs/programs.html

When developing a new degree program, major, certificate, minor, concentration, track, or specialization please review the questions below when developing your response to the library or additional resources sections. Please consult your liaison librarian for assistance.

Library Resources

Address the following issues regarding the impact of the new program on the library's budget and personnel. Please respond to each item below indicating the library sources and services required to support the proposed program.

- o Which databases/indexing sources will be used by the courses in this program?

  The current Art and Design offerings are more than sufficient for this degree at this time. What I foresee a need for is creating an interdisciplinary list of resources because the concentration will be pulling from other areas outside of Art and Design. I am working with Denise on this and it will be ongoing.

- o What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?

  Same as above, there is nothing new to add. Just a collection of needed items in one location.

- o Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?

  Not at this time.

- o Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?

  A small collection of books will be requested at the beginning, with one to two added per year.

- o Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?

  Not at this time.

- Who is the liaison librarian for this program? The liaison librarian provides support through involvement in Blackboard-supported classes, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?

  Denise Buhr is our liaison. The only foreseeable item I will be working with her on is the collection of resources into one location for students, and what my options are there.

- Memo from Liaison Librarian regarding resources.

  Completed.

- Is there an accrediting body that will be overseeing this program? What are the statements of the accrediting body related to the library, e.g. holdings, personnel, services?

  NASAD – which is the same for many of the concentrations that reside in Art and Design.

Liaison Librarian Memo

Date:

From:

To:

Re:

Describe availability of library resources to support proposed new program:

Comments:

_____

Liaison Librarian Signature   *Date*

From: CVPA Curriculum Committee

Seth Green, Assistant Professor of Ceramics, Samuel Savage, Associate Professor of Music, and Craig Humphrey, Associate Professor of Theatre

To: Art and Design Curriculum Committee

Subject: Art and Design (A & D) Web Design and Programing Concentration Proposal.

Date: March 28, 2019

After careful review and deliberation, the CVPA Curriculum Committee are in full support of the Web Design and Programming Concentration proposal. We do recommend that the faculty member who submitted the proposal take into consideration the attached revision requests, to make the proposal stronger, before sending the it forward to the next level.

The letter of support, from John Hrehov, Chair of A & D, provided clarity to the issue of the lone dissenting vote from the department committee and the reason why the original name of the concentration, which included the term "interactive media", was changed to reflect the focus on web design.

We agree that the interdisciplinary collaboration between A & D and the Department of Computer Science to offer this concentration will properly train Front-End Designers, Internet Designers, and User Experience—User Interface specialists. The skills that students will gain with this concentration will make them more attractive to local, national, and international industries looking for this skill set.

Seth Green, Assistant Professor of Ceramics (Chair)

Samuel Savage, Associate Professor of Music

Craig Humphrey, Associate Professor of Theatre

Introduction

The packet before you is an agenda listing of important talking points for today as well as the tentative proposal of a 4-year plan for Web Design and Programming.

Research Background (A Summary of Sources)

- BFA Programs across the country
- Faculty of Purdue University Fort Wayne
- Job Listings in the Fort Wayne area
- Interviews with Local Businesses
- Responses from Former Students working in the Industry
- Current Landscape of the Industry derived from News, Personal Education, Industry Journals/Articles, Salary and Job Surveys

Concentration Objectives

- Create a curriculum plan that allows BFA students to fill gaps in the current design-oriented workforce
- Expand and support existing programs here at Purdue University Fort Wayne
- Nurture a growing relationship with College of Engineering, Technology, and Computer Science that supports a STEAM focus and promotes increased interdisciplinary learning

Strategic Planning

- Connection to strong ETCS college
- Strong Design-School Background
- Liberal Arts education friendly

Possible Career End-Goals

- Front-End Web-Developer/Designer
- User Experience/User Interface (UX/UI)
- Mobile Application Design

NASAD Notice

This concentrations follows the guildlines established by National Association of Schools of Art and Design as detailed in section IX.B., C. of the NASAD Handbook 2018-19.

Web Design and Programming - 4-Year Plan:

Freshman Fall - 15 Credits	CR	Freshman Spring - 15 Credits	CR
Gen Ed Category A - STAT 125	3	Gen Ed Category A - ENG W131	3
AD 10202 Intro to 2D Design	3	AD 15200 Intro to 3D Design	3
AD 12100 Drawing Fundamentals I	3	AD 22501 Painting Fundamentals	3
AD 22301 Figure Drawing	3	AD 10502 Digital Imaging	3
AD 11100 History of Art I	3	AD 11201 History of Art II	3
Sophomore Fall - 15 Credits	CR	Sophomore Spring - 15 Credits	CR
Gen Ed Category A - COM 11400 or THTR 11400	3	Gen Ed Category B - Scientific	3
AD 20201 Intro to Photography	3	AD 20301 Web Design I	3
AD 3D Studio Elective	3	AD 3D Studio Elective	3
AD 20502 Graphic Design I: Intro to GD	3	AD Studio Elective	3
AD Art History Elective	3	ENG W233 Intermediate Expository Writing	3
Junior Fall - 15 Credits	CR	Junior Spring - 15 Credits	CR
Gen Ed Category B - Scientific Ways of Knowing	3	Gen Ed Category B - Social/Behavioral	3
AD 20101 History of Graphic Design	3	AD 47100 Web Design II	3
AD 47200 User Interface and Experience	3	AD Studio Elective/CS or IST Elective (#1)	3
AD 10401 Intro to Typography	3	AD 30301 Graphic Design II - Identity & Branding	3
IST 16000 Foundation and Role of Information Systems	3	CS 29200 - Python for Non-Majors	3
Senior Fall - 15 Credits	CR	Senior Spring - 15 Credits	CR
Gen Ed Category B - Interdisciplinary	3	Gen Ed Category C - Capstone	3
Gen Ed Category B - Humanistic/Artistic	3	Gen Ed Category B - Elective	3
AD Studio Elective/CS or IST Elective (#1)	3	AD 47300 Social Media Management Design	3
AD Studio Elective/CS or IST Elective (#1)	3	AD 40701 Professional Practice Intern	3
AD 49502 Thesis Seminar I	3	AD 49600 Thesis Seminar II - Exhibition	3

Interdisciplinary Background

Collaboration with the structuring this concentration has primary been made with Dr. Adolfo Coronado who leads Information Systems Technology in the College of Engineering, Technology, and Computer Science. We are working toward a healthy and fruitful collaboration with classes and students. In particular, I am working to offer my Web courses online so that IST students will have access to them. We have also just recently also connected with Professor Michelle Parker who leads Information Technology in the School of Polytechnic to create a similar connection and allow elective opportunities for both sets of students. Classes that Web Design and Programming students can take from Information Technology is not yet reflected in this proposal.

1 - Interdisciplinary Web Design and Programming Studio Elective Options for Junior Year

Front-End, UX UI
- AD 30601 Illustration III: Vector
- IST 27000 Data and Information Management (Pre-req: IST 16000)
- IST 44000 Introduction to Human Computer Interaction (Pre-req: IST 16000, IST 27000)

Mobile Application Design
- AD 30601 Illustration III: Vector
- IST 14000 Introduction to Visual Programming
- IST 20300 Advanced Visual Programming (Pre-req: IST 14000)

Special Topic Ideas
- Javascript Frameworks
- Swift App Class
- New Class: History of Web Design

Table 2
Data for Question # 6
Projected Headcount and FTE Enrollment and Degrees Conferred
Date: 02/19/2019

Institution/Location: Purdue University Fort Wayne _____
Program: Web Design and Programming

	Year #1 FY 2019	Year # 2 FY2020	Year # 3 FY 2021	Year # 4 FY 2022	Year # 5 FY 2023
Enrollment Projections (Headcount)					
Full-Time	7	14	21	28	35
Part-Time	3	6	9	12	15
Total	10	20	30	40	50
Enrollment Projections (FTE)					
Full-Time	7	14	21	28	35
Part-Time	1.5	3	5	6	8
Total	8.5	17	25.5	34	42.5
Degree Completions Projection	0	0	6	6	18

CHE Code: 12-XX
Campus Code: XXXX
County: XXXX
Degree Level: XXX
CIP Code: Federal - 11.0801; State - 000000