BACHELOR OF FINE ARTS IN NEW MEDIA

PROGRAM LEARNING GOALS

- Create original new media work;
- Produce a professional online work for browsers and mobile equipment;
- Create original multimedia and installation work;
- Perform correct usage of interactive tools appropriately used for their projects;
- Critically analyze new media work through art/media history studies;
- Proficiency in digital imaging, video and audio manipulation and editing;
- Understanding of the difference between client and server content development;
- Understanding of multimedia tools optimized for whichever platform;
- Perform physical computing and scripting tools;
- Creation of an online portfolio and/or personal website;
- Practice new media as informed thinkers and artists;
- Explore related coursework in their area of interest;
- Create a short format thesis films as a capstone experience;
- Exhibit and present work in public end of semester showcase.

PROGRAM COMPETENCIES IN NEW MEDIA

1. Gain understanding, through production-oriented studies, of the communication, aesthetic, and design principles in the elements of new media, including the use of time as an expressive design consideration. Development of this understanding continues throughout the degree program.

2. Students must demonstrate achievement of professional, entry-level competence in new media, including significant technical mastery, capability to produce work and solve professional problems independently, and a coherent set of artistic/intellectual goals that are evident in their work.

3. Students must demonstrate their competence by developing a body of work for evaluation in new media. A senior project or final presentation in new media is required.

4. Students must have the ability to form and defend value judgments about new media/art and design and to communicate new media art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. They are able to work collaboratively as appropriate to the area(s) of specialization.

5. Knowledge and skills in the use of basic concepts, tools, techniques, and procedures

sufficient to produce work from concept to finished product. This involves competence in new media processes, including fundamental knowledge of equipment and technologies in areas deign and planning, use of coding, physical and scripting tools.

6. Functional knowledge of the history of new media, its artistic and technological evolution, and an understanding of basic aesthetic and critical theory.

7. The ability to coordinate project elements and communicate with involved personnel at all stages of the production process.

8. Have involvement in experiences provide an understanding of the marketing procedures for film/video production, distribution, and exhibition.

9. Have Internships opportunities.

10. Access to facilities and support for producing and viewing new media work.

11. Create a supervised senior project professional-quality film or video production.

COMPETENCIES REQUIRED OF ALL BFA MAJORS

The following are tailored for the film and media arts student.

The following are tailored for the new media student.

Studio.
a. The portfolio demonstrates functional competence with principles of visual organization, including the ability to work with visual elements in two and three dimensions; color theory and its applications; and drawing.
b. The portfolio demonstrates perceptual acuity, conceptual understanding, and technical facility at a professional entry level in their chosen field(s).
c. The portfolio demonstrates familiarity with the historical achievements, current major issues, processes, and directions of their field(s).
d. The portfolio demonstrates opportunities to exhibit their work and to experience and participate in critiques and discussions of their work and the work of others.

Art/Design History, Theory, and Criticism.
a. The portfolio demonstrates ability to analyze works of art/design from both Western and non-Western cultures perceptively and to evaluate them critically.
b. The portfolio demonstrates an understanding of the common elements and vocabulary of art/design and of the interaction of these elements and be able to employ this knowledge in analysis.
c. The portfolio demonstrates the ability to place works of art/design in historical, cultural, and stylistic contexts.
d. The portfolio demonstrates understanding of the historical development of works within the specialization.
Technology. The portfolio demonstrates a working knowledge of technologies and equipment applicable to their area(s) of specialization.

Synthesis: The portfolio demonstrates student's ability to work independently on a variety of art and/or design problems by combining, as appropriate to the issue, their capabilities in studio, analysis, history, and technology.