

**Minutes of the Undergraduate Council  
Wednesday, February 7, 2005**

Rhonda Root, vice-chair, Lee Davidson, secretary,  
Verlyn Benson, Jeannie Wolfer, David Beckworth,  
Eunice Dupertuis, Sharon Gillespie, Nadine Shillingford,  
Patricia Mutch, Delmer Davis, *Lynelle Weldon*

Marsha Beal, Najeeb Nakhle, Lawrence Onsager,  
Gary Williams

Doug Jones

Jeanette Bryson, Steven Hansen, Arturo Maxwell

Rhonda Root

The council voted to approve the minutes for November  
1, 2004

The council voted to approve in concept the following  
wording: **English Proficiency Requirement. All  
students whose first language is not English must  
demonstrate that they can read, speak, and  
understanding English. A minimum score of 550 on  
the TOEFL exam or 80 on the MELA demonstrates  
such proficiency. Students who score below these  
levels will be required to complete intensive English  
coursework to achieve this score before enrolling in  
regular coursework.**

The council voted to approve the concept presented with  
the understanding that the reworked bulletin copy come  
back to the council as a report.

Items considered included change of name to  
Department of Digital Media and Photography.  
Copy attached.



Rhonda Root, Vice-chair



Lee Davidson, secretary

**VOTING MEMBERS PRESENT**

**NON-VOTING MEMBERS  
PRESENT**

**REGRETS**

**GUESTS**

**PRAYER**

**APPROVAL OF MINUTES**

**ENGLISH LANGUAGE  
PROFICIENCY  
REQUIREMENT**

**COLLEGE OF TECHNOLOGY,  
DEPARTMENT OF IMAGING  
AND APPLIED TECHNOLOGY  
NEW DEGREE PROPOSAL.**

**Proposal**

Presented to  
**Andrews University Undergraduate Counsel**

By  
**Arturo Maxwell, Chair**

Department  
**Imaging and Applied Technology**

Date  
**February 7, 2005**

# **Undergraduate Counsel**

Andrews University

February 7, 2005

## **Proposal**

1. To change the name of the Department of Imaging and Applied Technology to Department of Digital Media and Photography.
2. To restructure the degrees offered in the Department of Imaging and Applied Technology.

## **Rationale**

This has been an eventful year in the Department of Imaging and Applied Technology (IAT). The Automotive Technology program and the welding and machine shop courses, which were housed at the department of IAT, have been transferred to the Department of Aeronautical Technology. In addition, several other technology courses are no longer offered in our department.

We have also recently achieved a level of cooperation between the Department of Imaging and Applied Technology and the Department of Art and Design, which is unprecedented at AU.

Given these recent events at IAT and our commitment to offer degrees that satisfy the needs and expectations of industry, and given our determination to actively pursue better interdepartmental cooperation at AU, the faculty of the Department of IAT is eager to implement the improvements reflected in this proposal.

**Department name change**

The current name of the department was conceived to reflect the heavy technological component inherent in the Automotive Technology program and in the construction, welding, and machine shop courses that were taught in the department. Since these elements are no longer taught in the department, we find it essential to adopt a new name that better reflects the department's current composition. We want our department name to send a clear signal to prospective students concerning the career opportunities available to them in our department.

We are proposing that the name "Department of Imaging and Applied Technology" be changed to "Department of Digital Media and Photography". This proposed name clearly depicts what we do, not just from our perspective, but also it is common in other schools such as the University of Westminster, East Tennessee State University, University of Central Florida, and Canisius College, to use these terms to refer to departments, and to name degrees and courses similar to what we currently offer.

**Degree program changes**

We propose:

1. That the degrees in Digital Multimedia Technology and Graphic Imaging Technology be consolidated and restructured into one new degree with multiple concentrations.
2. That the name for the new degree be "BFA in Digital Media".
3. That the Associate in Graphic Imaging Technology and the minors in Digital Multimedia Technology, Imaging Technology, and Web Development, be changed to reflect the contents in the proposed new major, as shown in the (attached) proposed new degree.
4. That the Web Development concentration, under the Graphic Imaging degree, be restructured and made a concentration under the proposed BFA in Digital Media degree.
5. To add a Video Animation concentration under the BFA in Digital Media degree.
6. The new BFA in Digital Media degree would completely replace the existing Digital Multimedia Technology and Graphic Imaging Technology degrees, concentrations, and minors.
7. Please see attached current and proposed degrees.

## **Additional Relevant Information**

### **Faculty/Staff Implications**

It is important to note that the proposed changes can be implemented with faculty and staff currently teaching in the department.

### **Facilities/Equipment Implications**

We have assessed our facilities and equipment, in light of the proposed changes, and have concluded that they are adequate to meet the immediate demands of the proposed degree.

### **Financial Implications**

We have estimated that the proposed changes will be best implemented with the investment of \$20,000.00 for faculty training and equipment upgrade. This cost is reasonable, especially when seen in light of the benefit to students, the economical potential for our department, and for Andrews University. This sum will be reflected in the 2005/2006 budget.

### **Conclusion**

As stated earlier, we continually strive to ensure that the degrees we offer are satisfying the needs and expectations of industry. Based on our communications with industry professionals, a poll of recent graduates, and after benchmarking similar degrees from University of Westminster, East Tennessee State University, University of Central Florida, and Canisius College, we have concluded that the Digital Multimedia and Graphic Imaging degrees require major overhaul. We have also seen the number of majors in the department decline from a high of 90 in the year 2000 to 67 this year. We assure you that these proposed changes will result in a more compact, streamlined menu of program offerings, and they will set into motion dramatically improved cooperation between the Department of Imaging and Applied Technology and the Department of Art and Art History.

This proposed new degree will also:

1. Enhance our image in the eyes of prospective students.
2. Increase internship opportunities for our graduates.
3. Enable us to produce graduates with knowledge and skills that are more attractive to prospective employers.
4. Contribute to increased enrollment in our department.

## **(BFA) Digital Media—72-74**

### **Core for all concentrations under BFA in Digital Media (36)**

**Art History - Choose 4 courses from this list - 12 credits**

ARTH236	Renaissance to Modern Art	3
ARTH235	Prehistoric to Medieval Art	3
ARTH440	Art Since 1945	3
PHT0220	History of Photography	3
ARCH390	Non-Western Art & Architecture	3
PHT0300	Media Ethics	3
JOUR 455	Media Law and Ethics	3

### **Studio Core – 12-13 Credits**

ART207	Basic Design	3
DGME130	Intro to Digital Media	3
ART104	Intro to Drawing	3
PHTO115	Intro to Photography	3
	Or PHTO116, Intro to Dig. Ph	3-4

### **Foundation Courses - Choose 4 additional intro classes from this list 12 credits**

ART116	Intro to Painting	3	
ART214	Intro to Graphic Design	3	Prerequisite for Graphic Design Courses
PHT0130	Fundamentals of Video	3	Prerequisite for Video Courses
PHTO 115	Intro to Photography	4	
ART118	Intro to Sculpture & 3D	3	
ART107	Intro to Ceramics	3	
ART106	Intro to Printmaking	3	
DGUE175	Digital Imaging	4	Prerequisite for Digital Media Courses
PHTO116	Intro to Digital Photo	3	Prerequisite for Marketing Courses
DGME 218	Digital Sound	3	

### **Choose a concentration from:**

#### **Multimedia Arts—36**

DGME225	4	Digital Vector Graphics
VIDEO 210	3	Digital Video Editing
VIDEO 390	3	DVD Authoring/Design
DGME 345	4	Creative Presentations
DGME 250	3	Web Publishing
DGME 185	3	Desktop Publishing
MDIA 495	3	Portfolio/Senior Exhibition
COMM 405	3	Persuasion
MKTG 368	3	Advertising and Promotion
Electives	7	Chosen with advisor from: Digital, Media, Photography, Video Production, Fine Art, Graphic Design, Art Direction/Advertising, or Communications.

**Web Development—36**

DGME 250	3	Web Publishing I
DGME 335	4	Web Animation
DGME 350	4	Web Publishing II
CPTR 151	3	Computer Science I
CPTR 152	3	Computer Science II
CPTR 416	3	Internet Technologies
CPTR 385	3	MySQL
JOUR 465	3	Communications on the Web
BSAD 355	3	Management & Organization
Electives	7	Chosen with advisor from: Digital Media, Computer Science, Video Production, Graphic Design, or Communications.

**Video Animation—36**

VIDEO 130	3	Introduction to Video
VIDEO 216	3	Video Editing
VIDEO 345	3	Video Compositing
VIDEO 362	3	Video Shooting
VIDEO 387	3	DVD Authoring
VIDEO 362	4	3D Imaging
VIDEO 375	4	3D Animation
ART 118	4	Introduction to Sculpture and 3D Design
JOUR 330	3	Adv Media Writing
Electives	6	Chosen with advisor from: Video Production, Photography, Digital Media, Graphic Design, Communications, or Art Direction/Advertising.

## **AFA Multimedia Arts —38**

**Art History - Choose 2 courses from this list - 6 credits**

ARTH236	Renaissance to Modern Art	3
ARTH235	Prehistoric to Medieval Art	3
ARTH440	Art Since 1945	3
PHT0220	History of Photography	3
ARCH390	Non-Western Art & Architecture	3
PHT0300	Media Ethics	3

### **Studio Core - 6 Credits**

ART207	Basic Design	3
DGME130	Intro to Digital Media	3

**Foundation Courses - Choose 2 additional intro classes from this list - 6-8 credits**

ART116	Intro to Painting	3
ART214	Intro to Graphic Design	3
PHT0130	Fundamentals of Video	3
PHTO 115	Intro to Photography	4
ART118	Intro to Sculpture & 3D	3
ART107	Intro to Ceramics	3
ART106	Intro to Printmaking	3
DGUE175	Digital Imaging	4
PHTO116	Intro to Digital Photo	3
DGME 218	Digital Sound	3

### **Concentration—22**

MDIA 495	1	Portfolio Development
DGME 218	3	Digital Sound
VIDEO 210	3	Digital Video Editing
DGME 225	4	Digital Vector Graphics
DGME 250	3	Web Publishing
DGME 185	3	Desktop Publishing
Electives	2	(Course in related area)
Cognates	3	Choose one course from list below.
ART 214	3	Intro to Graphic Design
MKTG 368	3	Advertising and Promotion
COMM 405	3	Persuasion



**Minor in Digital Media—20**

DGME130 3  
DGME175 4  
Electives 13

Intro to Digital Media

Digital Imaging

Chosen with advisor from: Digital, Media, Photography,  
Video Production, Fine Art, Graphic Design, Art  
Direction/Advertising, or Communications.

# **Bachelor of Fine Arts Degree (BFA)      72-74 Credits**

## **Art History, Theory and Ethics – Choose 4 courses from this list – 12 credits**

ARTH236	Renaissance to Modern Art	3
ARTH235	Prehistoric to Medieval Art	3
ARTH440	Art Since 1945	3
PHTO210	History of Photography	3
ARCH390	Topics: Non-Western Art & Architecture	3
PHTO300	Media Ethics	3
JOUR 455	Media Law and Ethics	3

## **Studio Core – 9 Credits**

ART207	Basic Design	3
DGME130	Intro to Digital Graphics	3
ART104	Intro to Drawing	3

## **Foundation Courses - Choose 5 additional intro classes from this list – 15 credits**

ART105	Intro to Painting	3
ART214	Intro to Graphic Design	3
PHTO130	Fundamentals of Video	3
PHTO115	Intro to Photography	3, 4 (adds one credit to total)
ART108	Intro to Sculpture	3
ART107	Intro to Ceramics	3
ART106	Intro to Printmaking	3
DGME175	Digital Imaging	3, 4 (adds one credit to the total)
MKTG 310	Principles of Marketing	3

**36 credit concentration areas include: Fine Art, Graphic Design, Art Direction/Advertising, Photography, and Pre-Art Therapy.**

## **CONCENTRATION AREAS-**

### **FINE ART CONCENTRATION-**

The Fine Art Concentration is recommended for students who wish to become professional artists, illustrators, craftsmen, or art teachers on a college level. It is the first step toward acceptance into an MFA program which is the necessary degree for pursuing a teaching position at the college level. It is also the first step toward acceptance in an MA program in Art Therapy. After an exploratory period students will be encouraged to concentrate the majority of their credits in a single area: painting, ceramics, or printmaking. At least 18 credits in one area are recommended in order to achieve a professional portfolio of work and senior exhibition. It is the goal of the Department of Art & Design to graduate students who have achieved a combination of traditional art skills in a variety of media and a creative, inquisitive spirit. We encourage the integration of faith and art. It is also our goal to help each student achieve the skills necessary to achieve entrance into a graduate program, or to begin work as a professional artist or craftsman.

**Report from the Undergraduate Council's Academic Policies Committee:**

**Monday, February 7, 2005**

**New policy proposal for English Language Proficiency requirement.**

All students whose first language is not English may be accepted provisionally into an academic program based on their academic qualifications. Regular acceptance is (offered by the University) subject to acquiring adequate English proficiency. Minimum requirements is a score of 550 on the TOEFL exam, 213 on the computer TOEFL, or 80 on the MELAB exam.



admission is sought. After the review, the student will receive a letter outlining the conditions to be achieved for regular-student standing or indicating that admission has been denied.

#### Undergraduate General Admission Standards

Official documentation of completion of secondary-school studies from

- an accredited secondary school
- or an equivalent overseas school (to be assessed by AACRAO guidelines)
- or GED certification with a minimum average score of 60 on five sections of the test with no section lower than 50.

A minimum high school GPA of 2.25 overall and ACT/SAT composite scores at the 50th percentile (currently, these scores are 20 ACT and 970 SAT; but are subject to adjustment annually) is required for good and regular admission. Transfer students must have a minimum college GPA of 2.25 (and ACT/SAT scores are recommended, but not required). Students who do NOT meet these requirements will be reviewed by the Undergraduate Admissions Committee, no later than July 15 for fall semester enrollment or November 15 for spring semester enrollment, for possible conditional admission.

The individual admissions status of each applicant (including good and regular, conditional and denied admission) is subject to the review and final decision of the Undergraduate Admissions Committee on the Andrews University campus.

A signed citizenship agreement and a written essay on the importance and impact of a Christian university education.

For high school students, reference evaluations will be conducted with the student's guidance counselor and/or principal. Transfer students will be required to submit two recommendations.

\* Completion of the equivalent of grades 9–12 in English-based instruction, or a minimum score of 500 on the paper TOEFL or 213 on the computer TOEFL.

**Home-Schooled Students.** Andrews University welcomes and encourages students who have completed their high-school education in a homeschool setting to apply for admission. Homeschool students should submit the following documentation along with the regular undergraduate application and \$30 fee:

- ACT (or SAT) test results (best if taken early in the senior year of high school since these scores are also used, along with GPAs, to determine significant AU scholarship awards).
- One of the following:
  1. Detailed transcript\* with a cumulative GPA and accompanying list of course descriptions
  2. GED certificate.
  3. Portfolio\* including course descriptions, resources used, time spent, and samples of best work for each course.
- An essay by the student reflecting on the value of the home-school experience or the essay requested in the application.

\* Should be completed by the person who directed the program, along with the help of the student where appropriate.

Call 269-471-6200 or 269-471-6346 for more information.

**Note:** Home Study International (HSI) offers a secondary education program and will work with homeschool students who take a minimum of their last three high school courses through HSI to develop and grant a high school diploma. Contact HSI at 800-782-4769.

**Commitment to Abide by Rules and Standards.** Each prospective student must sign a statement on the Undergraduate Application form agreeing to respect and abide by the rules and standards of the university. *6 yrs.*

\* **English Proficiency Requirement.** All students whose first language is not English must demonstrate that they can read, speak, and understand English. A minimum score of 550 on the TOEFL exam or 80 on the MELAB exam must be submitted for clearance to take a full academic load. Students who score below these levels must complete preparatory study in the English Language Institute (ELI) and successfully complete an exit exam.

**Required Medical Records.** In accordance with recommendations from the Centers for Disease Control, the Michigan Health Department, and the American College Health Association, all first-time students must supply certain medical records to the school they plan to enter before registration can be completed.

**Tuberculosis Screening.** Students with a previous positive TB skin test must submit a report of a chest X-ray taken anytime within 12 months before registration. All other students must submit proof of a negative TB skin test taken any time within the six months before registration.

**Measles, Mumps, and Rubella (German Measles) (MMR) Immunization.** Each student born after December 31, 1956, must show proof of immunity to the diseases by one of the following means:

- Two MMR vaccines received after 12 months of age
- One MMR vaccine received within the two years before registration
- A blood test proving immunity to the diseases.

#### ADMISSION OF TRANSFER STUDENTS

Students who have already attended a community college or other post-secondary school are admitted based on the same general admission standards required of all applicants.

Transfer students who have earned at least 24 semester credits before applying to Andrews are evaluated on the basis of their college GPA and not their secondary-school GPA.

Transfer credits do not appear on the student's Andrews transcript.

**Transfer of Credits.** Students enrolling at Andrews University may transfer to their current program a limited number of credits for courses taken at other schools, if the following expectations are met.

- Complete official transcripts are submitted from each institution where work was done. (Registrars of these institutions should send transcripts directly to the Undergraduate Admissions Office of Andrews University.)
- The credits presented for transfer are for college level courses in which the student has earned a grade of C- or higher.
- All credits presented for transfer come directly from accredited institutions.

Requests for transfer of credits may be made only at the time of admission to the university, at the time when a change of program is approved, or if a petition to accept the course is approved and on file before the course is taken. The approving officer may specify conditions that must be fulfilled for the acceptance of the course.

**Limit on Number of Transfer Credits.** The schools of the university allow no more than 70 semester hours to be transferred from community colleges (two-year) and applied on a baccalaureate degree. More may be approved by the dean as part of a planned professional program.



dimensions of the various content fields. The university welcomes students in harmony with these ideals to apply for admission to its graduate programs.

## HOW TO APPLY

### Request Application Materials

Telephone: 800-253-2874 toll free or (269) 471-6321

Web site: <http://www.andrews.edu/GRAD>

### Postal Address:

Graduate Admissions Office  
Andrews University  
Berrien Springs, MI 49104-0620 U.S.A.

**Apply Early.** To avoid delays in processing an application and to provide ample opportunity to apply for scholarships, financial aid, visas, and/or university housing, students should file their applications 6-12 months before they expect to enroll.

## GENERAL ADMISSION REQUIREMENTS

**Follow These Steps.** The Graduate Admissions Office will send an application packet, or the applicant can download it from the website listed above, containing the items mentioned below. Students must

- Fill out the *Application for Graduate Admission* form and return it with the nonrefundable \$40 application fee.
- Prepare a 500-word Statement of Purpose explaining why they want to take a graduate degree at Andrews University.
- Complete the information asked for on the *Professional Experience* form. (Applicants for the MS: Nursing program, DScPT and post-professional DPT must submit a copy of their current license.)
- Ask professionals who know them well, such as advisors, major professors, an administrative officer of current employing organizations, etc., to complete *Graduate Recommendation* forms and submit them directly to Andrews University.

**Relatives of the applicant should not make evaluations.**

Most programs require two recommendations, but students applying for doctoral, EdS, or any seminary program must submit three recommendations. Some departments/programs require evaluations from specific individuals and may require additional letters of recommendation.

- Ask for an official transcript of credit from the registrar(s) of the school(s) where undergraduate and/or graduate courses were taken. Official transcripts of all previous post-secondary academic work must be sent directly from your schools to the Andrews University Graduate Admissions Office, or delivered in a sealed envelope with the issuing school's seal stamped across the envelope flap. If English is not the medium of instruction in your school, a literal official English translation must also be sent.
- Arrange to have *Graduate Record Examination (GRE)* or *Graduate Management Aptitude Test (GMAT)* scores sent directly to Andrews University. Seminary professional-degree applicants are not required to take these exams unless asked to do so. All other applicants must follow the information below.

**Required Examinations.** Applicants for all graduate programs, except the professional degree programs in the Theological Seminary, must take either the GRE General Test or the GMAT. Exams are to be taken no more than five years before the date of admission. Official transcripts of test results must be on file in the Graduate Admissions Office before applicants are accepted on regular status. All EdD, PhD, ThD programs, the EdS: School Psychology and all MS: Nursing programs require the GRE prior

to admission. The different degrees with the required examination are listed below. (Andrews University code of 1030 must be used when requesting these scores from Educational Testing Service).

### Graduate Record Examination—GRE

MA, March, MAT, MMus, MPT, MS, MSW, MSCLS, DPT, DScPT, MTh, EdS, EdD, PhD, ThD, MSA: Community and International Development, and as requested for Seminary professional degrees

### Graduate Management Aptitude Test—GMAT

MBA

### Graduate Record Examination or Graduate Management Aptitude Test—GRE or GMAT

MSA: Engineering Management, MSA: Church Administration

The GRE subject exams can be taken at colleges, universities, or test centers in the United States (U.S.) and in countries outside the U.S. The GMAT and general GRE, as well as TOEFL exams, are available five days a week at certain Sylvan Learning Centers in the U.S. and at other international sites. The Sylvan Learning Center closest to Andrews University that gives the GRE, GMAT, and TOEFL exams is located in Mishawaka, Indiana. The telephone number is 574-254-1055. For more information about the above tests, see <http://www.ets.org>.

Students unable to take the required exam before admission may be accepted, but only on a provisional basis (except for those specific programs listed above that require the GRE prior to admission). The student must then take the exam during the first semester after enrollment.

**Required Medical Records.** Andrews University requires that all first-time students must supply certain medical information before registration can be completed. For full details, read "Required Medical Records" (p. 28). Returning students who have not registered in the previous 12 months also need new medical records.

**Required English Proficiency.** English is the language of instruction for all programs on the Michigan campus and at most other United States or Canadian sites. Students whose first language is not English and who apply for admission to a graduate program at any of these sites must give proof of proficiency in English before they can officially register for classes. Proficiency is demonstrated by meeting one of the following criteria:

- All education from at least the ninth grade through the twelfth grade or equivalent in a country where English is the spoken language and the medium of instruction.
- Four years in and graduation from an undergraduate program in a college or university in a country where English is the spoken language and medium of instruction.
- Completion of a graduate degree from a college or university in a country where English is the spoken language and medium of instruction.
- A score of 550\* or higher on the written TOEFL or a score of 213\* or higher on the computer-based TOEFL—*Test of English as a Foreign Language*.
- A score of 80\* or higher on the MELAB—*Michigan English Language Assessment Battery*.
- Successful completion of the Andrews University English Language Institute course *Advanced Level* (ENSL115, 116) with a grade of B or above in all classes, and an exit exam.

\* Some programs require higher scores.

- 36 Total Credits. 27 Credits chosen from ART 304 Drawing, ART 305 Painting, ART 307 Ceramics, ART 306 Printmaking, ART 308 Sculpture, ART 380 Topics in Art, (all 300 level ART courses are repeatable), Senior Exhibition and Portfolio (3 credits). With six additional elective credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, or MRKT courses.

### **GRAPHIC DESIGN CONCENTRATION**

The Graphic Design Concentration is recommended for those wishing to work in the design professions. The degree program combines the study of art and design with the opportunity to explore more extensively computer graphics environments as a medium for visual communication and/or personal artistic expression. The degree prepares students to enter one of the computer-based visual communication-oriented professions educated as an artist or designer/visual communicator or to enter graduate studies in electronic visualization. It is the goal of the department of Art & Design to help graphic design students achieve a professional portfolio that will allow them to directly pursue a career in design after graduation.

Computer policy. The department of Art & Design regards the computer as a tool integral to the success of the graphic designer in their professional development. Graphic design students are required to purchase a laptop computer and software meeting the department guidelines. Because computer technology is continually changing, a revised policy is drafted in the fall semester, outlining the specific requirements for each year. Laptop purchases should be made by mid-fall semester of the student's sophomore year. Use of the computer in design curriculum varies by course.

- 36 Total Credits. Including: ART 310 Typography (3 credits) , ART 414 Design for Visual Communication (12 credits), Senior Exhibition, Internship and Portfolio (3 credits). With an additional 18 credits to be chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, or MRKT courses.

### **ART DIRECTION/ADVERTISING CONCENTRATION**

The Art Direction/Advertising Concentration is meant to prepare students for work in advertising professions. It combines both tools for visual dialogue and tools for written communication. The Art Direction/Advertising student will become prepared to understand visual dialogue and to communicate effectively and creatively. It is the goal of the Department of Art & Design that graduates create a portfolio of written work and visual work necessary to pursue a professional position in advertising.

36 Total Credits. Including: ART 310 Typography (3 credits), ART 414 Design for Visual Communication (8 credits), JOUR 140 Introduction to Mass Communication (3 credits), JOUR 230 Beginning Media Writing (3 credits), MKTG Advertising and Promotion (3 Credits), COMM 405 Persuasion (3 credits), COMM 436 Group Dynamics and Leadership (3 credits), Senior Exhibition, Internship and Portfolio (3 Credits). With an additional 7 credits to be chosen with your advisor from ARTH, PHTO, DGME, COMM, JOUR, or MRKT courses. Suggested electives include: JOUR 465 Topics: Scriptwriting, COMM 425 Media Literacy, COMM 454 Topics: Organizational Communication.

## **PHOTOGRAPHY CONCENTRATION**

The Photography Concentration is recommended for those preparing for professions that require well-developed perceptual skills and who are comfortable working with complex equipment and changing technologies. The BFA in photography is also the preferred first step toward pursuing an MFA in photography, should the student wish to teach photography on the college level. Photography students are expected to develop a creative, experimental and artistic approach to their work, regular and productive work habits and eventually a personal focus. It is the goal of the Department of Art & Design that the student's portfolio and senior exhibition contain the work necessary to pursue work as a professional photographer or to achieve entrance into a graduate program in photography.

– 36 Total Credits. Including: PHTO 200 Advanced Photography I (4 credits), PHTO 220 Color Photography I (4 credits), PHTO 285 Studio (4 credits), PHTO 365 Advanced Digital Imaging (4 credits), PHTO 385 Advanced Studio (4 credits), Senior Exhibition and Portfolio (3 credits). With an additional 13 credits chosen with your advisor from ART, ARTH, ARCH, PHTO, DGME, COMM, JOUR, or MRKT courses.

## **PRE-ART THERAPY CONCENTRATION**

The pre-art Therapy Concentration is recommended for those planning to do graduate work in art therapy and to enter that profession. Work as an art therapist requires a Masters Degree in Art Therapy. The Pre-Art Therapy Concentration may require additional semesters of course work. The Pre-Art Therapy Concentration is the Bachelor of Fine Arts Degree with a concentration in Fine Arts. In addition to the BFA degree most graduate programs require up to 15 credits of Psychology course work. We recommend PSYC 101, 220, 410, 454 and 460. Because course requirements vary, the Pre-Art Therapy student should check the prerequisite requirements of the schools to which they intend to apply. Most Art-Therapy Masters programs also require up to one year of work experience with mentally or physically disadvantaged people prior to acceptance.

**BT: Automotive Management****Major requirements—68**

AUTO135, 140, 150, 325, 330, 340, 350, 380; TCED140, 250, 390, 456, ACCT121, 122; FNCE317; BSAD355 plus 6 credits of electives chosen from BSAD210, 341, 384, 410; MKTG310 plus 3 credits of electives chosen from MKTG320, 368, 450

**Cognate requirements—3**

ECON225

**AT: Automotive Technology****Major requirements—40**

AUTO135, 140, 150, 325, 330, 340; INDT315; TCED456, plus 12 credits of electives chosen from AUTO350, 380 and other related courses.

All students in these two program options must have written two ASE exams by the end of their first year. By the end of the second year, they must have passed a minimum of five ASE tests in their respective option.

**DIGITAL MULTIMEDIA TECHNOLOGY**

Digital Multimedia is a very exciting field which utilizes the computer as its main work tool in developing projects needed by clients.

Students learn skills such as digital image manipulation and enhancement, 3-D modeling and animation, digital sound mixing and enhancement, digital video editing, interactive web page design, interactive multimedia, and CD authoring.

**BT: Digital Multimedia Technology****Major requirements—56**

DGME130, 175, 185, 215, 216, 225, 250, 335, 340, 360, 370; PHTO130; TCED495 plus 12 credits of electives chosen from ART214; DGME305, 345, 387; PHTO115, 300, 365.

**Cognate requirements—11**

Chosen from ART104, 207, 214; COMM320; CPTR125.

Students are accepted into the Digital Multimedia program on a provisional basis until they demonstrate their skills and abilities. By the end of the students' sophomore year they need to have completed ART104, 207; DGME130, 175, 215, 225; and PHTO130 with a cumulative GPA of at least 3.00. They must also submit a portfolio of their work to the department along with a formal application to the Digital Multimedia program.

Applications and portfolios are reviewed by the department during the month of May and the applicant is notified no later than June 30 of acceptance into the program. Students must have a cumulative GPA of 2.75 in this major for graduation.

**GRAPHIC IMAGING TECHNOLOGY**

Revolutionized by the introduction of computer technology into the industry, the term "graphic imaging" is no longer limited to the field of printing. The industry now emphasizes online publishing and interactive multimedia. Students work extensively with computer applications. Two options are available.

**Electronic Publishing** helps students develop skills in the use of computer applications to produce materials for the printed page as well as for Web and CD-ROM publishing and interactive media.

**Web Development.** In today's economy almost everyone has a web page to help advertise or market a product. This is one of the rapidly growing areas of the job market. Students taking this

emphasis will have the needed background to find good paying jobs.

**BT: Graphic Imaging Technology****Major requirements—30**

DGME130, 175, 215, 225, 250, 335, 350; PHTO365; TCED495.

**Emphasis in Electronic Publishing—28**

DGME185, 305; GRPH125, 145; PHTO115; plus 10 credits of electives chosen in consultation with advisor.

**Cognate requirements—8**

ART104, 207; JOUR140

or

**Emphasis in Web Development—28**

CPTR125, 151, 152; DGME340, 387; plus 11 credits of electives chosen from CPTR416; DGME216, 345; PHTO115, 130, 300.

**Cognate requirements—5-6**

Chosen from ART104, 207, 214, 310.

**AT: Graphic Imaging Technology****Major requirements—40**

DGME130, 175, 185, 225; GRPH125; INDT315 plus 18 credits of electives chosen from DGME305; GRPH145 and others in consultation with advisor.

**Cognate requirement—2**

ART207

**PHOTOGRAPHIC IMAGING**

Photographic imaging fosters creativity in the production of visual images. The subject of these images and the method used to create them vary.

*Commercial imaging* develops skills required by the commercial industry through the use of studio work and on-location shooting in medium- and large-format photography.

*Digital imaging* utilizes computer technology to create, enhance or modify photographic images.

*Photography* encompasses elements of digital and commercial imaging, and adds individual creativity and photojournalism.

*Video* emphasis features shooting and digital editing.

**BS: Photographic Imaging****Major requirements—46**

DGME130, 175; PHTO115, 200, 220, 285.

**Emphasis in Photography—21**

PHTO300, 365, 385, 400; TCED495; plus 5 credits of electives chosen from DGME216, 345; GTEC395; PHTO130, 210, 410, 425

**Cognate requirements—18-19**

ART104, 207, 214, 414; BSAD210; COMM320 or 456, 475.

or

**Emphasis in Video—21**

PHTO130; DGME215, 216, 345; TCED485; plus 7 credits of electives chosen in consultation with advisor.

**Cognate Requirements—14**

COMM465, 475; ENGL430; JOUR230, 330.

By the end of the sophomore year (min. 16 credits in PHTO courses students are required to pass a portfolio review. The review is a time where the faculty evaluate the students progress by examining their technical and creative abilities. The student must present their portfolio to the faculty, discuss goals and intelligently defend their work.



## Minors

### Automotive Technology—20

AUTO120, 130, 345, or 135, 140, 150; TCED140 plus 6-7 credits of electives chosen from auto technology.

### Digital Multimedia Technology—20

DGME130, 175; plus 13 credits of electives chosen from DGME courses in consultation with advisor and approved by the department.

### Imaging Technology—22

ART207; DGME130, 175, 185; GRPH145 plus 3 credits of electives chosen from DGME, GRPH, and PHTO.

### Photographic Imaging—20

DGME175; PHTO115, 200, 220, 285.

### Web Development—23

ART207; DGME130, 175, 250, 350 plus one cognate chosen from ART104, 214, CPTR125.

## Courses

(Credits)

See inside front cover for symbol code.

## AUTOMOTIVE TECHNOLOGY

### AUTO104

\$ (2)

#### *Personal Auto Care*

Stresses the need for proper procedures in routine automobile maintenance. Helps the automobile owner become a wise consumer with emphasis on how to do simple tune-up, maintenance, and minor repairs. Not applicable to a major or minor. *Fall*

### AUTO105

(1)

#### *Automotive Consumerism*

Consumer knowledge for the everyday challenges and decisions involved in automobile ownership. Topics include purchasing a new vehicle, how to choose a good repair facility, buying auto insurance, leasing, financing your purchase as well as how to deal with salespeople. When to sell or trade a vehicle along with how to protect your investment is also covered. Not applicable to a major or minor. *Fall*

### AUTO135

\$ (4)

#### *Engine Performance I*

A course dealing with general engine diagnosis emphasizing ignition, fuel, air intake, emission and computer controls. *Fall*

### AUTO140

\$ (4)

#### *Brakes, Suspension and Steering I*

A study of the hydraulic brake system including drum and disc diagnosis and repair. Steering and suspension along with basic wheel alignment will be covered. *Spring*

### AUTO150

\$ (4)

#### *Automotive Electrical Systems I*

A course dealing with general electrical diagnosis and service procedures which covers: starting, charging, lighting, accessories and gauges. *Spring*

### AUTO325

\$ (4)

#### *Engine Repair*

Includes general engine diagnosis and repair covering cylinder heads, block repair, lubrication and exhaust systems. *Fall*

### AUTO330

\$ (4)

#### *Engine Performance II*

An in-depth study of engine diagnosis as it relates to ignition, fuel air induction, emission and computer controls. Use of diagnostic tools will be emphasized. Prerequisite: AUTO135. *Spring*

### AUTO340

\$ (4)

#### *Brakes, Suspension and Steering II*

An advanced study of the hydraulic braking system including ABS diagnosis and repair. In-depth investigation of alignment, steering and suspension will be covered. Prerequisite: AUTO140. *Spring*

### AUTO350

\$ (4)

#### *Automotive Electrical Systems II*

In-depth study of the starting, charging, lighting systems along with accessories and gauges. Emphasis in computer application and control of the automobile operation. Prerequisite: AUTO150. *Spring*

### AUTO380

\$ (2)

#### *Heating and Air Conditioning*

A study of refrigeration theory and repair. Refrigerant recovery and recycling methods, heating and cooling principles are stressed. *Spring*

### AUTO425

(1-4)

#### *Automotive Services*

Designed to provide experience in automotive diagnosis, estimating, and repair. Students will work on assigned projects. Prerequisites: 20 credits of auto courses with a 3.00 GPA and listed in at least one specialty area by ASE. Repeatable to 8 credits. *Fall, Spring*

## DIGITAL MULTIMEDIA TECHNOLOGY

### DGME130

\$ (3)

#### *Introduction to Digital Graphics*

An introductory survey of professional digital and conventional graphics covering understanding the Macintosh computer, electronic publishing, basic printing principles, sound digitizing, vector and raster graphics, interactive multimedia, image acquisition and output, web publishing and e-mail. *Fall, Spring*

### DGME175

\$ (4)

#### *Digital Imaging*

A study of raster graphic fundamentals as they apply to scanned images. Emphasis on image manipulation, restoration, tonal enhancement, on-screen graphics and image acquisition and output. Visual and procedural problems relating to digital imaging will be covered, along with techniques of aesthetic and efficient image enhancement. Prerequisites: DGME130 with a C or better; and ART207. PHTO115 recommended. *Fall, Spring*

### DGME185

\$ (4)

#### *Desktop Publishing I*

Students learn to produce publications on desktop computers, including: brochures, magazine covers, corporate stationery, book covers, etc. Course topics incorporate: effective page layout, basic color theory, monitor calibration, gray balance, tone compression, GCR and UCR, digital proofing, image acquisition, and final output. Applications of color theories and color separation are stressed. Prerequisite: DGME175. *Fall*