Proposal Of A New Undergraduate Or Graduate Program

This document should not exceed 3-5 pages in length.

1. Proposing College / School: College of Liberal Arts
   Department: Art

2. Proposed Program Title: Photography Concentration within existing BFA degree in Studio Art

3. CIP Code of Proposed Program: 50.0702
   4. Proposed Implementation Date: Fall 2012

5. Relationship of Proposed Program to the Auburn University Mission Statement and Strategic Plan:

   (Auburn University’s mission statement may be accessed at the following site: http://www.auburn.edu/administration/trustees/policymanual/vision_and_mission.html; Auburn University’s strategic plan may be accessed at the following site: http://ocm.auburn.edu/strategic_plan/)

   The proposed photography concentration within Bachelor of Fine Arts degree in Studio Art program will further Auburn University’s mission to offer high-quality undergraduate education that imparts the knowledge, skills, and values essential to educated and responsible citizens. With regard to the university’s Strategic Plan, the concentration will elevate undergraduate education and enrich the undergraduate experience through courses that engage students in problem-solving, critical thinking, and writing.

6. Expected Program Outcomes and Assessment Methods:

   (Expected outcomes must be stated clearly and must include student learning outcomes and an assessment plan for ascertaining the extent to which the expected outcomes are achieved and for designing improvements based on analysis of assessment results.)

   Student learning outcomes for the proposed concentration in photography are:

   1. Students will demonstrate skill with digital and film processes, and print custom photographic prints from film originals. They will demonstrate proficient technique and command of the medium, and discuss how formal language and decisions work to inform content and concepts.
   2. Students will demonstrate proficiency in advanced exposure techniques, including fine-tuning of exposure and zone system basics.
   3. Students will demonstrate proficiency in expanded use of materials and choices in the black and white darkroom, including toners, paper color, and surface variations to achieve the fine black and white print.
   4. Students will demonstrate proficiency in view camera operations.
   5. Students will articulate, in both oral and written form, the conceptual, technical, and formal characteristics of their work and the work of their peers in critique.
   6. Students will place their work in a cultural and historical context, and articulate and how it relates to the work’s meaning(s). Students will use the Auburn Library and archives to conduct research on historic images, photographic exhibition catalogs, artist monographs and text to inform and complete class projects.
   7. Students will develop a personal artistic identity through developing vocabulary and viewpoints within the broad photographic language, history, and critical theory.
   8. Students will select a camera format and process (or combination of) relevant to their conceptual concerns and use this to execute a coherent body of work in their thesis project.

   The photography concentration will be assessed in the same manner as the four existing concentrations within the Department of Art’s BFA program. During their final semester, all concentrators will complete ARTS4980 Fine Arts Senior Project, a semester-long thesis project taught by a committee of faculty. At the conclusion of this course, students and concentrations are assessed on the basis of student written work and the outcome of creative projects. In particular, expected outcomes will include:
   - Technical proficiency in one or more studio area,
   - Demonstrated personal and artistic expression in the student’s area(s) of concentration, and
- Demonstrated competence in conceptual skills and the ability to articulate the content of their work.

Learning outcomes will be assessed at the conclusion of the ARTS4980 Fine Arts Senior Project course by a faculty committee in the following manner:
- Student thesis projects created for exhibition will be evaluated for their technical proficiency.
- The ability of students to express their personal and artistic visions in the work will be evaluated at the midterm and end of the semester critiques.
- The ability of students to articulate the content of their work in written form and oral presentations will be evaluated at the midterm and end of the semester critiques.

If program learning outcomes are not met in a particular area of concentration or in the program as a whole, the faculty committee will file a report to the chair and departmental curriculum committee to design improvements based on their analysis of the assessment results.

7. Degree Requirements (Including All Formal Options):
(For programs at the undergraduate level, please provide a curriculum model for the program as well as for each formal option.)

See the attached curriculum model for the existing BFA degree in Studio Art program (ARTF).

8. Specific Admission and/or Continuation Requirements:

N.A.

9. Existing Courses and New Courses Required:

Three years ago, in response to substantial student interest, the department hired a photographer within the BFA/BA studio art programs. Each semester since then, the introductory and digital photography courses (ARTS2210 and ARTS3220) offered have been fully enrolled and have had wait-listed students. Two upper-division courses to be offered at the junior and senior levels (ARTS3230, ARTS4240) have been recently approved by the UCC. The four-course sequence, along with ARTS4980 Fine Arts Senior Project, would compose the concentration.

10. Relationship of Proposed Program to Other Auburn University Programs:
(If "yes" for either item, please provide explanation in the space provided below.)

Will the program support or be supported by other program(s) at Auburn University? ☑ Yes ☐ No

Will this program replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ☐ Yes ☑ No

11. New or Additional Resources / Resource Shifting Required:
(If "yes" for any item, please provide explanation in the space provided below.)

Will additional faculty lines be required? ☑ Yes ☐ No

Will new or additional space (e.g.: laboratory or classroom) be required? ☑ Yes ☐ No

Will additional library resources be required? ☑ Yes ☐ No

Will additional GTA support be required? ☑ Yes ☐ No

Explanation of new or provision for new or additional resources / explanation of program's support or replacement of other programs:

No new faculty lines, space or resources are necessary to establish the concentration.

12. Potential Duplication of Other Programs in the State:
(If the program would overlap with or duplicate a similar offering at another institution in the state, articulate the program's necessity and/or any differences from similar programs.)

While photography concentrations currently exist within art departments at the University of Alabama, University of Alabama-Birmingham, University of South Alabama, and University of Alabama-Huntsville, photography is a standard, core discipline within art programs nation-wide and internationally. The Department of Art is proposing the concentration to bring Auburn in line with peer institutions and in response to demonstrated student demand. Enrollment in photography courses over the last three years has been consistently strong.
13. Collaboration With Other Institutions:
(Indicate whether or not the proposed program will -- either immediately or in the future -- involve collaboration with other post-secondary institutions. If so, provide all relevant details.)

There are no plans to collaborate with other institutions at this time.

14. Distance Education:
(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)

N.A.

15. Documented Need for Proposed Program:
(Elaborate upon the methodology used to appropriately assess regional, state, or national need and/or student demand for program.)

As mentioned above, student demand for this concentration has been clearly established over a three-year period in existing, fully-enrolled photography courses (ARTS2210 and ARTS3220).

16. Employment Opportunities:
(Provide specific examples of employment opportunities anticipated for graduates of the proposed program.)

Graduates with a concentration in photography from the Bachelor of Fine Arts degree in Studio Art program will find employment opportunities in the fields of fine art studio practice, commercial photography, graphic design, advertising, and marketing.