

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2014, and finalized by the end of the fall semester to make the next catalog (2015-16) production

DATE (CHANGE DATE EACH TIME REVISED): 10/15/2014

PROGRAM AREA(S): **ART** COURSE NO: **382**

Directions: All sections of this form must be completed. Use YELLOWED areas to enter data. All documents are stand-alone sources of course information.

1. Indicate Changes and Justification for Each. [Mark all change areas that apply]

☒ Course title	☐ Course Content
☐ Prefix/suffix	☐ Course Learning Outcomes
☐ Course number	☐ References
☐ Units	☐ GE
☐ Staffing formula and enrollment limits	☒ Other Cross-listing
☒ Prerequisites/Corequisites	☐ Reactivate Course
☐ Catalog description	
☐ Mode of Instruction	

Justification: This class will be cross-listed with Communication in an effort to connect with the new Visual Media Communication Major

(Please provide justification(s) for each marked item above). Be as brief as possible but use as much space as necessary.):

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD

Prefix ART Course# 382
 Title **ART FOR SOCIAL MEDIA**
 Units (3)
☐ hours lecture per week
 6 hours Activity per week

☐ Prerequisites: **ART 204, 205**

☐ Consent of Instructor Required for Enrollment
 Corequisites: ☐

Catalog Description (Do not use any symbols):

A studio activities class involving the production of artwork for social media and evolving digital formats. Concept development, visual design, and motion graphics will be investigated in the production of artwork expressly for applications involving online networks and mobile communication devices.

NEW

Prefix ART/COMM Course# 382
 Title **ART FOR SOCIAL MEDIA** Units (3)
☐ hours lecture per week
 6 hours Activity per week

X Prerequisites: ART 204, OR ART 205, OR Consent of Instructor

☐ Consent of Instructor Required for Enrollment
 Corequisites: ☐

Catalog Description (Do not use any symbols):

A studio activities class involving the production of artwork for social media and evolving digital formats. Concept development, visual design, and motion graphics will be investigated in the production of artwork expressly for applications involving online networks and mobile communication devices.

General Education Categories: ☐

Grading Scheme (Select one below):

X A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

General Education Categories: ☐

Grading Scheme (Select one below):

X A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

X Undergraduate
☐ Post-Baccalaureate
☐ Graduate

X Undergraduate
☐ Post-Baccalaureate
☐ Graduate

3. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____
 (Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture		<u>1</u>			Lecture		<u>1</u>			
Seminar		<u>1</u>			Seminar		<u>1</u>			
Lab		<u>3</u>			Lab		<u>3</u>			
Activity	<u>3</u>	<u>2</u>	<u>20</u>		Activity	<u>3</u>	<u>2</u>	<u>20</u>		
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					
Online					Online					

4. Course Attributes:

☐ **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/ge>
 Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- ☐ A-1 Oral Communication
- ☐ A-2 English Writing
- ☐ A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- ☐ B-1 Physical Sciences
- ☐ B-2 Life Sciences – Biology
- ☐ B-3 Mathematics – Mathematics and Applications
- ☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- ☐ C-1 Art
- ☐ C-2 Literature Courses
- ☐ C-3a Language
- ☐ C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

☐ **Meets University Writing Requirement (Graduation Writing Assessment Requirement)**

☐ **Meets University Language Requirement**

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History
 Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

5. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD

Due to the rapid proliferation of web-based media, evolving digital technologies and

recent breakthroughs in mobile information systems and delivery devices, a course of this nature is clearly needed. The demand for creative artists in the web-based communication industry is undoubtedly evident. This course, offered in conjunction with current CSUCI digital art courses, will prepare students to respond to the rapid-paced evolution of new media art and open numerous doors into creative investigation and artistic production.

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 Requirement for the Major/Minor

X Elective for the Major/Minor

 Free Elective

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 Free Elective

Submit Program Modification if this course changes your program.

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>.

The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

- Apply artistic methodology and technical skills in the production of art projects designed especially for distribution in social media environments.
- Produce artwork for diverse media applications and small-format online devices.
- Utilize social media tools to explore course topics and analyze the capacity and limitations of visual imagery for mobile devices.
- Express in artwork the knowledge gained through research, analysis, and experimentation with traditional and virtual communities as they relate to global audiences.
- Develop visual imagery exclusively for online application in blogs, podcasts, and webisodes.

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- Develop visual imagery exclusively for online application in blogs, podcasts, and webisodes.

7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

1. Investigation into digital design formats for current mobile devices
2. Exploration of the interrelationship between visual imagery and written text.
3. Production of visual imagery for various

NEW

1. Investigation into digital design formats for current mobile devices
2. Exploration of the interrelationship between visual imagery and written text.
3. Production of visual imagery for various

- communication devices and visual formats
- 4. Production of visual imagery in different cultural contexts
- 5. Digital editing and video streaming for online formats
- 6. Production of audio artwork as a Podcast
- 7. Production of a Webisode
- 8. Production of an image-based Blog
- 9. Creation and implementation of a thematic online social network

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- 7. Production of a Webisode
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- 9. Creation and implementation of a thematic online social network

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☐
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☐
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course: ART/COMM 382
- C. Program responsible for staffing: ART

9. References. [Provide 3-5 references]

OLD • Lovejoy, Margot; Vesna, Victoria; Paul, Christine. Context Providers: Conditions of Meaning in Media Arts, Bristol, UK, Intellect Ltd. Publications, 2010
• Qualman, Erik. Socialnomics: How Social Media Transforms the Way We Live, Hoboken, Wiley & Sons, 2009.
• Dyson, Francis. Sounding New Media: Immersion and Embodiment in the Arts and Culture, Berkeley, University of California Press, 2009.
• Silverblatt, Art. Media Literacy, Abingdon UK, Prager, 2007.

NEW • Lovejoy, Margot; Vesna, Victoria; Paul, Christine. Context Providers: Conditions of Meaning in Media Arts, Bristol, UK, Intellect Ltd. Publications, 2010
• Qualman, Erik. Socialnomics: How Social Media Transforms the Way We Live, Hoboken, Wiley & Sons, 2009.
• Dyson, Francis. Sounding New Media: Immersion and Embodiment in the Arts and Culture, Berkeley, University of California Press, 2009.
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10. Tenure Track Faculty qualified to teach this course.
Liz King, Luke Matjas

11. Requested Effective Date or First Semester offered: Fall 2105

12. New Resource Requested: Yes ☐ No ☐
If YES, list the resources needed.

- A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
- B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
- C. Facility/Space/Transportation Needs:
- D. Lab Fee Requested: Yes ☐ No ☐ (Refer to the Dean's Office for additional processing)
- E. Other.

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☐

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2014.**

Deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2014.**

Last day to submit forms to be considered during the current academic year: **April 1, 2015.**

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Luke Matjas

10/15/2014

Proposer(s) of Course Modification

Date

Type in name. Signatures will be collected after Curriculum approval.

Approval Sheet

Course: [REDACTED]

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for Intl Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement and Service Learning Director		
Signature		Date
Curriculum Chair		
Signature		Date
AVP		
Signature		Date