

NEW COURSE PROPOSAL

Courses must be submitted by November 2, 2009, for priority catalog review.

DATE (*Change if modified and redate file with current date*) **APRIL 14, 2010; REV 4.21.10**

PROGRAM AREA(S) **ART**

1. Course Information. *[Follow accepted catalog format.]*

Prefix(es) (Add additional prefixes if cross-listed) **and Course No. 382**

Title: ART FOR SOCIAL MEDIA Units: 3

X Prerequisites ART 204, ART 205

Corequisites

Consent of Instructor Required for Enrollment

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.**

Grading Scheme:

X A-F Grades

Credit/No Credit
Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units
Total Completions Allowed
Multiple Enrollment in Same Semester

Course Level Information:

X Undergraduate
Post-Baccalaureate/Credential Graduate

Mode of Instruction/Components (*Hours per Unit are defaulted.*)

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture		1			
Seminar		1			
Laboratory		3			
Activity	3	2	24	X	
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

6 hours activity per week
hours blank per week

2. Course Attributes:

General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. 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

Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History

Refer to website, 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).

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification: 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.

B. Degree Requirement:

Requirement for the Major/Minor

Elective for the Major/Minor

Free Elective

Note: Submit Program Modification if this course changes your program.

4. Learning Objectives. (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

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

- 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.

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

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

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.

6. 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).
List each cross-listed prefix for the course:

B. Program responsible for staffing: ART

7. References. [Provide 3 - 5 references]

- 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.

8. Tenure Track Faculty Qualified to Teach This Course.

Jack Reilly, Professor; Liz King, Associate Professor; Luke Matjas, Assistant Professor

9. Requested Effective Date:

First semester offered: Spring 2011

10. New Resources 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 (please refer to Dean's Office for additional processing) Yes No

E. Other

11. Will this new course 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. **Submitted 4-14-10**

Priority deadline for New Minors and Programs: **October 5, 2009** of preceding year.

Priority deadline for Course Proposals and Modifications: **November 2, 2009**, of preceding year.

Last day to submit forms to be considered during the current academic year: **April 15th**.

Jack Reilly, Professor of Art

April 14, 2010

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

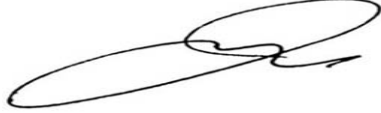
Date

Approval Sheet

Program/Course: ART 382 Art for Social Media

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.

Program Chair: ART		4-14-10
Signature		Date
Program Chair		
Signature		Date
Program Chair		
Signature		Date
General Education Chair		
Signature		Date
Center for International Affairs Director		
Signature		Date
Center for Integrative Studies Director		
Signature		Date
Center for Multicultural Engagement Director		
Signature		Date
Center for Civic Engagement Director		
Signature		Date
Curriculum Chair		
Signature		Date
Dean of Faculty		
Signature		Date