## School of Visual Arts and Design

| CIP Code | Description | NCES Definition |
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| **ACTIVE TEACHING DISCIPLINES** | | |
| **For Administrative Use Only – *Please do <u>not</u> edit federal NCES information below*** | | |
| | | For more information on the NCES CIP taxonomy, see http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55 |
| 04.0201 | Architecture (BArch, BA/BS, MArch, MA/MS, PhD) | A program that prepares individuals for the independent professional practice of architecture and to conduct research in various aspects of the field. Includes instruction in architectural design, history, and theory; building structures and environmental systems; project and site planning; construction; professional responsibilities and standards; and related cultural, social, economic, and environmental issues. |
| 50.0102 | Digital Arts | A general, undifferentiated program that focuses on the use of computerized digital images as the primary medium of expression in the visual and performing arts, and that may prepare individuals for a wide variety of careers using new media, including graphic design, digital animation, motion graphics, 3D visualization, game and interactive media design, music and sound design, video production, web design, photography, and other fields. |
| 50.0602 | Cinematography and Film/Video | A program that prepares individuals to communicate dramatic information, ideas, moods, and feelings through the making and producing of films and videos. Includes instruction in theory of film, film technology and equipment operation, film production, film directing, film editing, cinematographic art, film audio, techniques for making specific types of films and/or videos, media technologies, computer image making, multi-media production, and the planning and management of film/video operations. |
| 50.0605 | Photography | A program that focuses on the principles and techniques of communicating information, ideas, moods, and feelings through the creation of images on photographic film, plates, and digital images and that may prepare individuals to be professional photographic artists. Includes instruction in camera and equipment operation and maintenance, film and plate developing, light and composition, films and printing media, color and special effects, photographic art, photographic history, use of computer applications to record or |

| | | enhance images and applications to the photography of various subjects. |
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| 50.0701 | Art/Art Studies General | A general program that focuses on the introductory study and appreciation of the visual arts. Includes instruction in art, photography, and other visual communications media. |
| 50.0702 | Fine/Studio Arts, General | A program that prepares individuals to generally function as creative artists in the visual and plastic media. Includes instruction in the traditional fine arts media (drawing, painting, sculpture, printmaking, CAD/CAM) and/or modern media (ceramics, textiles, intermedia, photography, digital images), theory of art, color theory, composition and perspective, anatomy, the techniques and procedures for maintaining equipment and managing a studio, and art portfolio marketing. |
| 50.0706 | Intermedia/Multimedia | A program that prepares individuals creatively and technically to express emotions, ideas, or inner visions in either two or three dimensions, through simultaneous use of a variety of materials and media. |

The qualifications described below represent commonly accepted good practices for teaching in the discipline(s) included in this unit. [1]

**Please provide a general description of unit, including programs and course offerings [2]**

- Art B.A. with tracks in Art History Track, Studio, and Visual Arts and Emerging Media Management
- Minors in Art History, Community Art, Digital Media and Studio Art.

The Art B.A. provides a Liberal Arts foundation in the visual arts and art history with opportunities for interdisciplinary study, including specializations in studio art as well as the opportunity to minor in related areas such as Art Education, Archaeology, and Anthropology. The Art B.A.'s track in Visual Arts and Emerging Media Management provides education for individuals who, while maintaining a strong interest in art, prefer to work behind the scenes in supporting or supervisory roles.

- Art B.F.A. with tracks in Studio Art and Emerging Media

The Art B.F.A. provides students with intensive professional concentration in studio or visual arts. More specifically, the track in Emerging Media allows students to integrate the multiple domains of art, storytelling, and technology by providing a solid foundation in techniques and theory in one focused area of competence through multidisciplinary teams engaged in solutions to realistic problems.

- Architecture B.Des.

The Bachelor of Design (B.Des.) in Architecture is part of a 2+2 program that provides students with the necessary undergraduate education in architectural design to prepare

them for a career in a design field or to continue on to a graduate program to prepare for licensure as an architect. The program offers only the upper division architecture courses and requires students to complete the lower division courses at Valencia Community College or equivalent.

- Digital Media B.A with tracks in Game Design and Web Design

Digital Media provides a learning environment for students interested in developing content and experiences that utilize still, animated, and interactive platforms with two-dimensional and three-dimensional tool sets in their production. Current Digital Media undergraduate degrees include a Digital Media B.A. that offers students the opportunity to focus their studies on either Game Design or Web Design.  Courses inside of the Digital Media program provide instruction on both the contemporary theories and methodologies in: interactive design, digital imaging, animation, three-dimensional modeling, user interface/experience design, interactive optimization, client/server management, and production pipelines.

- M.A. - Digital Media
- M.F.A in Emerging Media

The two graduate programs offered here are an M.F.A. in Emerging Media and an M.A. in Digital Media – Visual Language and Interactive Media. The M.A. program offers students the opportunity to apply any discipline they have pursued in a form that is expressed through digital media. There is a thesis and non-thesis option for this interdisciplinary degree that each requires 36 hours over a two-year period. By contrast, the M.F.A. program offers a cohort based advanced study in particular media that are still developing tools, standards, and best practices. For the M.F.A. program students work closely with a faculty member that shares a passion in their area of interest as they work towards their thesis development in this 66 hour curriculum.

- Film B.A. in Cinema Studies
- Film B.F.A. in Film Production
- Film M.F.A. in Entrepreneurial Digital Cinema
- Minor in Film-Cinema Studies

The Film curriculum for undergraduate as well as graduate study is structured to mirror the shape and attributes of the Film production process. This mode of organization is true for both the production and Cinema Studies tracks in the undergraduate programs. To deliver these programs with academic and professional rigor, the faculty is composed of scholars and film practitioners whose specialties reflect both the intellectual and professional demands of the art.  It is believed that this unique combination of study and practice better prepares the student for employment within the field, and academic growth as a graduate student or faculty member. Rapid changes in the technologies associated with the creation and distribution of motion pictures continue to have an impact on what might be necessary as well as sufficient for a quality film education.

The emergence of digital image capture, inexpensive editing systems, and Internet distribution channels have blurred the lines of traditional film disciplines. The increasing access to study materials from archives and libraries worldwide has had a similar effect on the requirements for scholarship and the development of academic studies and critical

writers, as well as the scope of a cinema studies program. Responding to this continuing and apparently infinite amount of change requires a program of great flexibility and a faculty of diverse disciples, traditional and evolving.

- Photography, B.S.

The Bachelor of Science in Photography degree is the upper division of a 2+2 agreement with Daytona State College. UCF accepts photography majors who have earned the Associate of Science in Photographic Technology degree from DSC. The degree program is housed on the eastern region campus of UCF at Daytona State College.

The photography programs offer an education, which incorporates strong technical, creative, and critical skills to empower graduates for life long success in a variety of professional photographic fields. Students have an opportunity to work with a diverse professional faculty in an environment that encourages excellence and innovative approaches to photography that will position our graduates to compete in a rapidly changing industry.

The Bachelor of Science in Photography degree offers advanced studies in studio and digital methodologies, editorial & narrative photography, videography, aesthetics, the history and theories of photography and the application of all of those considerations towards creating bodies of work that a graduate can use as a stepping–stone to variety of avenues in the working photographic community.

The School of Visual Art and Design offers emerging media specializations that might well be included in the group of "disciplines for which common collegiate practice has not yet been established". It is possible that terminal degrees are not yet available in these areas of specialization. In that case faculty with the necessary industry/studio experience will be chosen according to commonly accepted guidelines as outline by the National Association of Schools of Art and Design.

**Terminal degree(s) for each discipline taught in the unit [3]**

*A terminal degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate and graduate levels. [4]*

## Art
- General Art/Art Studies: PhD in Art, Art History, Comparative Art, Art Education, or Design; M.F.A. in Art, Fine Arts, or Art Practice
- Fine/Studio Arts: the M.F.A. in Art, Fine Arts, Studio Arts, Art Practice, Studio Arts and the Computer, Fine Arts/Studio, or an appropriate area of specialization including Animation, Ceramics, Studio Arts-Ceramics, Graphic Design, Graphics, Motion Graphics, Multimedia, Visual Communications, Drawing, Installation, Painting, Studio Arts-Painting, Photography, Studio Arts-Photography, Printmaking, Sculpture.

## Digital Media

"Intermedia/Multimedia" draws on artistic, computer/technology, training/simulation, and story-telling disciplines. Terminal degrees include:
- Ph.D. in Computer Science or Computer and Information Science
- Ph.D. in Psychology and its subdisciplines
- Ph.D. in Texts and Technology
- Ph.D. in Modeling and Simulation
- M.F.A. or M.E.T. in Art, Digital Media, Fine Arts, Fine Arts/Studio, Design, Entertainment Technology
- MFA-Studio Art and the Computer
- MFA- Digital Media

## Architecture
- M.Arch. (Master of Architecture)
- Ph.D. in Architecture

## Film
- Ph.D. in Cinema Studies or Film Studies
- M.F.A. in Filmmaking and Experimental Film
- M.F.A. in Film, Filmmaking, Film Production, or Film and TV

## Photography
MFA in Art, Fine Arts, Studio Art, or Photography with the appropriate specialization of Photography

**Broadly related discipline(s) for each discipline taught in the department**

*Specialization qualifies a person to teach throughout the broad scope of teaching discipline (approximately five or more courses on distinct topics)*

## Digital Media
- Ph.D. in Folklore or Art Education in the case of a Folklorist by Scholarship
- Ph.D. in Educational Media and Instructional Design
- Ph.D. in Mass Communication
- M.F.A. in Theatre Arts or Film
- M.E.T. (Masters in Entertainment Technology-Carnegie Mellon Univ. only)
- Ph.D. in Physics

## Architecture
- Masters of Landscape Architecture
- Masters of Interior Design
- Ph.D. in Design, Construction, and Planning

## Film
- Ph.D. in Folklore

- Ph.D. in English (as it relates to story-telling and scriptwriting)
- Ph.D. in English Education/Film Studies
- Ph.D. in Educational Communication and Media
- Ph.D. in Mass Communication/Radio and TV
- Ph.D. in Communication
- Ph.D. in Art Education (in the case of a folklorist)
- M.F.A. in Theatre or Theatre Arts
- M.F.A. in Design
- MFA in Digital Media

Ph.D. in English (as it relates to story-telling and scriptwriting) may be considered for the following courses:

FIL 1007 Foundations of Story
FIL 2107 Script Analysis
FIL 3102 Writing for Film & TV
FIL 3115 Short Script I
FIL 3132 Short Script II
FIL 3852 Cinema Criticism Writing
FIL 4126C Genre Writing
FIL 4162C and 4163C Feature/TV Writing I and II
FIL 5419 Developing the Film Screenplay
FIL 6146 Screenplay Refinement

Ph.D. in English/Film Studies may be considered for the following courses:

FIL 1000 Cinema Survey
FIL 100H Honors Cinema Survey
FIL 2030 History of Motion Pictures
FIL 3006 Art of Cinema
FIL 3036 Film History I
FIL 3037 Film History II
FIL 3307 Docudrama
FIL 3363C Film Documentary
FIL 3462C Cinematic Expression
FIL 3803C and FIL 3804C Film Theory and Criticism I and II
FIL 3850 Cinema Directors
FIL 3870C Music, Natural Sounds and Dialogue in Film
FIL 3871 The American Film Artist
FIL 3880C Images of Women in Film
FIL 5853 Independent Cinematic Forms

• M.F.A. in Theatre or Theatre Arts may be considered for the following courses:

FIL 2481 Directing the Actor for Film I
FIL 6596 Adv Directing Wkshop for Film and Digital Media

**Selectively related discipline(s) for each discipline taught in the department**

*Specialization does <u>not</u> qualify a person to teach distinct topics throughout the broad scope of the teaching discipline but does qualify to teach a more restrictive set of courses in the discipline (approximately four or fewer courses on distinct topics)*

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### Photography

MA or MS in Commercial Illustration or Illustrative Photography or Photography is an acceptable degree to teach some undergraduate courses in photography.

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**Justification for use of faculty with 'other' teaching qualifications and additional faculty teaching qualifications information [5] [6]**

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### Film

The emerging multidisciplinary field of Film draws from a number of traditional academic backgrounds. Qualification to teach undergraduate courses may include a degree in one of the following disciplines and/or successful experience in the discipline.
These include but cannot be limited to:
- Animation
- Broadcast/Film
- Cinema Studies and related specialties
- Cinematography and Editing
- Directing for the Screen
- Documentary Production
- Entrepreneurship
- Experimental Film Production and Analysis
- Law: entertainment, business and copyright
- Narrative Production
- Production Management
- Screenwriting
- Spectator Theory
- Theater: performance and production

In some cases, substantial professional experience can be appropriate preparation for teaching certain specialty courses - for example, a J.D. degree with experience as a Film Producer/Director may provide outstanding qualifications to teach Film Production undergraduate courses as well as graduate business and production courses.

- Ph.D. in Art Education plus M.A. in Art for one faculty member emphasized painting and is suitable for graduate courses in Fine/Studio Arts
- M.A. in Art or one of its subdisciplines is an acceptable degree to teach undergraduate
- courses

- M.A. or M.S. in Computer Animation, Graphic Design, Visual Communication or Computer Graphics, Animation or Film Studies is an acceptable degree to teach undergraduate courses in graphics and animation

**School of Visual Arts and Design**
A large number of the classes, especially core Bachelor's and Master's classes in SVAD are skill-based classes and not theoretical, historical or traditionally pedagogical classes. These classes are based on developed hand-eye coordination, sensitivity to color harmony and a wide range of intuitive skills developed by studio practice. If it becomes necessary to hire faculty without the accepted terminal degrees, the school will follow the guidelines outlined by the National Association of Schools of Art and Design, NASAD 2009-2010 Guidelines (page 51) E. Faculty and Staff 1. Qualifications ……b. Guidelines, Recommendation, and Comment …..(3) NASAD recognizes the Master of Fine Arts as the appropriate terminal degree for studio faculty. At the same time, the Association recognizes that some highly qualified artist-teachers may hold other academic degrees; others may not hold any academic degrees. In such cases, the institution should base appointments on experience, training, and expertise at least equivalent to those required for the Master of Fine Arts degree in the appropriate field.

Those required qualifications other than academic credentials are noted in the accreditation guidelines of the National Association of Schools of Art and Design, NASAD 2009-2010 Guidelines (page 51) E. Faculty and Staff 1. Qualifications ……b. Guidelines, Recommendation, and Comment, (4) Academic degrees are a pertinent indicator of the teacher's qualifications for instructing in theoretical, historical, and pedagogical subjects. In general, the Doctor of Philosophy and comparable doctorates are the appropriate terminal degrees in these fields; however, creative work, research, and publication are indicators of a teacher's qualifications, productivity, professional awareness, and contribution to various aspects of art/design and art/design-related fields.

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[1] The unit chair/director, in consultation with unit faculty, has responsibility for identifying and articulating commonly accepted good practices in each teaching discipline taught in the unit and for providing appropriate justification as needed. In the case of an emerging discipline for which common collegiate practice has not yet been established, a compelling case must be provided as necessary to substantiate the claims made.

[2] Please provide a general description of the unit course and program offerings at the undergraduate and graduate levels (e.g., degree and certificate programs, minors, departmental contribution to interdisciplinary core courses). This section may also be used to provide other pertinent information about the unit and the discipline(s) it represents (e.g., discipline accreditation, faculty research emphases).

[3] List those degrees for each discipline taught in the unit that are regarded by the respective disciplinary community as terminal degrees in the discipline and thus, qualify a faculty member to teach throughout the broad scope of that discipline at both the undergraduate and graduate levels. In most fields, a terminal degree is the commonly accepted highest degree in the given field of study. In such instances, the terminal degree is usually considered to be the academic (or research) doctorate (e.g., Doctor of Philosophy). However, some academic fields have, through custom, recognized terminal degrees that are not doctorates (e.g., Master of Fine Arts, Master of Social Work). Note that terminal degrees from other disciplines may be appropriate for teaching in the discipline as well, but such credentials should be listed as broadly or selectively related degrees, as appropriate.

[4] A non-terminal master's degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate level, not at the graduate level.

[5] Please use this section to provide justification that helps to make the case for special circumstances that apply to your unit including the use of faculty qualified to teach by 'other' qualifications and other special situations. Typically the statements provided in this section should be of a general nature, and not address specific individuals. (Justification for specific individuals is typically handled separately during the teaching certification process.) As appropriate, please cite to appropriate authorities to justify departmental practices (e.g., discipline accreditation guidelines, state regulations).

[6] When a faculty member cannot be qualified to teach on the basis of academic credentials (degree(s) and course work) alone, qualifications other than academic credentials (or combined with credentials) may be appropriate for teaching particular courses. Consideration of other teaching qualifications either in conjunction with or in lieu of academic credentials must be made on a case-by-case basis. Such cases should be exceptional and the evidence of other demonstrated competencies and achievements provided must be compelling. It should also show substantial and significant evidence of professional progress as related to the faculty member's teaching assignment.