

ACADEMIC PROGRAM NAME CHANGE JUSTIFICATION FORM

Date: 02/15/2021

Department/Division: School of Art

School/College/Unit: School of Art/ Franklin College

Proposed Effective Date: 08/01/2021

PROGRAM NAME CHANGES:

Current Program Name: Art - Area of Emphasis in Photography - B.F.A.

Proposed Program Name: Art - Area of Emphasis in Photography and Expanded Media - B.F.A.

PREFIX CHANGES:

Current Prefix and Name: ARST

Proposed Prefix and Name: ARST (no change)

JUSTIFICATION:

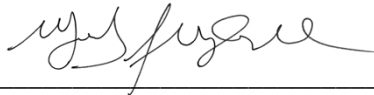
Attach a justification and rationale for the requested changes, and include any relevant documentation. If this change is in response to an accreditation body, please include that language in the proposal.

The field of art has changed extensively over the past 20 years, integrating new technology into nearly every media and practice. In some cases, technology has enhanced traditional practices only slightly, while in others the field has been completely transformed. One of the media areas most profoundly impacted by these changes is Photography. While continuing with traditional camera and film-based practices, it has transformed its curriculum to integrate digital photography, time-based media, video, sound, installation, coding, and hybrid practices. Technology and its tools have become central instruments of visual imaging, and within the School of Art, many of these technologies enter the curriculum through the photography area and its curriculum. This proposed program name change will reflect this broader scope the field of contemporary lens-based practices by integrating "Expanded Media" into the title of the area of concentration, a change that parallels similar changes in many peer institutions from across the country.

The proposed Photography and Expanded Media concentration at UGA will continue to emphasize creativity, versatility, and innovation. A Bulletin change in the program of study for the concentration will offer students two tracks within the concentration. The first sustains the current program of study with a broad and contemporary scope of lens and image-based practices. A new track will integrate further expansion of lens and timed-based practices in hypermedia, video installation and sound. Both tracks within the program of study ensure that every student achieves a comprehensive understanding of the expanding tools of the field, as well as their conceptual implications in our image culture. Flexibility within those tracks allows students to customize their coursework and select which technologies and practices they want to focus on in their studies.

The new title of the concentration - Photography and Expanded Media, will more accurately reflect the broader scope of practices in the program of study, and more clearly inform students that this concentration integrates study not only traditional photographic tools, but also new imaged-based technology and hybrid media. This name change is in alignment with the accreditation standards of the National Association of School of Art and Design: *Policy 1. Published Materials and Websites, Section 1. Standards, part g: Program and degree titles shall be consistent with content.*

APPROVALS:



Michael Marshall
Interim Co-Director, School of Art



Jean Martin-Williams
Associate Dean, Franklin College of Arts and Sciences