Memorandum

Date: October 4, 2011

To: Heather Landes, Associate Dean, Herberger Institute for Design and the Arts
Thanassis Rikakis, Director, School of Arts Media and Engineering

From: Marlene Tromp, Director, New College of Interdisciplinary Arts and Sciences, Division of
Humanities, Arts and Cultural Studies

Re: BA in Digital Culture Degree Proposal

Indication of Support after Friday's conversation:
The IAP faculty and Division Director, Marlene Tromp, met with Thanassis Rikakis and
Associate Dean Heather Landes on Friday, September 30, 2011. At this meeting, we
collaborated to reach the following agreements, and we are now pleased to lend our support to
the Digital Culture Degree Proposal.

Agreement:
The faculty of the New College Division of Humanities, Arts and Cultural Studies,
Interdisciplinary Arts & Performance and the Herberger Institute for Design and the Arts agree
to the following:

Degree/program differentiation
The following approach will be taken in marketing and advising efforts to differentiate
the DC offerings from existing IAP offerings and differentiate the DC/IAP concentration
from other DC offerings:

The Digital Culture degree focuses on training students to develop new media systems
for cultural practice. The existing IAP degree focuses on training students to be artists,
applying digital media systems as well as all genres of art-making, including
performance, sound, and visual art. The Digital Culture degree with an IAP concentration
will focus on training students to develop new media systems for interdisciplinary arts
and performance applications.

The Herberger Institute will depend on the IAP faculty to provide Degree Search and
Marketing copy for inclusion in marketing pieces regarding the BA in Digital Culture.
The IAP concentration will be included, as all other concentrations, on the Digital
Culture website, and IAP has agreed to add information to its website as well.

The Herberger Institute will work closely with New College to ensure appropriate advisor
training so that students receive appropriate advising on the options within the IAP
program.

Both the DC efforts and the IAP efforts have an unavoidable amount of overlap on issues of digital media literacy. Media Literacy is as basic in the 21st century as English and math literacy. It is necessary to address digital media literacy on all campuses.

IAP course integration in the Digital Culture Core
IAP will select up to 4 courses to be integrated in the Digital Culture Core offerings. For the courses to be included on the 2012 major map, IAP will submit them by October 28, 2011. Changes made after this deadline will be reflected in the 2013 major map. The corresponding IAP faculty members teaching those courses will work with the rest of the network of digital culture faculty to integrate these 4 courses into the network of proficiencies approach used by Digital Culture. The 4 courses will be listed in the Digital Culture Core areas of all 9 DC concentrations. Integration of more IAP courses can be discussed down the road.

IAP concentration:
The IAP faculty will be reviewing the concentration curriculum plan and major map. For the changes to be included on the 2012 major map, IAP will submit them by October 28, 2011. Changes made after this deadline will be reflected in the 2013 major map.

General Corrections:
The faculty of the New College Division of Humanities, Arts and Cultural Studies, Interdisciplinary Arts & Performance request the following editorial changes in the proposal:

- **Clarification to Page 9 – Please change the first three sentences of the Program Need section to:**
  The field of new media, and especially the subfields of new media dealing with culture, is growing rapidly. There is significant economic activity within new media and culture and significant impact on other areas (i.e., just about every company wants web 2.0 designers who also understand social media). While the Interdisciplinary Arts & Performance program in the New College: Division of Humanities, Arts and Cultural Studies has provided an interdisciplinary program focused on training students to be artists, applying digital media systems as well as all genres of art-making, including performance, sound, and visual art since 1992, the BA in Digital Culture will bring to the state of Arizona, through a collaboration of multiple academic units on ASU's four campuses, a comprehensive, large-scale interdisciplinary undergraduate degree that combines arts, design, engineering, science, and humanities expertise to prepare experts in developing new media systems for cultural practice.

- **IAP Name and Program Description** (this refers to page 16 and 19 – "Keywords" – and Appendix 8 of DC proposal):
    - We request that the description of the IAP program in any documentation (including websites, marketing materials, etc.) include the correct name of the College, Division and Program, which are:
        - New College of Interdisciplinary Arts and Sciences
        - Division of Humanities, Arts and Cultural Studies (note capitalizations)
        - Interdisciplinary Arts and Performance Major

The shorter description of the program should at minimum include our established language:

The Interdisciplinary Arts and Performance Program focuses on an interdisciplinary and collaborative approach to the arts, technology and performance. Courses are offered in Digital Media Arts, Music and Electronic Sound Art, Performance Studies, Theatre/Performance Practice, Digital Graphics and more. The IAP program includes courses on the traditions of $20^{th}/21^{st}$ century interdisciplinarity, avant-garde and experimental arts and aims toward providing students with an understanding of the genres and directions in contemporary art and performance.

- **Faculty:** None of the IAP faculty teaching courses listed in the DC degree proposal are listed in the "Current Faculty" section of "Faculty and Staff."

Patricia Clark
Associate Professor
Research interests or specialty: video art production and post-production, interactive media installatios and performance, digital prints, experimental documentary, Latin America and Caribbean cultures;
Digital Culture Courses:
- IAP 103   Found I: Interdisciplinary Digital Media
- IAP 361   Digital Editing/Media Literacy
- IAP 294   Digital Installation
- IAP 354   Visual Representation
- IAP 494   Advanced Video Production / Special Effects

Theresa Devine
Assistant Professor
Research interests or specialty: Video Games, Board Games, Table Top Games, Play, Visual Art, Conceptual Development, Computer Programming, Computer Science, Software Development, Positive Psychology, Ethics, Philosophy, the ineffable, the Unseen, the Unspoken, Business and Entrepreneurship for artists, changing the world through mass distribution of art
Websites:
http://theresadevine.com/
http://zamtox.com/
http://studio4gaminginnovation.com/
http://tedxasuwest.com/

Digital Culture Courses:
- ACO 101 Introduction to Computer Science [possibly ACO 102 in the future]
- IAP 105 Fundamentals of Interdisciplinary Art [aka Visual Art meets Introduction to Game Design]
- IAP 354 (IAP 368) Visual Representation [aka Visual Art meets Level Design]
- IAP 361   Digital Editing & Media Literacy (3)

- IAP 365   Digital Interactivity (3)
- IAP 368   Digital Graphic Technologies (3)
- IAP 466   Digital Interactivity, Advanced (3)
- IAP 468   Digital Graphic Applications (3)
- IAP 484   Internship (6)

Jeff Kennedy
Clinical Associate Professor
Research interests or specialty: Interdisciplinary theories and concept, performance/theatre, and music, including composition
Digital Culture Courses:
- IAP 201: Introduction to Interdisciplinary Arts and Performance
- IAP 202: Perspectives on Interdisciplinary Arts and Performance

Marianne Kim
Assistant Professor
Research interests or specialty: Performance
Digital Culture Courses:
- IAP 334 Conceptual Development in the Arts

Richard Lerman
Professor
Research interests or specialty: Sound Art, Sound and Video Installations, Transducer and Preamp design and construction, Acoustic Ecology and Environmental Audio, Live Sound Performances with Analog and Digital Equipment.
Digital Culture Courses:
- IAP 363, Sound/Image/Media and
- IAP 307, Art and War
- IAP 465, Media Technology and the Arts

Barry Moon
Assistant Professor
Research interests or specialty: Interactivity, Performance, Installation, Sound, Music Composition, Video, Games Design, Interface Design
Digital Culture Courses:
- IAP104 Fundamentals of Sound Art
- IAP322 Digital Multitrack Recording
- IAP325 Sound Performance
- IAP466 Digital Interactivity Advanced
- IAP469 Advanced Audio Production
- IAP494 Advanced Audio Interactivity

Kelly Rafferty
Assistant Professor
Research Interests or Specialty: Performance Studies; Feminist Science and Technology Studies; Embodiment; Devised Performance; Physical Theater; Performance as Research

Arthur Sabatini
Associate Professor
Research interests or specialty:
contemporary artists, arts groups and arts institutions research, investigation and
production of interdisciplinary art
Digital Culture Courses:
IAP 304: Traditions of the Avant Garde and Experimental Art
 IAP 305: 20th and 21st Century Art, Performance and Media

Charles St. Clair
Academic Professional Lecturer
theatre, film and video
Digital Culture Courses:
- IAP 201   Intro. to Interdisciplinary Arts

- **Courses:** on the list of IAP courses (refers to Appendix 8):

  - IAP 325 is incorrectly listed as Advanced Multitrack Recording, but its title is actually IAP 325 Sound Performance. IAP 322 is titled Multitrack Digital Recording.

  - IAP 103 is incorrectly listed as Fundamentals of Interdisciplinary Media, but its title is actually IAP 103 Foundations 1: Interdisciplinary Digital Media.

  - IAP 202 is incorrectly listed as Languages of Interdisciplinary Arts, but its title is actually IAP 202: Perspectives on Interdisciplinary Arts and Performance