

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

**Definition and minimum requirements:**

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 credit hours of which at least nine credit hours must be upper division. Specialized concentrations (e.g., Bachelor of Science in Interdisciplinary Studies concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college, the approval of each college Dean is required.

**College/School/Institute:** Herberger Institute for Design and the Arts

**Department/Division/School:** School of Art

**Proposing Faculty Group (if applicable):** N/A

**Are two or more academic units collaborating on this program?** No, this is not a joint degree program

*If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.*

**Existing Degree and Major under which this concentration will be established:** BFA Art

**Proposed Concentration Name:** Digital Photography

**What is the first catalog year available for students to select on the undergraduate application for this program?** 2018-19

**Delivery method and campus or location options:** *select all locations that apply*

Downtown Phoenix  Polytechnic  Tempe  Thunderbird  West  Other \_\_\_\_\_

Both on-campus and  ASU Online\* - (check applicable campus(es) from options listed above)

ASU Online only (all courses online and managed by ASU Online)

*Note: Once students elect a campus or online option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus [then](#) complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*

**Proposal Contact**

**Name:** Joanna Grabski

**Title:** Director

**Phone number:** 480-965-2380

**Email:** Joanna.Grabski@asu.edu

**DEAN APPROVAL(S)**

**This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.**

**College/School/Division Dean name:**



Steven J. Tepper

**Signature:**

**Date:** 08/30/2017

*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*

## OVERVIEW

- A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc.).

The Bachelor of Fine Arts in Art, Digital Photography concentration, will utilize contemporary technology to deliver high quality art education to a broad range of students. It will be the first online program from a research 1 university or fine art college in the nation to offer a studio practice based degree where students will create and critique wholly online. It will emphasize critical engagement with art, technology and visual literacy. The program will capitalize on theoretical, artistic and creative potential generated by the ubiquity and accessibility of photography in contemporary society.

- B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

The expanding use of digital cameras as an expressive medium and communication tool throughout society has created a market demand for a fully online degree in visual creative practice in photography. Online creative practice based courses that provide a rigorous study, both technical and conceptual, are rare. We have been unable to identify a similar program offered at one of our peer institutions. This is a clear example of ground breaking innovation in the field of fine arts education.

Online courses in digital photography will improve and diversify the BFA program, complementing other BFA Art concentrations. Currently students in practice based concentrations must do all of their major concentration work in the standard 15 week on campus format. This program will provide options to study digital photography, a studio discipline, in depth in the flexible online format. There is a built-in demand, many Art History online students want a BFA and this provides them the opportunity to double major.

## 1. Support and Impact

- A. Attach a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.
- B. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic units need to be included with this proposal submission.)

Courses from the Walter Cronkite School of Journalism and Mass Communication, Department of English (College of Liberal Arts and Sciences), and School of Film, Dance and Theatre (Herberger Institute of Design and Art) comprise part of the program of study for the BFA in Art (Digital Photography). Coursework in digital photography can provide a different perspective on visual imagery from the cultural and creative point of view. An in-depth study of virtual and physical imagery, concepts related to this imagery, and the creative potential of digital imagery can only enhance the options and deepen the understanding of the role and possibilities of these images. This will be beneficial to many students in contemporary society who are continually exposed to virtual and physical imagery and directly complement the coursework of students studying the narrative content, visual style and cultural elements of film in the School of Film, Dance and Theatre and the College of Liberal Arts and Sciences and the role of media in the Walter Cronkite School of Journalism and Mass Communication.

- C. Attach a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.

## 2. Academic Curriculum and Requirements

- A. List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed concentration. Examples of program learning outcomes can be found at (<https://uoeee.asu.edu/assessment>).

Students will develop a working knowledge of historical and contemporary practitioners in photo-based art, learn to critically analyze and assess photographs, develop their creative potential through digital photography and conceptualize and execute photography projects and have the ability to create a cohesive body of work with an accompanying written statement (artist statement).

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photography projects and have the ability to create a cohesive body of work with an accompanying written statement (artist statement).

**Outcome 1: Students will effectively communicate artistic ideas through virtual and physical images via the creation of advanced photographic artworks.**

Measure 1.1: Final project in ART 307: Advanced Digital Photography. Professor's evaluation of final projects utilizes a rubric which evaluates student's actual creative output with attention to all aspects of photographic art: content, composition, technical quality, cohesive presentation and overall effective expression of ideas.

Performance Criterion 1.1: At least 80% or more of photography majors will be rated as meeting or exceeding expectations.

Measure 1.2: Senior Portfolio in ART 407: Digital Photography Capstone. Professor's evaluation of final projects utilizes a rubric which evaluates student's actual creative output with attention to all aspects of photographic art: content, composition, technical quality, coherent presentation, and overall effective expression of ideas.

Performance Criterion 1.2: At least 80% or more of photography majors will be rated as meeting or exceeding expectations.

**Outcome 2: Students will be able to evaluate and critically analyze contemporary practices, photo-based artists and contemporary movements within photography and image-based art with a global and cultural awareness.**

Measure 2.1: Final Project in ARA 309: Photography Now: Professor's evaluation of final project utilizes a rubric which evaluates student's output with attention to: critical thinking, evaluation of evidence, awareness of global and cultural diversity.

Performance Criterion 2.1: At least 80% or more of photography majors will be rated as meeting or exceeding expectations.

Measure 2.2: Final Project in ART 407: Digital Photography Capstone: Professor's evaluation of final portfolio that will utilize a rubric which evaluates student's actual creative output with attention to the function and integration of aspects of photographic art: content, aesthetics, technical quality, coherent and professional presentation, resulting in expression of meaningful ideas.

Performance Criterion 2.1: At least 80% or more of photography majors will be rated as meeting or exceeding expectations.

- B. Provide the admissions criteria for the proposed concentration. If the criteria are identical to the admission criteria for the existing major and degree program under which this concentration will be established, please note that here.**

Students must meet the requirements for admission to ASU. There are no admission requirements specific to this concentration.

- C. Provide the curricular structure for this concentration. Be specific in listing required courses and specify the total minimum number of hours required for the concentration.

<b>Required Core Courses for the Degree/Major</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
ART	116	Introduction to Digital Media <i>OR</i>	No	3
FMS	110	Introduction to New Media		
ART	217	Introduction to Computer Animation	No	3
<i>Section sub-total:</i>				6
<b>Required Concentration Courses</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
ARA	309	Photography Now	No	3
ARS	101	Art from Prehistory Through Middle Ages	No	3
ARS	102	Art from Renaissance to Modernism	No	3
ARS	201	Art of Asia <i>OR</i>	No	3
ARS	202	Art of Africa, Oceania, and the Americas		
ARS	250	History of Photography	No	3
ARS	Upper Division	Contemporary Focus (3 credits required): ARS 330 The Portrait (HU) ARS 340 Art in America (HU & H) ARS 438 Art of the 20 <sup>th</sup> Century I (HU & H)	No	3
ART	206	Digital Photography I: The Still Image in Digital Culture	No	3
ART	207	Digital Photography II: The Photograph in the Age of Information	No	3
ART	317	Advanced Digital Photography: The Virtual and the Physical Image	Yes	3
<i>Section sub-total:</i>				27
<b>Upper Division Concentration Courses – 21 CREDITS required, courses are repeatable</b>				
<b>Prefix</b>	<b>Number</b>	<b>Title</b>	<b>Is this a new Course?</b>	<b>Credit Hours</b>
ART	300	Photo Editing: Narrative/Non-Narrative	No	3
ART	302	The Still and Moving Image: Digital Photography and Video	No	3
ART	400	The Photobook	No	3
ART	402	Traditional Genres in Photography	No	3
ART	406	New Genres in Digital Photography	No	3
ART	412	Advanced Techniques in Digital Photography	No	3
<i>Section sub-total:</i>				21
<b>Related Area Courses – 9 CREDITS required</b>				

FMS	351	Emerging Digital Media	No	3
MCO	425	Digital Media Literacy	No	3
MCO	430	International Mass Communications	No	3
MCO	435	Social Media	No	3
MCO	460	Race, Gender, and Media	No	3
MCO	473	Sex, Love, and Romance in the Mass Media	No	3
<i>Section sub-total:</i>				9
<b>Other Concentration Requirements</b>				<b>Credit Hours</b>
<i>E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable</i>				
ART 407 Digital Photography Capstone				3-6
<i>Section subtotal:</i>				3-6
<b>Total minimum credit hours required for concentration</b>				66

D. A minimum residency requirement: How many hours of the concentration must be ASU credit?

30

E. Provide a brief course description for each new course.

*Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this concentration is put on the CAPC agenda.*

ART 317: Advanced Digital Photography: The Virtual and the Physical Image

Advanced Digital Photography: The Virtual and the Physical Image, builds on the skills and conceptual underpinnings of ART 206 and ART 207 and is the final course in the required photo foundation for the Digital Photography BFA. This course further develops the ideas introduced in ART 206 and ART 207. Students will build on their understanding of photography in relation to the technical, aesthetic and conceptual aspects of photography. Delving more deeply into digital shooting, editing and output, this course will address the differences and commonalities between the analog and the digital photograph. Students will continue to focus on their own creative practice and to develop their camera and editing skills. Along with extensive use of webpages, social media, and personal devices, students will be required to create physical objects, including printed photographs, books as well as virtual images and videos. The course examines the interplay of these experiences and the ways in which the speed, ubiquity and reproducibility presents us with rich possibilities for creation, dissemination and collaboration impossible before the advent of the digital age. A strong emphasis will be placed on interaction with classmate’s work and receptivity to critique.

Fully manual DSLR and access to photo editing software (preferably Photoshop CS) will be required for this course.

Pre Requisites: ART 206

**3. Administration and Resources**

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Admission will be through existing ASU application for online degrees. The Herberger Institute Office of Student Success will provide advisement. Curriculum, staffing, and related needs will be administered through the existing administrative personnel in the School of Art.

B. What are enrollment projections for the next three years?

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	40	80	200

C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

Most online major concentration courses will need to be developed, requiring development funds from ASU Online. These funds provide compensation for faculty to develop the courses and prepare them for online presentation and delivery.

D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed concentration
Julie Anand	Associate Professor	Photography
Binh Danh	Assistant Professor	Photography
William Jenkins	Associate Professor Emeritus	Photography
Mark Klett	Regents' Professor	Photography
Elizabeth Schneider	Associate Professor	Photography
Stephen Marc Smith	Professor	Photography
Liz Cohen	Associate Professor	Photography

**4. Additional Materials**

- A. Prepare and attach a Major Map. Please use the "proposed map" function to create a Major Map in [BAMM](#). Instructions on how to create a "proposed major map" in BAMM can be found in the Build a Major Map Training Guide.
- B. *Complete and attach the Appendix document.*
- C. Attach other information that will be useful to the review committees and the Office of the University Provost.

PROVOST OFFICE APPROVAL(S)	
<p><b>This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.</b></p> <p><b>Office of the University Provost</b></p> <p style="text-align: center;"> <b>Signature</b> _____ <b>Date:</b>    /    /20         </p> <p><i>Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.</i></p>	

**APPENDIX  
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**

(This information is used to populate the Degree Search/catalog website.  
Please consider the student audience in creating your text.)

**Proposed Major and Concentration Name:** Digital Photography

**1. Marketing Description** (*Optional. 50 words maximum. The marketing description should not repeat content found in the program description.*)

The BFA in digital photography at ASU is an innovative online program that combines the flexibility of online learning with the rigor of a studio art program. Working with a faculty of professional artists, you have the opportunity to master technical skills and learn about conceptual issues in digital photography.

**2. Program Description** (150 words maximum)

The BFA program in digital photography at ASU teaches students to master the technical, aesthetic and conceptual aspects of photography in the information age. Through assignments, readings, lectures, critiques, discussion and projects, students work with classmates, artists and faculty to develop and refine their own creative vision and comprehensive knowledge of the theory, practice and history of photography. Not bound by traditional schedules or the limitations of location, this program's flexibility creates a unique community of instructors and students and provides excellent studio-practice art education to a wide and diverse student population. The degree culminates in a capstone course dedicated to producing a self-defined final portfolio of accomplished work.

**3. Contact and Support Information**

Building code and room number: (Search ASU map)	ART 102
Program office telephone number: (i.e. 480/965-2100)	480/965-8521
Program Email Address:	soadmin@asu.edu
Program Website Address:	https://art.asu.edu

**4. Additional Program Description Information**

- |    |   |   |  |
|----|---|---|--|
| A. | Additional program fee required for this program?     | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/>            |
| B. | Does this program have a second language requirement? | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> |

**5. Delivery/Campus Information Options**

**ASU Online only**

*Note: Once students elect a campus or online option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*

**6. Campus/Locations** indicate all locations where this program will be offered.

- Downtown Phoenix     Polytechnic     Tempe     Thunderbird     West     Other: Online

**7. Career Opportunities & Concentration(s)**

Provide a brief description of career opportunities available for this degree program with the proposed concentration. (150 words maximum)

Career opportunities available to students with a degree in this concentration include positions as:

- agents and business managers of artists and performers



- camera operators for television, video and motion picture
- commercial and industrial designers
- commercial photographer or producer in the field of theater, television, radio and motion picture
- director of the stage, television, radio and motion picture
- editor of film and video
- fine artist
- multimedia artist and animator
- post-secondary teaching in the field of art, drama and music
- technicians of audio and video equipment

**8. Additional Freshman Admission Requirements**

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

None

**9. Additional Transfer Admission Requirements**

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

None

**10. Change of Major Requirements**

*Standard change of major text is as follows:* A current ASU student has no additional requirements for changing majors. Students should refer to <https://students.asu.edu/changingmajors> for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

N/A

**11. Keywords**

List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program. Landscape Photography, Portrait Photography, Collaborative Photography, Commercial Photography, CritViz Photography, Poetic Photography, Online Digital Photography Critique, Creative Practice Photography, Innovative BFA Photography, Visual Art Online ASU

**12. Advising Committee Code**

List the existing advising committee code associated with this degree.

UGHIDP

*Note: If a new advising committee needs to be created, please complete the following form:  
Proposal to create an undergraduate advising committee*

**13. Western Undergraduate Exchange (WUE) Eligible**

Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for [WUE](#)?

No

*Note: No action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

**14. First Required Math Course**

List the first math course required in the major map.

MAT 142

**15. Math Intensity**

a. List the highest math required on the major map. (This will not appear on Degree Search.)

MAT 142

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity>

General

**16. ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: <http://www.onetonline.org/crosswalk/SOC/>. Alternate titles displayed on Degree Search may vary and can be found at: <https://catalog.asu.edu/alternate-career-titles>.

27-1021 .....	27-4032 .....
25-1121 .....	13-1011 .....
27-1011 .....	27-4021 .....
27-1013 .....	49-9061 .....
27-1014 .....	51-9151 .....

**17. Area(s) of Interest**

A. Select **one** (1) primary area of interest from the list below that applies to this program.

- |   |   |
|---|---|
| <input type="checkbox"/> <u>Architecture &amp; Construction</u> | <input type="checkbox"/> <b>Health &amp; Wellness</b>             |
| <input checked="" type="checkbox"/> <b>Arts</b>                 | <input type="checkbox"/> <b>Humanities</b>                        |
| <input type="checkbox"/> <b>Business</b>                        | <input type="checkbox"/> <u>Interdisciplinary Studies</u>         |
| <input type="checkbox"/> <u>Communications &amp; Media</u>      | <input type="checkbox"/> <u>Law, Justice &amp; Public Service</u> |
| <input type="checkbox"/> <b>Computing &amp; Mathematics</b>     | <input type="checkbox"/> <u>STEM</u>                              |
| <input type="checkbox"/> <b>Education &amp; Teaching</b>        | <input type="checkbox"/> <u>Science</u>                           |
| <input type="checkbox"/> <u>Engineering &amp; Technology</u>    | <input type="checkbox"/> <u>Social and Behavioral Sciences</u>    |
| <input type="checkbox"/> <b>Entrepreneurship</b>                | <input type="checkbox"/> <b>Sustainability</b>                    |
| <input type="checkbox"/> <u>Exploratory</u>                     |   |

B. Select **one** (1) secondary area of interest from the list below that applies to this program.

- |   |   |
|---|---|
| <input type="checkbox"/> <u>Architecture &amp; Construction</u>       | <input type="checkbox"/> <b>Health &amp; Wellness</b>             |
| <input type="checkbox"/> <b>Arts</b>                                  | <input type="checkbox"/> <b>Humanities</b>                        |
| <input type="checkbox"/> <b>Business</b>                              | <input type="checkbox"/> <u>Interdisciplinary Studies</u>         |
| <input checked="" type="checkbox"/> <u>Communications &amp; Media</u> | <input type="checkbox"/> <u>Law, Justice &amp; Public Service</u> |
| <input type="checkbox"/> <b>Computing &amp; Mathematics</b>           | <input type="checkbox"/> <u>STEM</u>                              |

- Education & Teaching
- [Engineering & Technology](#)
- Entrepreneurship
- [Exploratory](#)
- [Science](#)
- [Social and Behavioral Sciences](#)
- Sustainability

## 2018 - 2019 Major Map

### Digital Photography, (Proposed)

School/College:  
BUTLRIT

Term 1 - A 1 - 7 Credit Hours	Hours	Minimum Grade	Notes
ART 206: Digital Photography I: The Still Image in Digital Culture	3	C	<ul style="list-style-type: none"> <li>An SAT, ACT, Accuplacer, or TOEFL score determines placement into first-year composition courses</li> <li>ASU 101 First Year Seminar required of all freshman students</li> <li>Mathematics Placement Assessment score determines placement in Mathematics course.</li> </ul>
ASU 101-HDA: The ASU Experience	1		
ENG 101: First-Year Composition or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107: First-Year Composition or ENG 108: First-Year Composition	3	C	
Term hours subtotal:	7		

Term 1 - B 8 - 13 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
ART 207: Digital Photography II: The Photograph in the Age of Information	3	C	<ul style="list-style-type: none"> <li>View ASU Online first-time freshman registration information <a href="#">here</a>.</li> <li>Play me3@ASU.</li> </ul>
ENG 101: First-Year Composition or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107: First-Year Composition or ENG 108: First-Year Composition	3	C	
⚠ Complete ART 206 course(s).			
Term hours subtotal:	6		

Term 2 - A 14 - 19 Credit Hours	Hours	Minimum Grade	Notes
ARS 101: Art from Prehistory Through Middle Ages (HU & H) OR ARS 102: Art from Renaissance to Modernism (HU & H)	3	C	
Mathematics (MA)	3		
Term hours subtotal:	6		

Term 2 - B 20 - 25 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
ARS 101: Art from Prehistory Through Middle Ages (HU & H) OR ARS 102: Art from Renaissance to Modernism (HU & H)	3	C	<ul style="list-style-type: none"> <li>Career planning tip: Think about joining a club or civic group in your area of career interest.</li> </ul>
ART 217: Introduction to Computer Animation	3	C	
⚠ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	6		

Term 3 - A 26 - 31 Credit Hours	Hours	Minimum Grade	Notes
ARS 250: History of Photography (HU)	3	C	
Computer/Statistics/Quantitative Applications (CS)	3		
Term hours subtotal:	6		

Term 3 - B 32 - 37 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
ARS 201: Art of Asia (HU & H & G) OR ARS 202: Art of Africa, Oceania, and the Americas (HU & H & G)	3	C	<ul style="list-style-type: none"> <li>Career steps: Shadow someone in the job/career you are considering.</li> </ul>

FMS 110: Introduction to New Media (HU) OR ART 116: Introduction to Digital Media 3 C

❖ Complete Mathematics (MA) requirement.

Complete First-Year Composition requirement.

Term hours subtotal: 6

Term 4 - A 38 - 43 Credit Hours	Hours	Minimum Grade	Notes
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Social-Behavioral Sciences (SB) AND Cultural Diversity in the U.S. (C) 3

Elective 3

Term hours subtotal: 6

Term 4 - B 44 - 50 Credit Hours Critical course signified by ❖	Hours	Minimum Grade	Notes
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Natural Science - Quantitative (SQ) 4

Elective 3

❖ Complete ARS 101 AND ARS 102 course(s).

Term hours subtotal: 7

• Career tip: Gather documentation of your past work for future portfolio. Explore internship opportunities in your area.

Term 5 - A 51 - 56 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Photography Elective 3 C

Social-Behavioral Sciences (SB) AND Global Awareness (G) 3

Term hours subtotal: 6

Term 5 - B 57 - 62 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Photography Elective 3 C

Elective 3

Term hours subtotal: 6

• Visit [Career Services](#) for career advising, webinars, career postings and a Career Guide.

Term 6 - A 63 - 69 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ ARA 309: Photography Now 3 C

Natural Science - General (SG) OR Natural Science - Quantitative (SQ) 4

Term hours subtotal: 7

Term 6 - B 70 - 75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ ART 317: Advanced Digital Photography: The Virtual and the Physical Image 3 C

Upper Division Related Area 3 C

Term hours subtotal: 6

Term 7 - A 76 - 81 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ Upper Division Photography Elective 3 C

Upper Division Related Area 3 C

Term hours subtotal: 6

• Visit [Career Services](#) for career advising, webinars, career postings and a Career Guide.

		Minimum Grade	
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Term 7 - B 82 - 87 Credit Hours Necessary course signified by ★	Hours	Grade	Notes
★ Upper Division Photography Elective	3	C	
Elective	3		
Term hours subtotal:	6		

Term 8 - A 88 - 93 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Photography Elective	3	C	• Gather professional references.
Elective	3		
Term hours subtotal:	6		

Term 8 - B 94 - 99 Credit Hours	Hours	Minimum Grade	Notes
Literacy and Critical Inquiry (L)	3		
Elective	3		
Term hours subtotal:	6		

Term 9 - A 100 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Photography Elective	3	C	• Begin planning for your Photography Capstone by talking with your faculty.
Upper Division ARS Modern Focus AND Upper Division Humanities, Arts and Design (HU)	3	C	
Term hours subtotal:	6		

Term 9 - B 106 - 111 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ Upper Division Photography Elective	3	C	
Upper Division Literacy and Critical Inquiry (L)	3		
Term hours subtotal:	6		

Term 10 - A 112 - 117 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ ART 407: Digital Photography Capstone	3	C	
Upper Division Related Area	3	C	
Term hours subtotal:	6		

Term 10 - B 118 - 120 Credit Hours	Hours	Minimum Grade	Notes
Elective	3		
Term hours subtotal:	3		

Hide Course List(s)/Track Group(s)

Related Area Course	Upper Division ARS Modern Focus	Upper Division Photography Elective
FMS 351: Emerging Digital Media	ARS 330: The Portrait (HU)	ART 300: Photo Editing: Narrative/Non-Narrative
MCO 425: Digital Media Literacy	ARS 340: Art in America (HU & H)	ART 302: The Still and Moving Image: Digital Photography and Video
MCO 430: International Mass Communication (G)	ARS 438: Art of the 20th Century I (HU & H)	ART 400: The Photobook

MCO 435: Social Media

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MCO 460: Race, Gender, and Media (C)

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MCO 473: Sex, Love, and Romance in the  
Mass Media (SB)

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ART 402: Traditional Genres in Photography

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ART 406: New Genres in Digital Photography

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ART 412: Advanced Techniques in Digital  
Photography

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**Total Hours:** 120

**Upper Division Hours:** 45 minimum

**Major GPA:** 2.00 minimum

**Cumulative GPA:** 2.00 minimum

**Total hrs at ASU:** 30 minimum

**Hrs Resident Credit for**

**Academic Recognition:** 56 minimum

**Total Community College Hrs:** 64 maximum

### General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2018 - 2019 academic year.



**Memorandum**

Date: August 22, 2017

To: Mark Searle, Provost of the University

From: Steven Tepper, Dean of the Herberger Institute for Design and the Arts

Re: Proposal for a concentration in Digital Photography in the BFA Art

I have reviewed the attached proposal to establish a BFA in Art (Digital Photography) in the School of Art. This proposal has been reviewed and approved by the HIDA Undergraduate Curriculum Committee, and has passed through all necessary levels of review in the unit as well.

This new program will offer online access to a studio-based education in the important medium of digital photography. Building on the strength of the existing BFA Art (Photography) degree and the demand for a more in-depth focus on digital photography, this new online concentration will help position Herberger as a leader in online design and arts education. The program will not only expand Herberger's online offerings, but has the potential for significant enrollment growth.

This letter indicates my support and approval for the establishment of this new program.



August 8, 2017

Steven J. Tepper  
Dean  
Herberger Institute for Design and the Arts  
Arizona State University  
Tempe, AZ 85287

Dear Dean Tepper,

Please accept this letter in support of the ongoing creation of a new online BFA in Digital Photography to be offered by the School of Art in the Herberger Institute for Design and the Arts. Over the past few years, the faculty of our nationally renowned and highly ranked Photography program have worked to develop an online BFA in Digital Photography that maintains the excellence of our Photography program while providing greater access to students who may not be able to participate in our in-person programs. The online BFA in Digital Photography represents a unique approach, focusing on Digital Photography in the age of information, encompassing new themes and approaches particularly suited to this mode of delivery. The School of Art Faculty and Curriculum Committee have approved this proposal.

My signature on the attached proposal indicates my support and approval for the establishment of this new BFA in Digital Photography.

Thank you for your consideration of this exciting program.

Sincerely,



Joanna Grabski  
Professor and Director

/td

## Aaron Baker, Chair, FMS Program English Department Approval

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Forrest,

Here is our letter of support for your students to include the three FMS courses on their major maps.

Best,

Aaron Baker  
Chair and Professor  
Department of English  
Arizona State University  
Tempe AZ 85287-0302

*From: Aaron Baker, Chair  
Department of English*

*To: Forrest Solis  
Associate Director, School of Art*

*Re: Film and Media Studies (FMS) Classes for Digital Photography Certificate*

*Date: May 5, 2017*

*The FMS Program within the English Department supports giving students in the Digital Photography online program access to three of our courses for their major map:*

*FMS 110 Introduction to New Media  
FMS 270 Race and Gender in American Film  
FMS 351 Emerging Digital Media.*

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**From:** Forrest Solis

**Sent:** Wednesday, May 3, 2017 11:24 AM

**To:** Aaron Baker; Karen Silva

**Subject:** Approval Request: To include FMS courses in new online degree major map

Dear Aaron,

The School of Art is launching a Digital Photo online program next academic year. This program has been in development for two years. As part of the development process we contacted the Department of English for permission to include one or more courses on the online Digital Photo major map. In 2015, we received approval from Mark Lussier, then the Chair of the Department of English, to include several courses on major map for the online Digital Photography degree as a required or highly recommended

course. Attached is Mark's approval letter and the original request for approval. Since the approval letter is two years old and there is new leadership in the Department of English, I am requesting a new letter of official approval from you. Please be aware that we are only a couple weeks away from submitting our Proposal to Establish a Concentration and are required to include this letter in our package of materials. Thank you for your help in this matter.

**College of Liberal Arts courses to include in the online Digital Photography major map:**

FMS 110 Introduction to New Media  
FMS 270 Race and Gender in American Film  
FMS 351 Emerging Digital Media

Sincerely,  
Forrest Solis

**Forrest Solis**

Associate Director, School of Art  
Associate Professor, School of Art  
**Arizona State University**  
**Herberger Institute School of Art**  
P.O. Box 871505  
Tempe, Arizona 85287-1505  
**PH: 480.965.5420 | Fax: 480.965.8338**

**Dean Lodato, Associate Dean, MCO Approval Letter**

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**From:** Mark Lodato <Mark.Lodato@asu.edu>

**Date:** Thursday, May 18, 2017 at 4:40 PM

**To:** Forrest Solis <Forrest.Solis@asu.edu>

**Subject:** FW: URGENT Time Sensitive Approval Request: Include MCO courses in Digital Photo major map

Dear Forrest,

We apologize for the delay in responding to this request.

We are happy to approve MCO 435 Social Media as a requirement for the new Digital Photo online program. We also support MCO 425 Digital Media Literacy, MCO 430 International Mass Communication, MCO 435 Social Media, MCO 460 Race, Gender and Media, MCO 473 Sex, Love and Romance in the Mass Media as elective courses for the program.

Please let me know if you have additional questions, and best of luck with the program.

Regards,  
Mark

**Mark Lodato**

Associate Dean | [Walter Cronkite School of Journalism and Mass Communication](#)

Associate General Manager | [Arizona PBS](#)

Arizona State University | 555 North Central Avenue, Suite 302 | Phoenix, AZ 85004

[Mark.Lodato@asu.edu](mailto:Mark.Lodato@asu.edu) | 602.496.9415 | [@MarkLodatoASU](#) | [Facebook/DeanLodato](#)

**From:** Forrest Solis

**Sent:** Thursday, May 18, 2017 2:45 PM

**To:** Christopher Callahan <[Christopher.Callahan@asu.edu](mailto:Christopher.Callahan@asu.edu)>

**Cc:** Corey Polka <[COREY.POLKA@asu.edu](mailto:COREY.POLKA@asu.edu)>; Marianne Barrett <[marianne@asu.edu](mailto:marianne@asu.edu)>

**Subject:** URGENT Time Sensitive Approval Request: Include MCO courses in Digital Photo major map

Dear Dean Callahan,

I apologize for this urgent time sensitive request. I originally contacted Marianne Barrett to get a current approval letter since the one we have on file is from 2015. She forwarded our request to you. Could you please an approval letter for the new Digital Photo online program to include one or more MCO courses on the online Digital Photo major map? The required course we would like to include is MCO 435 Social Media. This course would be a requirement in Term 6B and Proposed elective courses: MCO 425 Digital Media Literacy, MCO 430 International Mass Communication, MCO 435 Social Media, MCO 460 Race, Gender and Media, MCO 473 Sex, Love and Romance in the Mass Media. Her approval letter is attached.

The School of Art is launching a Digital Photo online program next academic year. This program has been in development for two years. As part of the development process we contacted ASU schools or departments for permission to include one or more of their courses on the online Digital Photo major map. In 2015, we received approval from you to include several School of Journalism courses on the Online Digital Photography degree major map as a required or highly recommended course.

Your approval letter is attached and the original request message is pasted below. Since your approval letter is two years old I am requesting a new letter of official approval from you. Please be aware that we are only a couple weeks away from submitting our Proposal to Establish a Concentration and are required to include this letter in our package of materials. Thank you for your help in this matter.

Sincerely,

Forrest Solis

Associate Director, School of Art

Associate Professor, School of Art

Arizona State University

Herberger Institute School of Art

P.O. Box 871505

Tempe, Arizona 85287-1505

PH: 480.965.5420 | Fax: 480.965.8338

**From:** Kathryn Maxwell **Sent:** Thursday, July 16, 2015 3:15 PM **To:** Marianne Barrett **Subject:** request to use MCO courses in new online degree major map

Hello Marianne:

The School of Art is developing an online BFA degree concentration in Digital Photography. We have permission to plan and wish to submit this early September 2015 for the degree to open in Fall 2106. We expect this to be a popular degree and are estimating 20 majors the first year, increasing each year to 60 students in the program by the third year. I am in the process of writing the major map and would like to include some Mass Communication courses within the degree both as requirements and electives. My questions are, would your school (or individual courses) have capacity for these students and, if so, will you approve the addition to the courses to the degree?

The required course we would like to include is 1. MCO 435 Social Media This course would be a requirement in Term 6B

Proposed elective courses

1. MCO 425 Digital Media Literacy
2. MCO 430 International Mass Communication
3. MCO 435 Social Media
4. MCO 460 Race, Gender and Media
5. MCO 473 Sex, Love and Romance in the Mass Media

Please let me know if we may include these courses in the online BFA in Digital Photography at your earliest convenience. If we have your permission to use these courses, I would also request a letter indicating approval as well.

Thank you for your assistance. Regards, Kathryn

Kathryn Maxwell Professor and Acting Director

ASU Herberger Institute for Design and the Arts School of Art P.O. Box 871505 Tempe, AZ 85287-1505

480-965-1696

[www.kmaxwell.net](http://www.kmaxwell.net)

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**Tiffany Lopez, Director, FMP Approval Letter**

**From:** Tiffany Lopez <Tiffany.Ana.Lopez@asu.edu>

**Date:** Monday, May 22, 2017 at 1:56 PM

**To:** Forrest Solis <Forrest.Solis@asu.edu>, Judith Dopak <Judith.Dopak@asu.edu>

**Subject:** Approval FMP255 Media Authorship in online Digital Photography

Dear Forest,

This email gives official approval from the School of Film, Dance and Theatre to add FMP255 Media Authorship to the major map for the ASU Online Digital Photography degree as a required or highly recommended course. We are excited to have this course included in the degree, and we can provide capacity for its students.

Thank you,

Tiffany

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Tiffany Ana López, PhD  
Director and Professor  
School of Film, Dance and Theatre  
Herberger Institute for Design and the Arts  
Arizona State University  
P.O.Box 872002  
Tempe, AZ 85287-2002  
Office: (480) 965-7860  
FAX: (480) 965-5351

**From:** Tiffany Lopez <Tiffany.Ana.Lopez@asu.edu>

**Date:** Tuesday, May 16, 2017 at 1:58 PM

**To:** Forrest Solis <Forrest.Solis@asu.edu>, Judith Dopak <Judith.Dopak@asu.edu>

**Cc:** Jacob Pinholster <jpinhols@asu.edu>, Gregory Bernstein <gebernst@asu.edu>, Jason Scott <jdscott7@asu.edu>

**Subject:** Re: URGENT: Approval Request to include FMP255 Media Authorship in online Digital Photography

Forrest,

I've consulted with faculty about consistent offering of FMP 255: Media Authorship, and all are unanimous that this is a course we want to continue as a regular course offering in FDT and as supporting partner of the Digital Photo online program. Thank you so much for reaching out and checking in. Please keep me posted on the next needed steps.

Best,

Tiffany

--

Tiffany Ana López, PhD  
Director and Professor  
School of Film, Dance and Theatre  
Herberger Institute for Design and the Arts  
Arizona State University  
P.O.Box 872002  
Tempe, AZ 85287-2002  
Office: (480) 965-7860  
FAX: (480) 965-5351

**From:** Forrest Solis <Forrest.Solis@asu.edu>

**Date:** Tuesday, May 16, 2017 at 10:49 AM

**To:** Judith Dopak <Judith.Dopak@asu.edu>, Tiffany Lopez <Tiffany.Ana.Lopez@asu.edu>

**Subject:** URGENT: Approval Request to include FMP255 Media Authorship in online Digital Photography

Dear Tiffany,

The School of Art is launching a Digital Photo online program next academic year. This program has been in development for two years. As part of the procedural process we contact ASU schools or departments for permission to include one or more of their courses on the online Digital Photo major map.

In 2015, we received approval from Jake Pinhoister, then the Director of the School of Film, Dance and Theater, to include FMP 255 Media Authorship to the major map for the ASU Online Digital Photography degree as a required or highly recommended course. Jake's approval letter is pasted below. Since this letter is two years old I am requesting a new letter of official approval from you. Please be aware that we are only a couple weeks away from submitting our Proposal to Establish a Concentration and are required to include this letter in our package of materials. Thank you for your help in this matter.

Sincerely,  
Forrest Solis

**Friday, July 10, 2015 8:39:37 AM Mountain Standard Time Jake Pinholster Kathryn Maxwell**

Please consider this email official approval from the School of Film, Dance and Theatre to add FMP255 Media Authorship to the major map for the ASU Online Digital Photography degree as a required or highly recommended course. We are excited to have this course included in the degree, and we can provide capacity for its students.

Thank you, Jake

Jake Pinholster

Director, School of Film, Dance and Theatre Associate Professor, Performance Design Herberger

Institute for Design & the Arts Arizona State University

O: 480.965.9547 F: 480.965.5351

**Forrest Solis**

Associate Director, School of Art

Associate Professor, School of Art

**Arizona State University**

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