



**University of Alaska Board of Regents  
Program Approval Summary Form**

**Title and Brief Description**

Associate of Applied Science Degree in Digital Art.

University of Alaska Anchorage - Kenai Peninsula College

This program is a unique self-contained program that provides opportunities to integrate creative art skills with new technologies and provides students with a taste of the professional world through the professional applications and internship courses.

**Target admission date:** Summer 2006

**Relation to the Academic Mission of the University of Alaska:**

It is similar in scope to the Associate of Applied Science degrees offered at Kenai Peninsula College in that it responds to the needs of the local community desiring an initial college experience, statewide training needs, training to upgrade current skills, retraining for a new career, or continuing lifelong learning. This is currently the only AAS Degree in Digital Art Program in the UA system.

**Program Planning and Development:**

Kenai Peninsula College has been teaching photography since at least 1982. Jayne Jones was hired in the Spring of 2003 as a photography instructor capable of moving the college's photography curriculum into the burgeoning technological environment. In a world fast becoming dominated by digital imaging, KPC has sought to expand its photography offerings in this environment. All offerings of digital photography courses regularly fill at KPC.

This program was developed in consultation with the Department of Art in Anchorage and the curriculum was reviewed by the Anchorage College of Arts and Sciences. It takes maximum advantage of existing courses within the University system and specifically the Art Program Core Courses.

**State and Community Needs:**

Kenai Peninsula College Department of Art has secured participation of eight community professionals on an advisory board who help to design and direct the ART offerings at KPC. The advisory board will not only evaluate the performance of interns assigned to their organizations but will circulate within the community to identify needs that can be met through service learning projects. High school counselors will give input to the current trends and areas of interest within the younger population. Forty percent of students surveyed in beginning digital photography classes indicated an interest in pursuing an AAS degree in Digital Art. KPC Digital Art graduates will have completed significant course work toward a Bachelor of Arts in Art with UAA should they choose to pursue a baccalaureate degree.

**Student Opportunities:**

Graduates of this proposed two year degree program will be knowledgeable in digital camera operation and imaging software, quality printing techniques and available industry services. They will be aware of ways to experiment with concepts and manipulate materials to produce original artwork. Students develop skills that are applicable to both the digital arts industry and the creation of fine art. Graduates may also choose to advance to a 4 year degree program such as a BA or a BFA.

**Student Outcomes and Assessment Summary**

Student learning outcomes are published in the UAA catalog and an educational effectiveness assessment plan is complete and on file with the director and the Office of Academic Affairs.

**Enrollment Projection:**

All indications point to a very strong demand for Digital courses. The nature of this Program is such that some students may enroll in all Digital classes without the need for the degree. As such, the strength of the AAS degree program is that it responds well to the diverse needs of the community.

**4-Year Enrollment Projection**

	AY 2006	AY 2007	AY 2008	AY 2009
Enrollments	8	10	12	14
Graduates	4	6	8	9

While Art offerings in general have enjoyed popularity, enrollments have increased in non-digital Art offerings as a result of the proposed Digital Program. The following courses are offered at KPC for the first time as a component of this new Digital Program.

**4-Year Course Enrollment Projection**

Enrollments	AY 2006	AY 2007	AY 2008	AY 2009
JPC 211 Visual Literacy	12	13	14	15
ART 225 Beginning Photography – Digital	18	18	18	18
ART 257 Digital Art & Design I	10	11	12	13
ART 323 Color Photography	15	16	16	16
ART 325 Digital Media for Photography	12	14	14	14
ART 228 Art as a Profession	12	14	14	14
ART 295 Internship/Digital Art	1	2	2	3

It is expected that enrollments will increase in all Art courses listed as core to the program. Projected enrollment growth includes not only those students admitted into the program, but also students pursuing other degree programs and obtaining elective credit and non-degree seeking students pursuing lifelong learning.

**Research opportunities:**

In Art professions the research equivalent is the creation of a body of work on a specific theme or with a specific content focus. Undergraduate research can include experimentation into new technological approaches and combinations, formats, and presentation environments.

**Faculty:**

Digital Photography courses will be taught by Art faculty holding MFA Degrees in photography and professional experience or with digital art and photography concentrations.

Regular fulltime faculty and well qualified adjuncts will be teaching all of the courses for the AAS degree in Digital Art. Currently the KPC Department of Art has strong faculty resources that include two full-time faculty supplemented by qualified adjuncts. The majority of the requirements will be existing Art courses and no additional Faculty will be needed.

**Existing Art faculty include:**

*Celia Anderson – Assistant Professor of Art      Date of Hire: Fulltime 2002, Adjunct 1981*

- **Master of Fine Arts**, Illustration. **Master of Arts**, Fine Arts (Fiber), Art Education & Anthropology. **Bachelor of Arts** Fine Arts (Painting)
- 25 years of University teaching experience in the Art program, University of Alaska system
- Chancellor’s Outstanding Service Award (adjunct faculty)

- Nominated for Most Outstanding Fulltime Faculty
- Phi Delta Kappa Outstanding Contribution to Education Award
- Areas of expertise: Painting, Drawing, Fiber Arts

**Jayne M. Jones – Instructor of Art**

*Date of Hire: Fulltime 2003, Adjunct 2002*

- **Master of Fine Arts**, Photography & Digital Imaging, Computer Graphic Design. **Bachelor of Fine Arts**, Photography & Studio Arts.
- 10 years of Art Institute and University teaching experience
- Most Outstanding Fulltime Faculty of the Year Award
- Areas of expertise: Photography, Digital Photography, Digital Art

**Joy Falls – Adjunct Art Instructor**

*Date of Hire: Spring Semester 1994*

- **Master of Fine Arts**, Sculpture. **Bachelor of Fine Arts**, Sculpture.
- 4 years of University teaching experience
- Areas of expertise: Sculpture & Ceramics

**Oluf Hartvigson – Adjunct Art Instructor**

*Date of Hire: Fall Semester 2003*

- **Master of Fine Arts**, Sculpture. **Bachelor of Fine Arts**, Sculpture & Printmaking.
- Extensive Industry experience with Digital environments
- 5 years university teaching experience
- Areas of Expertise: Sculpture, Digital Sculpture, Printmaking & Digital Arts

**Cathleen Rolph – Adjunct Art Instructor**

*Date of Hire: Spring Semester 1979*

- **Master of Arts in Teaching**, **Bachelor of Arts**, Studio Arts
- 26 years of university teaching experience
- Outstanding Adjunct Faculty Award
- Areas of expertise: Visual Literacy, Drawing, Design, Arts Education

#### **Impact on Existing Technologies and Facilities:**

Kenai Peninsula College has a well established professional, traditional darkroom and two established computer lab classrooms. One of these labs has 18 student computer stations equipped with appropriate software and hardware for manipulation of digital images. A custom built Digital Art Student computer lab station has been purchased together with a new studio lighting kit. Both will support digital darkroom activities and all photography students.

#### **Delivery Considerations:**

Distance Delivery of the Digital Art Program courses is not planned due to the difficulty of delivering studio course content in a video format. If lecture courses such as History of Western Art I & II are adapted to distance delivery in the future they could be incorporated into the program at that time.

#### **Program Budget Summary:**

The projected budget attached is based on Art courses that are specific to the Digital Art Degree Program and have been either piloted at KPC or will be new course offerings. The budget indicates the general fund support available and dedicated to the program along with the projected tuition & fee revenue generated from enrollments. The projected revenues meet the programmatic costs, including personnel costs, faculty development, contractual & commodity needs, equipment replacement and facility upgrades. No additional faculty will be required as new courses will be taught by existing faculty.

## Proposed Catalog Copy

### **DIGITAL ART**

<http://www.kpc.alaska.edu>

Kenai Peninsula College – Department of Art (Brockel Building Room 137A)

Contact: Celia Anderson (907) 262-0361 [ifcra@uaa.alaska.edu](mailto:ifcra@uaa.alaska.edu) or Jayne Jones (907) 262-0374 [ifmj@uaa.alaska.edu](mailto:ifmj@uaa.alaska.edu)

The Associate of Applied Science Degree in Digital Art is currently only offered at Kenai Peninsula College. Graduates of this two-year program at Kenai Peninsula College will be knowledgeable in digital camera operation and imaging software, quality printing techniques and available industry services. Students develop skills that are applicable to either the digital arts industry or the creation of fine art. The program is designed so that graduates:

- are prepared for entry-level positions, able to advance in their careers, or integrate digital skills for personal artistic expression.
- can successfully integrate into a more advanced, specialized digital art program
- are well versed in a variety of digital tools and can adapt easily to new technological advances.
- use judgmental skills to create and edit expressive visual imagery.
- utilize knowledge of art history as taught in core curriculum to help create and assess effective design.
- develop unique design solutions and work easily with restrictions of a given job assignment.
- can contribute in a professional manner within a digital art environment or related field.

Theory will be presented and opportunities for practice will enable students to:

- effectively utilize a variety of the following digital resources and art tools to create images for commercial, design, fine art applications or personal use.
  - Digital/ film cameras
  - Imaging and design software
  - Film and flatbed scanners
  - Printers
  - Service Bureaus
- create expressive imagery and evaluate its effectiveness through the critiquing process.
- draw on their knowledge of historical and contemporary art in the development of their own work.
- identify and achieve competence in art and craft appropriate for advancement to a more specialized degree.
- conceptualize ideas and develop unique solutions to design problems
- demonstrate professional skills applicable to the creative arts workplace.

The Digital Art Degree graduate will be prepared for entry-level positions in the photographic industry and graphic arts support services. Possibilities include entry-level assistantships for commercial or corporate photography studios, professional internships, lab assistants, production assistants or entry-level positions in small businesses. The Associate of Applied Science Degree in Digital Art is a launch pad to a professional application or to further education in a specialized digital art program.\* Students wishing to earn a Bachelors of Arts in Art with UAA will need to complete all applicable General Education and College of Arts and Sciences Requirements for Baccalaureate Degrees. The majority of art core course requirements will be satisfied. (see Advising)

\*Transfer of credits for institutions outside the UAA system is not guaranteed. Each University and College makes their decision autonomously. The student should have a strong portfolio and be knowledgeable in their areas of concentration.

### **ADVISING**

It is particularly important for students to meet with their advisor each semester for the purpose of reviewing their academic progress and planning enrollment in future courses. AAS students who intend to pursue a baccalaureate degree should consult a faculty or academic advisor for appropriate course selections.

Many of the Digital Art program courses require students to demonstrate a level of computer competency evidenced by completion in a course using one or more of the following applications: word processing, spreadsheets, databases, and communications, or an introductory course in data processing, microcomputers or image-editing.

It is the student’s responsibility to design their course of study with Digital Art faculty in the Department of Art at Kenai Peninsula College to ensure all prerequisites and computer competencies have been met and that the University and Major Degree Requirements are understood and followed.

**ASSOCIATE OF APPLIED SCIENCE, DIGITAL ART**

**ADMISSION REQUIREMENTS FOR DEGREE COMPLETION**

Satisfy the Admission to Certificate and Associate Degree Program Requirements in Chapter 7, “Academic Standards and Regulations.”

**GRADUATION REQUIREMENTS**

Students are required to make a presentation of portfolio work before the Digital Art Program Advisory Board in their graduating semester.

Students must complete the following graduation requirements:

**A. GENERAL UNIVERSITY REQUIREMENTS**

1. Complete the General University Requirements for associate Degree Programs located at the beginning of this chapter.
2. Complete the Associate of Applied Science General Degree Requirements (15 credits) located at the beginning of this chapter.

**B. MAJOR REQUIREMENTS**

Complete The Following Digital Art Core Courses (27 Credits):

ART A105	Beginning Drawing.....	3
ART A111	Two-Dimensional Design.....	3
ART A112	Color Design.....	3
ART A113	Three- Dimensional Design.....	3
ART A213	Beginning Painting .....	3
ART A257	Digital Art & Design I .....	3
ART A261	History of Western Art I.....	3
ART A262	History of Western Art II.....	3
JPC A211	Visual Literacy.....	3

Digital Arts Specialty: Areas of Concentration

**A. Digital Photography Concentration (18 Credits Total)**

ART A 225	Beginning Photography- Digital .....	3
ART A 228	Art as a Profession.....	3
ART A 323	Color Photography .....	3
ART A 325	Digital Media for Photography.....	3
ART A 367	History of Photography.....	3

Digital Photography Concentration Electives (3 Credits Minimum)

Suggested Electives:

ART A 205	Intermediate Drawing .....	3
ART A 215	Beginning Printmaking .....	3
ART A 224	Beginning Photography.....	3

BA A 264 Personal Selling .....	3
ART A 295 Internship/Digital Art.....	2-6

**OR:**

B. **Darkroom / Digital Concentration** (18 credits)

ART A 224 Beginning Photography .....	3
ART A 228 Art as a Profession.....	3
ART A 323 Color Photography.....	3
ART A 324 Intermediate Photography .....	3
ART A 325 Digital Media for Photography.....	3

**Darkroom / Digital Photography Concentration Electives (3 credits minimum)**

ART A 205 Intermediate Drawing .....	3
ART A 215 Beginning Printmaking .....	3
ART A 225 Beginning Photography- Digital (recommended).....	3
BA A 264 Personal Selling .....	3
ART A 295 Internship/Digital Art.....	2-6

Total Minimum Credits.....60

Special Note: Program may take longer than two years depending upon scheduling and availability of classes

**Course Descriptions for New and Revised Courses**

**ART A225 Beginning Photography– Digital**

Basic principles including digital camera functions, digital tools and technology for artistic expression in the creation of photographic images.

Special Note: Offered only at Kenai Peninsula College

**ART A228 Art as a Profession**

Develops awareness of professional presentation and career paths in art disciplines. Students will create a preliminary presentation and working portfolio to build upon as they develop artistically.

Special Note: Offered only at Kenai Peninsula College

**ART A295 Internship/Digital Art**

Internship position. Placement is dependent upon interest, expertise, prerequisites and appropriateness to the position.

Special Notes: May be repeated for a total of 6 credits

Offered only at Kenai Peninsula College

**ART A325 Digital Media for Photography**

Encourages different creative points of view using digital photographic technology for artistic expression. Includes digital image acquisition with a digital or film camera and film scanner while further developing studio lighting, commercial digital approaches, digital darkroom techniques, and printing digital images.

Special Note: Offered only at Kenai Peninsula College

## Program Courses: New and Existing

ART A105	Beginning Drawing .....	Existing
ART A111	Two-Dimensional Design .....	Existing
ART A112	Color Design.....	Existing
ART A113	Three- Dimensional Design.....	Existing
ART A205	Intermediate Drawing.....	Existing
JPC A211	Visual Literacy.....	<b>Newly Approved Course</b> (BFA in Digital Graphics and Design)
ART A213	Beginning Painting .....	Existing
ART A215	Beginning Printmaking .....	Existing
ART A224	Beginning Photography .....	Existing
ART A225	Beginning Photography- Digital .....	<b>Existing - revise</b>
ART A228	Art as a Profession.....	<b>New</b>
ART A257	Digital Art & Design I .....	<b>Newly Approved Course</b> (BFA in Digital Graphics and Design)
ART A261	History of Western Art I.....	Existing
ART A262	History of Western Art II.....	Existing
BA A 264	Personal Selling.....	Existing
ART A295	Internship/Digital Art.....	<b>New</b>
ART A323	Color Photography .....	Existing
ART A324	Intermediate Photography .....	Existing
ART A325	Digital Media for Photography.....	<b>Existing - revise</b>
ART A367	History of Photography.....	Existing