

KENT STATE UNIVERSITY

CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **5-Apr-17** Curriculum Bulletin _____
 Effective Date **Fall 2018** Approved by EPC _____

Department **School of Visual Communication Design**
 College **CI - Communication and Information**
 Degree **BFA - Bachelor of Fine Arts**
 Program Name **Photo Illustration** Program Banner Code **PHOI**
 Concentration(s) _____ Concentration(s) Banner Code(s) _____
 Proposal **Revise program**

Description of proposal:

Revise the name of the BFA-Photo Illustration major to the BFA-Photography major.

Does proposed revision change program's total credit hours? ☐ Yes ☒ No

Current total credit hours: **120** Proposed total credit hours **120**


Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

The name change would more closely align the program with how it is referred in the field. It would also assist students (prospective and current) with identifying the program more easily. The name revision would not affect staffing and would hopefully have a positive effect on enrollment. The name change would also allow for collaboration across several programs. There have been several conversations with the College of the Arts and the School of Art specifically as well as the School of Journalism and Mass Communication about the program's name and collaboration among the programs. All parties are in agreement regarding the program name revision.

Units consulted (other departments, programs or campuses affected by this proposal):

College of the Arts (School of Art), School of Journalism and Mass Communication, College of Communication and Information Dean's Office.

REQUIRED ENDORSEMENTS

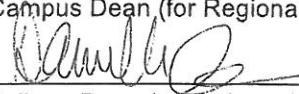


 Department Chair / School Director

4 / 19 / 17

 Campus Dean (for Regional Campuses proposals)

1 / 1



 College Dean (or designee)

4 / 24 / 17

 Dean of Graduate Studies (for graduate proposals)

1 / 1

 Senior Vice President for Academic Affairs and Provost (or designee)


1 / 1

TRANSMITTAL MEMO

COLLEGE OF COMMUNICATION AND INFORMATION

Kent State University

TO: Therese E. Tillett, Executive Director, Curriculum Services
Jennifer Kellogg, Academic Program Coordinator, Curriculum Services

FROM: Cathy Zingrone, CCI Curriculum Services Director 

SUBJECT: Curriculum Proposals

DATE: April 21, 2017

I am forwarding to you for inclusion on the **May 15, 2017 EPC agenda** supporting materials for the following CCI curriculum proposals:

CCPs

VCD – revise the name of PHOI major to Photography major
VCD – revise the name of PHOI minor to Photography minor

CCU

The following CCUs have been submitted via the CCU workflow:

VCD

VCD 40192 Internship II-Graphic Design/Illustration/Photography – *Revision*

Thank you!

Office of the Dean

Proposal Summary

Revise the name of BFA-Photo Illustration to BFA-Photography major

Description of Action, Including Intended Effect

Requesting to revise the name of the BFA-Photo Illustration major to the BFA-Photography major.

Impact on Other Programs, Course Offerings, Students, Faculty, Staff (e.g., duplication issues) The name change would more closely align the program with how it is referred in the field. It would also assist students (prospective and current) with identifying the program more easily. The name revision would not affect staffing and would hopefully have a positive effect on enrollment. The name change would also allow for collaboration across several programs. There have been several conversations with the College of the Arts and the School of Art specifically as well as the School of Journalism and Mass Communication about the program's name and collaboration among the programs. All parties are in agreement regarding the program name revision.

Fiscal, Enrollment, Facilities and Staffing Considerations

There are no implications in terms of facilities or staffing and no fiscal implications since the program is currently established and has classrooms and faculty already assigned. The change is in name only. In terms of enrollment, the assumption is that by changing the name of the program to Photography this will actually help with enrollment since students will be able to identify the major more easily.

Evidence of Need and Sustainability if Establishing

N/A

Provisions for Phase-Out if Inactivating

N/A

Timetable and Actions Required: *a chronology of actions required to approve the proposal with an anticipated implementation date for each action*

Approval by VCD Curriculum Committee: 2/26/16

Approval by VCD FAC 4/19/2017

Approval by CCI Curriculum Committee: April 2017

Approval by EPC: May 15, 2017

Approval by ODHE: Summer 2017

(April 21, 2017)

ZINGRONE, CATHERINE

Subject: FW: BFA name change to photography

From: Reynolds, Amy

Sent: Wednesday, April 19, 2017 11:57 AM

To: ZINGRONE, CATHERINE <czingron@kent.edu>

Subject: Re: BFA name change to photography

Thanks! Below is my statement of support from CCI. If I missed something or need to change anything, just let me know.
Amy

CCI supports the name change in the Photo Illustration major and minor to photography. This change is important for several reasons.

Photo Illustration is an outdated term. When I meet with prospective students they have no idea what photo illustration is. They want to major in photography and they don't understand why the major isn't called photography when, essentially, it is a photography degree. Additionally, alumni and those in the profession who hire our students tell me that it's odd to use the term photo illustration when really this is a photography degree. Previously, we were unable to use the term photography for the photo illustration degrees in VCD because programs outside of VCD objected.

In December 2016, Dean Crawford-Spinelli and I met with our photography faculty and school directors (from VCD, JMC and the School of Art) to discuss possible collaborations between the photojournalism, photo illustration and photography programs across our two colleges. We collectively agreed that it is in the best interest of all Kent State students to allow both VCD and the School of Art to use the general term photography when describing courses and programs. We also agreed that to engage in verbal gymnastics simply to avoid allowing our various programs to use the general term photography is not at all helpful to students. It causes them confusion and it devalues their degrees because the professions that hire them consider them all photographers.

Further, we have committed to work together to develop communication and marketing materials that support student recruiting efforts for all of our programs across the three schools. We're excited about the possibility of expanded future photography collaborations between JMC, VCD and the School of Art moving forward.

ZINGRONE, CATHERINE

From: Reynolds, Amy
Sent: Wednesday, April 19, 2017 11:32 AM
To: ZINGRONE, CATHERINE
Subject: FW: BFA name change to photography

From: "Crawford-Spinelli, John" <jcrawfo1@kent.edu>
Date: Wednesday, April 19, 2017 at 10:47 AM
To: "LODERSTEDT, MICHAEL" <mloderst@kent.edu>, "Reynolds, Amy" <areyno24@kent.edu>
Subject: Re: BFA name change to photography

Thanks, Michael.

Hi, Amy – I also continue to be supportive of our shared use of the term “photography.” Collaborations among our respective units would be wonderful.

Best,

John

Dr. John R. Crawford-Spinelli
Dean & Professor
College of the Arts
Kent State University
www.kent.edu/artscollege

Immediate Past President,
International Council of Fine Arts Deans

“Transforming Lives Through The Arts”



From: "LODERSTEDT, MICHAEL" <mloderst@kent.edu>
Date: Wednesday, April 19, 2017 at 10:43 AM
To: "Reynolds, Amy" <areyno24@kent.edu>
Cc: John Crawford-Spinelli <jcrawfo1@kent.edu>
Subject: Re: BFA name change to photography

Hello Amy,

I think as we left it previously, that we would be glad to share the term of photography. As a clarification to our students, all of our courses are titled with Fine Art Photography in their listing. We're happy to keep discussing possible collaborative programming as your area develops.

Best,
Michael

Michael Loderstedt
Interim Director, School of Art
Kent State University
(330) 672-2460

From: Reynolds, Amy
Sent: Wednesday, April 19, 2017 10:25 AM
To: Crawford-Spinelli, John; LODERSTEDT, MICHAEL
Cc: ZINGRONE, CATHERINE
Subject: BFA name change to photography

Hi John and Michael,

I'm writing to follow up on our conversation in December about our collective willingness to share general terms such as photography across our related programs. We are in the process of requesting a change to the name of the Photo Illustration major and minor to photography. Could you reply to this email confirming that you're comfortable with our request, per our meeting and discussion last semester?

If you have questions or concerns, please let me know. We would need a reply by no later than Monday so we can get the paperwork to EPC on time.

Also, as we discussed last semester, I would welcome the opportunity to work with you both and/or the appropriate people in your college and in CCI to develop communication and marketing materials that can help us collaboratively promote all of our photography programs moving forward. Just let me know the best person to contact for this and I will get the ball rolling.

I hope all is well.

Best,
Amy



Department of Higher Education

John R. Kasich, Governor
John Carey, Chancellor

CHANGE REQUEST: NAME CHANGE

Date of submission: *date of submission to ODHE*

Name of institution: Kent State University

Previously approved title: Photo Illustration major within the Bachelor of Fine Arts degree

Proposed new title: Photography major within the Bachelor of Fine Arts degree

Proposed implementation date of the request: Fall 2018

Date that the request received final approval from the appropriate institutional committee:
date to come (Kent State University Board of Trustees)

Primary institutional contact for the request

Name: Therese E. Tillett
Title: Executive Director of Curriculum Services,
Office of the Provost
Phone: 330-672-8558
E-mail: tillet1@kent.edu

Leads to teacher education licensure or endorsement: No

Explain the rationale for name change.

The faculty within the School of Visual Communication Design, College of Communication and Information, request to revise the name of its major Photo Illustration, to Photography.

The Photo Illustration major is a long-standing program at Kent State, established in 1969 in the School of Journalism and Mass Communication. In 2002, the program moved to the School of Visual Communication Design and, in 2016, changed its degree designation, from a BS to a BFA.

Revision of the name is a further evolution for the program. Photo Illustration is an outdated term, not used by professionals in the field today. Students who desire to study in this field are looking for a photography program, and employers seeking these graduates expect them to have a photography degree. Revising the name will assist prospect students in finding the program more easily and enhance Kent State's marketing and recruitment efforts.

A simple Internet search of the words "photo illustration" brings back definitions that limit its focus to photo manipulation. Whereas, the most replicated definition of photography (courtesy of Oxford Dictionary) is "The art or practice of taking and processing photographs." That definition has a much broader scope and more accurately defines the program and showcases its dynamic and complex nature.

In addition, in some circles, the term “photo illustration” has a negative connotation.¹

Most important, revising the name will keep Kent State competitive among its peer universities offering this program. A review of top-ranked photography degree programs showed that most of the program names tend to be one of the following three: (1) photography, (2) photography and media or (3) photography and film. It is rare to find any program—other than Kent State’s—called “photo illustration.”

Below is a sampling of institutions and their high-ranked program offerings. All are accredited by the National Association of Schools of Arts and Design (NASAD), which also accredits Kent State’s School of Visual Communication Design.

Institution	Degree	Name of Major (Concentration)
California Institute of the Arts	BFA	Photography and Media
Columbia College Chicago	BA	Photography (Commercial)
Maryland Institute College of Art	BFA	Photography
Massachusetts College of Art and Design	BFA	Photography
Rochester Institute of Technology	BFA	Photographic and Imaging Arts (Advertising Photography)
University of Arizona	BFA	Studio Art (Photography)
Virginia Commonwealth University	BFA	Photography and Film (Photography)

Describe how the name change will affect students in the current program.

There will be no impact on current students as the curriculum and any other graduation requirements are not being revised. Current students may take the opportunity to change their program to the revised major name, but are not obligated to do so.

Describe any administrative, curricular, faculty or support service changes occurring along with the name change.

The only revision is to the name of the major; therefore, no changes to administrative, curricular, faculty or support services will need to occur.

Provide evidence that the appropriate accreditation agencies been informed of the proposed change (if applicable).

School faculty will notify NASAD of the name change after approval by the Ohio Department of Higher Education. The last NASAD comprehensive review was in 2016; the next review will occur in 2024-2025.

Kent State University verifies that the information in this request is truthful and accurate.

Respectfully,

Todd A. Diacon, Ph.D.
Senior Vice President for Academic Affairs and Provost
Kent State University

¹ Baradell, S. (June 22, 2008). “Why Is ‘Photo Illustration’ a Dirty Word in Journalism?” Black Star Rising Publishing Co.. Retrieved from rising.blackstar.com/why-is-photo-illustration-a-dirty-word-in-journalism.html.

PHOTOGRAPHY- B.F.A.

College of Communication and Information
School of Visual Communication Design
231 Art Building
Kent Campus
330-672-7856
vcd@kent.edu
www.kent.edu/vcd

Description

The Bachelor of Fine Arts degree in **Photography** provides the student with a comprehensive program of study balancing a liberal arts education with studio offerings in digital photography. Grounded in formal, technical and conceptual skills building, the **Photography** program focuses on the profession of photography as it relates to commerce. The School of Visual Communication Design's B.F.A. degree program builds a photography professional through experiential learning opportunities, as well as through required courses in graphic design and multimedia.

There are many study abroad/away opportunities. For more information contact the Office of Global Education or CCI's Coordinator of International Programs.

Fully Offered At:

- Kent Campus

Accreditation

National Association of Schools of Art and Design

Admission Requirements

Admission to this major is selective the School of Visual Communication Design recognizes that competence in visual design as well as intellectual capacity are necessary qualities in students who plan to prepare for a career in visual communication design. Therefore, the right is reserved to require evidence of achievement in design and related areas from all students aspiring to enroll for the first time as majors in the school. Early admission is recommended.

The director of the School of Visual Communication Design may impose additional requirements considered reasonable and necessary. Each transfer student will be evaluated individually in terms of his or her ability to perform within the program. A transfer applicant's strengths and deficiencies will be considered and his or her transfer credits will reflect that consideration.

For more information on admissions, visit the admission website.

English Language Proficiency Requirements for International Students:

All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of the ethics (and legal issues) closely associated with fields of visual communication
2. Demonstrate an understanding of traditional hands-on skills relative to craftsmanship. Students will demonstrate an understanding of the basic use of digital technologies as they relate to their areas of study.
3. Demonstrate an ability to create visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements, please see Program Requirements for details.

Requirement	Credits/ Courses
Destination Kent State: First Year Experience	1
Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	Two Courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	Varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	One course
Students must earn a minimum C grade in the course	
Upper-Division Requirement	39 (or 42)
Student must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Students must earn 120 credit hours to graduate. Some bachelor's degrees require students to complete more than 120 credit hours.	

Kent Core Requirements

Code	Title	Credit Hours
	Kent Core Composition (KCOMP)	6
	Kent Core Mathematics and Critical Reasoning (KMCR)	3
	Kent Core Humanities and Fine Arts (KHU/KFA) (min. one course each)	9
	Kent Core Social Sciences (KSS) (must be from two disciplines)	6
	Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
	Kent Core Additional (KADL)	6
Minimum Total Credit Hours.		36-37

Program Requirements

Major Requirements

[CI-BFA-PHOI]

Major Requirements (courses count in major GPA)

VCD 13000	INTRODUCTION TO VISUAL COMMUNICATION DESIGN
VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)
VCD 18000	PHOTOGRAPHY
VCD 18002	PHOTOGRAPHY II
VCD 20096	PHOTOGRAPHY SOPHOMORE PORTFOLIO REVIEW (min S grade) ¹
VCD 23001	INTRODUCTION TO TYPOGRAPHY
VCD 28001	ADVANCED PHOTOGRAPHY
VCD 28003	PHOTO TECHNOLOGY
VCD 28004	PHOTOGRAPHIC PERSPECTIVES
VCD 28005	COLOR PHOTOGRAPHY
VCD 28007	ADVANCED DIGITAL IMAGING
VCD 34004	VISUAL ETHICS
VCD 34006	MOTION DESIGN
VCD 37000	VISUAL DESIGN FOR MEDIA: ADVANCED
VCD 38001	PHOTOGRAPHICS
VCD 38007	PHOTO-ILLUSTRATION TECHNIQUES
VCD 38009	INTERNSHIP SEMINAR - PHOTOGRAPHY
VCD 38011	EDITORIAL PHOTOGRAPHY
VCD 40192	INTERNSHIP IIGRAPHIC DESIGN/ILLUSTRATION/ PHOTOGRAPHY (ELR)
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC) ²
VCD 48001	PHOTOGRAPHIC PROJECT
VCD 48002	ADVANCED PHOTOGRAPHIC PROJECT
VCD 48003	PROFESSIONAL PORTFOLIO- PHOTOGRAPHY
VCD 48009	FASHION PHOTOGRAPHY

Additional Requirements (courses do not count in major GPA)

ARTH 22006	ART HISTORY: ANCIENT AND MEDIEVAL ART (KFA)
ARTH 22007	ART HISTORY: RENAISSANCE TO MODERN ART (KFA)
Art History Upper-Division Elective (ARTH 30000 or 40000 level)	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE
Entrepreneurship (ENTR) Elective	
Kent Core Composition	
Kent Core Mathematics and Critical Reasoning	
Kent Core Humanities	
Kent Core Social Sciences	
Kent Core Basic Sciences (must include one laboratory)	
Kent Core Additional	
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)	
Minimum Total Credit Hours:	120

¹ VCD 20096 must be taken concurrently with VCD 28005 and VCD 28007, after completion of VCD 28001 and VCD 28003. Photo-Illustration Sophomore Portfolio Review is an examination in conference with the visual communication design faculty acting as a committee. Students who successfully pass the review may continue in the B.F.A. degree program in PHOTOGRAPHY. Students who do not successfully pass will be provided academic advice for additional coursework and resubmission of portfolio for review.

² A minimum C grade must be earned to fulfill the writing-intensive requirement.

Progression Requirements

- Students must receive a minimum B- in VCD 13001 before enrolling in VCD 23001. VCD 13001 may be taken a maximum three times until a minimum B- grade is achieved.
- Students must maintain a 2.500 major GPA in order to continue taking VCD courses. Failure to do so at the end of one semester will result in a written warning with the option of repeating certain VCD courses in order to meet minimum grade and GPA requirements to continue. Failure to do so at the end of two consecutive semesters will result in not being permitted to enroll in VCD courses. Students in this situation will be contacted by an academic advisor to create an alternative plan of study with a new major.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.750	2.500

- Any VCD course taken is calculated in the major GPA.
- A minimum B- grade may be required in some courses.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Critical Course	Title	Credit Hours
Critical Semester One		
! VCD 13000	INTRODUCTION TO VISUAL COMMUNICATION DESIGN	3
! VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
! VCD 18000	PHOTOGRAPHY	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Critical Semester Two		
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
! VCD 18002	PHOTOGRAPHY II	3
! VCD 23001	INTRODUCTION TO TYPOGRAPHY	3
VCD 37000	VISUAL DESIGN FOR MEDIA: ADVANCED	3
Kent Core Requirement		3
Credit Hours		15

Critical Semester Three		
ARTH 22006	ART HISTORY: ANCIENT AND MEDIEVAL ART (KFA)	3
! VCD 28001	ADVANCED PHOTOGRAPHY	3
! VCD 28003	PHOTO TECHNOLOGY	3
! VCD 28004	PHOTOGRAPHIC PERSPECTIVES	3
Kent Core Requirement		3
Credit Hours		15
Critical Semester Four		
ARTH 22007	ART HISTORY: RENAISSANCE TO MODERN ART (KFA)	3
JMAC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	3
! VCD 20096	PHOTO-ILLUSTRATION SOPHOMORE PORTFOLIO REVIEW	1
! VCD 28005	COLOR PHOTOGRAPHY	3
! VCD 28007	ADVANCED DIGITAL IMAGING	3
Kent Core Requirement		3
Credit Hours		16
Critical Semester Five		
! VCD 38001	PHOTOGRAPHICS	3
! VCD 38007	PHOTO-ILLUSTRATION TECHNIQUES	3
! VCD 38009	INTERNSHIP SEMINAR - PHOTO-ILLUSTRATION	2
VCD 34004	VISUAL ETHICS	3
Kent Core Requirement		3
Credit Hours		14
Critical Semester Six		
ENTR 27056	INTRODUCTION TO ENTREPRENEURSHIP	3
! VCD 38011	EDITORIAL PHOTOGRAPHY	3
Art History Upper-Division Elective (ARTH 30000 or 40000 level)		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Critical Third Summer Term		
! VCD 40192	INTERNSHIP II: GRAPHIC DESIGN/ILLUSTRATION/PHOTO-ILLUSTRATION (ELR)	3
Credit Hours		3
Critical Semester Seven		
! VCD 48001	PHOTOGRAPHIC PROJECT	3
! VCD 48009	FASHION PHOTOGRAPHY	3
VCD 34006	MOTION DESIGN	3
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC)	3
Credit Hours		12
Critical Semester Eight		
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND	3
! VCD 48002	ADVANCED PHOTOGRAPHIC PROJECT	3
! VCD 48003	PROFESSIONAL PORTFOLIO - PHOTO-ILLUSTRATION	2
Entrepreneurship (ENTR) Elective		3
General Electives		3
Credit Hours		14
Minimum Total Credit Hours		120