



VirginiaTech

College of Architecture  
and Urban Studies

School of Visual Arts  
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August 2, 2018

Dear Colleagues,

The School of Visual Arts is requesting that the Bachelor of Fine Arts (BFA) **with concentration in Creative Technologies** be revised for the graduating class of 2021. It is requested that the BFA be titled "Bachelor of Fine Arts, **Major in Creative Technologies**," thereby discontinuing the Creative Technologies concentration. It is the goal of the School of Visual Arts to discontinue all concentrations **under the BFA degree** and have those incorporated into the name of our majors.

No additional resources are needed for the proposed new major.

Sincerely,

Kathryn Clarke Albright  
Associate Dean for Academic Affairs  
Professor of Architecture

## **Proposed Bachelor of Fine Arts, Major in Creative Technologies**

### **1. Purpose**

In general, replacing the Creative Technologies major concentration with the Major in Creative Technologies will enhance the perceived value of the program among faculty, prospective and current students, alumni, and potential employers. It formalizes the tripartite division of the BFA's areas of study existing in practice but not in name. In addition, this change aligns with current practices at the majority of Virginia Tech's 25 SCHEV-approved peer institutions.

Creating the Major in Creative Technologies strengthens the profile of SOVA's curriculum in this area. The major will furnish robust education in this discipline, while also preparing our students for careers in the fine arts, creative industries, academia, and various other professions at the intersection of digital technology and artistic exploration.

### **2. Justification**

The proposed Major in Creative Technologies reflects the department's decision to elevate some of the existing major concentrations in practice-based media. The three concentrations within the BFA are already well-enrolled and well-subscribed. This change seeks to bolster—practically as well as administratively—the profile, identity, and disciplinary thrust of each area of study.

As mentioned above, the creation of a major will have a significant positive impact on recruitment, admission, and retention efforts. Anecdotal evidence from program chairs and advising staff repeatedly affirms that students entering the program prefer to be accepted directly into a specific major, rather than under the general ART designation.

### **3. Relevance**

As stated in the University's mission statement, Virginia Tech "is a public land-grant university serving the Commonwealth of Virginia and the nation... Through its focus on teaching and learning... the university creates, conveys, and applies knowledge to expand personal growth and opportunity." Majors in Creative Technologies focus on individual growth, the creation of diverse media projects and bodies of work, and the development of each student's unique creative voice. The goal is for students to become both technically and artistically nimble,

Thus the Creative Technologies major will prepare students to succeed across numerous creative fields such as (but not limited to): 3D modeling, 3D animation, gaming, motion graphics, video production, virtual reality, and contemporary fine arts practice.

### **4. Required resources**

No additional resources are required at present. However, if student numbers increase significantly, some additional resource may be required in terms of faculty, graduate student assistants, and advising as well as administrative assistance in order to maintain the quality equal to accreditation standards in the field. With increased enrollment, there would also be a need for additional classroom space and equipment.

## **5. Proposed Changes**

The number of credit hours required for the revised BFA will remain at 120 credit hours. However, the Creative Technologies Major Requirements are increased from 21 to 27 credit hours, to intensify the discipline-specific classes required. To accommodate this shift, Free Electives are decreased from 9 to 3 credit hours. Additionally, Core BFA Requirements have been realigned with the other two proposed majors, so that all programs match in this respect.

Ceramics courses are omitted, since our ceramics professor has retired, and insufficient course offerings in this medium are presently available.

Portfolio Review has been reconceived as a part of SOVA's admissions process and therefore is omitted as a departmental benchmark from the Satisfactory Progress Towards the Degree section at the end of the check sheet. Additionally, this section now contains language requiring students earn a C- or better in their Foundations courses and successfully complete a BFA exhibition.

Finally, a statement on double-counting credit hours in major and for the Art History Minor has been added.

## **6. Transition Plan**

Students currently enrolled in the Creative Technologies in Art concentration will have through calendar year 2022 to graduate, and the Creative Technologies concentration will be discontinued Fall 2022. Students eligible to graduate in 2021 or later will be affected by the discontinuation of the Creative Technologies concentration and approval of the new Creative Technologies major. Our plan to integrate the new major is as follows:

Existing students graduating in, or prior to, calendar year 2022 may follow the Creative Technologies concentration check sheet for the year in which they plan to graduate, or beginning in Spring 2020 enrolled in the BFA degree, new Creative Technologies major. The first graduation calendar year for students enrolled in the BFA degree, Creative Technologies major will be 2021.

The first group of incoming students admitted to the BFA degree, new Creative Technologies major is anticipated for Fall 2020. The admissions process for Fall 2020

will include an electronic portfolio review as part of the departmental requirements for consideration. Students will be accepted directly into the Creative Technologies major based, in part, on their portfolios.

## **7. Communication to Students, Faculty, and Staff**

Students will be informed of this change in a number of ways. Information will be shared with VT admissions and the CAUS, in particular its Director of Advising. Information and literature on the new major will be posted on the School of Visual Arts website and distributed at future recruitment events. Instructors, advisors, and administration will also communicate this information during the First Year Experience class, Foundations classes, and in the junior and senior level courses. Email notification will be sent to involved students enrolled in the School of Visual Arts.

Additionally, meetings will be held by the Creative Technologies instructors to inform students and answer any questions regarding curriculum changes.

Faculty and staff will be informed of this change at School business meetings, executive committee meetings, and program meetings.

The major change will be communicated to the wider University community via the advising teams for each college (including University Studies), SOVA website, and VT admissions in order to ensure any interested internal and external transfers are aware.

**College of Architecture and Urban Studies**  
**Bachelor of Fine Arts in Art**  
**Major: Creative Technologies**  
**For Students Graduating in Calendar Year 2021**

<b>Curriculum for Education Requirements</b>			<b>36</b>	
Area 1	Writing and Discourse		3	3
Area 2	Ideas, Cultural Traditions and Values	(Not ART Courses)	3	3
Area 3	Society and Human Behavior		3	3
Area 4	Scientific Reasoning and Discovery		3	3
Area 5	Quantitative and Symbolic Reasoning		3	3
Area 6	Creativity and the Aesthetic Experience		3	
	ART 2385 Survey of The History of Western Art			
Area 7	Critical Issues in A Global Context		3	
<b>Core Bachelor of Fine Arts Requirements</b>			<b>21</b>	
ART 1204	Principles of Art & Design I		3	
ART 1404	Drawing I		3	
ART 1604	Principles of New Media Art & Design		3	
ART 1414	Drawing II: Life Drawing	pre: 1204, 1404, 1604	3	
ART 2386	Survey of the History of Western Art		3	
ART 4575	Adv. Visual Communication	pre: 3566		
	--or--			
ART 4894	Senior Studio I	Must have senior standing	3	
ART 4576	Adv. Visual Communication	pre: 4575		
	-- or--			
ART 4894	Senior Studio II	Must have senior standing	3	
<b>Creative Technologies Major Requirements</b>			<b>27</b>	
ART 2604	Intro New Media Art	pre: 1604	3	
ART 2704	3D Computer Animation	pre: 1204, 1404, 1604	3	
ART 3504	Topics in Digital Art and Design	pre: 2604	3	
ART 3604	Topics in New Media Art	pre: 2604	3	
ART 3704	Topics in Computer Animation	pre: 2704	3	
ART 3784	European and American Art Since 1900	pre: 2386	3	
ART 3854	Professional Studio Practices	pre: Bachelor of Fine Arts (BFA) majors only	3	
ART 4804	New Media Art Theory	pre: 2385, 2386. Must have senior standing	3	
ART 4544	Computer Animation Studio	pre: 3704. Must have senior standing	3	
<b>Restrictive Electives</b>			<b>33</b>	
ART 2XXX	Studio Art Elective (2000-level course from List A below)		3	
ART 2XXX	Studio Art Elective (2000-level course from List A below)		3	
ART 3XXX	Studio Art Elective (3000-level course from List B below)		3	
ART 3XXX	Studio Art Elective (3000-level course from List B below)		3	
ART 3XXX	Studio Art Elective (3000-level course from List B below)		3	
ART 3XXX	Studio Art Elective (3000-level course from List B below)		3	
ART 4XXX	Studio Art Elective (4000-level course from List C below)		3	
ART 4XXX	Studio Art Elective (4000-level course from List C below)		3	
ART 4XXX	Studio Art Elective (4000-level course from List C below)		3	
ART XXXX	Studio Art Elective (Any 2000-4000 level course from list D below)		3	
ART XXXX	Art History Elective (Any 3000-4000 level course from list E below)		3	
<b>Free Electives</b>			<b>3</b>	

**Total Credit Hours Required for Graduation****120**

List of approved Elective Courses:

**List A: 2XXX Studio Art Elective Course Options**

ART 2524	Introduction to Painting	(pre 1204, 1404, 1504)	3
ART 2554	Introduction to Sculpture	(pre 1204, 1404, 1504)	3
ART 2664	Digital Photography	(pre 1604)	3

**List B: 3XXX Studio Art Elective Course Options – Follow a Plan of Study Below**Recommended Immersive Virtual Environments Plan of Study

ART 3704	Topics in Computer Animation (Character Modeling)	(pre 2704; fall semester only)	3
ART 3704	Topics in Computer Animation (Character Animation)	(pre 2704; spring semester only)	3
ART 3704	Topics in Computer Animation (Video Game Design)	(pre 2704; fall semester only)	3
ART 3XXX	Select from: ART 3504, 3514, 3524, 3544, 3554, 3564, 3604		

Recommended Code and Form Plan of Study

ART 3704	Topics in Computer Animation (Processing)	(pre 2704; fall semester only)	3
ART 3504	Topics in Digital Art + Design (Multimedia Studio Max/MSP)	(pre 2704; fall semester only)	3
ART 3554	Intermediate Sculpture	(pre 2554)	3
ART 3XXX	Select from ART 3504, 3514, 3524, 3544, 3554, 3564 or 3704		3

Recommended Moving Image Plan of Study

ART 3604	Topics in New Media Art (Digital Video)	(pre 2604)	3
ART 3604	Topics in New Media Art 2D Motion Graphics	(pre 2604; fall semester only)	3
ART 3604	Topics in New Media Art (Digital Illustration)	(or other pre-approved equivalent)	3
ART 3XXX	Select from: ART 3504, 3514, 3524, 3544, 3554, 3564, or 3704		

**List C: 4XXX Studio Art Elective Course Options**

ART----	4504, 4514, 4524, 4534, 4544, 4564		3
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**List D: 2XXX-4XXX Studio Art Elective Course Options**

ART----	2524, 2544, 2554, 2604, 2644, 2664, 2704, 3504, 3514, 3524, 3544, 3554, 3564, 3604, 3704, 4504, 4514, 4524, 4534, 4544, 4554, 4564		3
			3

**List E: 3XXX-4XXX Art History Elective Course Options**

	3004, 3054, 3064, 3074, 3084, 3174, 3184, 3284, 3384, 3484, 3584, 3674, 3684, 3774, 3884, 4384		3
			3

**Curriculum for Liberal Education Requirements**

Students are responsible for completing the Curriculum for Liberal Education requirements that are in effect when they enter the university. The university requires students to complete course work from all seven areas of the Curriculum for Liberal Education.

**GPA Requirements**

Students must maintain an overall 2.0 GPA and a 2.0 in-major GPA. In-Major GPA is calculated on all ART courses.

**Satisfactory Progress Toward Degree**

The University requires every department to establish benchmarks by which their majors can demonstrate that they are making satisfactory progress toward a degree. In addition to the University requirement for satisfactory progress (See Satisfactory Progress in Academics chapter of Undergraduate Catalogue), in the case of the Creative Technologies major, these benchmarks are:

1. Students must maintain a C- or better in required Foundations courses (1204, 1404, 1604, 1214, 1414).
2. Upon having attempted 72 semester hours (including transfer, AP, advanced standing and credit by exam) a Studio Art student must have completed at least 6 credits towards this major with a 2.0 overall GPA and have a minimum 2.0 in-major GPA.
3. Students must successfully complete their BFA exhibition (ART 4894).

**Prerequisites**

This check sheet contains elective courses that may have prerequisites not listed on this check sheet. Please see your advisor or consult the Undergraduate Course Catalog for more information.

**Foreign Language Requirement**

Students who do not successfully complete at least two units of a single foreign language, classical language, or American Sign Language during high school must

Successfully complete six semester hours of a single college level foreign Language or classical language at the college level. Such semester hours are in addition to those normally required for graduation. Please see the undergraduate catalogue for details.

**Double-Counting**

No more than 50% of the graded course credits required for Minor: Art History may be double-counted by a student also enrolled in Major: Creative Technologies.

**College of Architecture and Urban Studies  
Bachelor of Fine Arts  
Major Concentration: Creative Technologies  
For Students Graduating in Spring 2019**

<b>Curriculum for Liberal Education Requirements</b>		<b>36</b>
Area 1:	Writing and Discourse	3 __, 3 __
Area 2:	Ideas, Cultural Traditions and Values <span style="float: right;"><i>(not ART courses)</i></span>	3 __, 3 __
Area 3:	Society and Human Behavior	3 __, 3 __
Area 4:	Scientific Reasoning and Discovery	3 __, 3 __
Area 5:	Quantitative and Symbolic Reasoning	3 __, 3 __
Area 6:	Creativity and the Aesthetic Experience: <i>ART 2385 Survey of the History of Western Art I</i>	3 __
Area 7:	Critical Issues in a Global Context	3 __
<b>Core Bachelor of Fine Arts Requirements</b>		<b>21</b>
ART 1204	Principles of Art & Design I	3 __
ART 1404	Drawing I	3 __
ART 1604	Principles of New Media Art & Design	3 __
ART 1214	Principles of Art & Design II	<i>pre: 1204, 1404</i>
ART 1414	Drawing II: Life Drawing	<i>pre: 1204, 1404, 1604</i>
ART 2386	Survey of the History of Western Art II	3 __
ART 3784	European and American Art Since 1900 (fall semester only)	<i>pre: 2386</i>
	--or--	3 __
ART 3774	History of Modern Graphic Design	<i>pre: 2386</i>
		3 __
<b>Creative Technology Requirements</b>		<b>21</b>
ART 2604	Intro to New Media Art	<i>pre: 1604</i>
ART 2704	3D Computer Animation	<i>pre: 1204, 1404, 1604</i>
ART 3854	Professional Studio Practices (fall semester only)	<i>pre: BFA majors only</i>
ART 4544	Computer Animation Studio	<i>pre: 3704</i>
ART 4804	New Media Art Theory	<i>(pre: 2385, 2386, 3604 or permission of instructor)</i>
ART 4894	Senior Studio	<i>must have senior standing</i>
ART 4894	Senior Studio	<i>must have senior standing</i>
		3 __
<b>Restrictive Electives</b>		<b>33</b>
ART 2XXX	Studio Art Elective (2000-level course required from list A below)	3 __
ART 2XXX	Studio Art Elective (2000-level course required from list A below)	3 __
ART 3XXX	Studio Art Elective (3000-level course required from list B below)	3 __
ART 3XXX	Studio Art Elective (3000-level course required from list B below)	3 __
ART 3XXX	Studio Art Elective (3000-level course required from list B below)	3 __
ART 3XXX	Studio Art Elective (3000-level course required from list B below)	3 __
ART 4XXX	Studio Art Elective (4000-level course required form list C below)	3 __
ART 4XXX	Studio Art Elective (4000-level course required form list C below)	3 __
ART 4XXX	Studio Art Elective (4000-level course required form list C below)	3 __
ART XXXX	Studio Art Elective (Any 2000-4000 level course from list D below)	3 __
ART XXXX	Art History Elective (Any 3000-4000 level course from list E below)	3 __
<b>Free Electives</b>		<b>9</b>
_____	_____	3 __
_____	_____	3 __
_____	_____	3 __
<b>TOTAL CREDIT HOURS REQUIRED FOR GRADUATION</b>		<b>120</b>

**List of approved Elective Courses:**

List A:      2XXX Studio Art Elective Course Options



ART 2524	Introduction to Painting	(pre 1204, 1404, 1604)
ART 2554	Introduction to Sculpture	(pre 1204, 1404, 1604)
ART 2664	Digital Photography	(pre 1604)
ART 2544	Ceramics I	(pre 1204, 1404, 1604)

**List B: 3XXX Studio Art Elective Course Options - Follow a Plan of Study Below**

Recommended Immersive Virtual Environments Plan of Study

ART 3704	Topics in Computer Animation (Character Modeling)	(pre 2704; fall semester only)
ART 3704	Topics in Computer Animation (Character Animation)	(pre 2704; spring semester only)
ART 3704	Topics in Computer Animation (Video Game Design)	(pre 2704; fall semester only)
ART 3XXX	Select from: ART 3504, 3514, 3524, 3544, 3554, 3564, or 3604	

Recommended Code and Form Plan of Study

ART 3704	Topics in Computer Animation (Processing)	(pre 2704; fall semester only)
ART 3504	Topics in Digital Art + Design (Multimedia Studio Max/MSP)	(pre 2704; fall semester only)
ART 3554	Intermediate Sculpture	(pre 2554)
ART 3XXX	Select from: ART 3504, 3514, 3524, 3544, 3554, 3564, or 3604	

Recommended Moving Image Plan of Study

ART 3604	Topics in New Media Art (Digital Video)	(pre 2604)
ART 3604	Topics in New Media Art (2D Motion Graphics)	(pre 2604; fall semester only)
ART 3604	Topics in New Media Art (Digital Illustration)	(or other pre-approved equivalent)
ART 3XXX	Select from: ART 3504, 3514, 3524, 3544, 3554, 3564, or 3704	

**List C: 4XXX Studio Art Elective Course Options**

ART ---- 4504, 4514, 4524, 4534, 4544, 4554, 4564

**List D: 2XXX-4XXX Studio Art Elective Course Options**

ART ---- 2524, 2544, 2554, 2604, 2644, 2664, 2704, 3504, 3514, 3524, 3544, 3554, 3564, 3604, 3704, 4504, 4514, 4524, 4534, 4544, 4554, 4564

**List E: 3XXX-4XXX Art History Elective Course Options**

ART --- 3004, 3054, 3064, 3074, 3084, 3174, 3184, 3284, 3384, 3484, 3584, 3674, 3684, 3774, 3884, 4384

**Curriculum for Liberal Education Requirements**

Students are responsible for completing the Curriculum for Liberal Education requirements that are in effect when they enter the university.

**GPA Requirements**

Students must maintain an overall 2.0 GPA and a 2.0 in-major GPA. In-major GPA is calculated on all ART courses.

**Satisfactory Progress Toward Degree**

Students must successfully pass portfolio review in Creative Technology to take any courses higher than 2XXX. In addition to the university requirement for satisfactory progress (see Satisfactory Progress in Undergraduate catalog) upon completion of 72 semester credits, students must have completed all second year in-major courses with a C- or higher.

**Prerequisites**

This check sheet contains elective courses that may have prerequisites not listed on this checksheet. Please see your advisor or consult the Undergraduate Course Catalog for more information.

**Foreign Language Requirement**

Students who do not successfully complete at least two units of a single foreign language, classical language or American Sign Language during high school must successfully complete six semester hours of a single college level foreign language or classical language at the college level. Such semester hours are in addition to those normally required for graduation. Please see the undergraduate catalogue for details.