

Approved by the Board of Trustees,  
July 14, 2005

Board Meeting  
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REORGANIZE AND REDESIGNATE BACHELOR OF FINE ARTS IN  
PHOTOGRAPHY/FILM/ELECTRONIC MEDIA,  
COLLEGE OF ARCHITECTURE AND THE ARTS, CHICAGO

**Action:** Approve the Reorganization and Redesignation of the Bachelor of Fine Arts in Photography/Film/Electronic Media, College of Architecture and the Arts, Chicago

**Funding:** No Funding Required

The Chancellor at Chicago with the advice of the Chicago Senate and the College of Architecture and the Arts, recommends approval to reorganize the Bachelor of Fine Arts in Photography/Film/Electronic Media into three separate degrees and to designate them as (1) BFA in Photography; (2) BFA in Moving Image; and (3) BFA in Electronic Visualization. Each of the separate degrees will have its own set of degree requirements.

The School of Art and Design plans to more effectively and accurately distribute the Bachelor of Fine Arts majors between the areas of Art (Photography, Moving Image, Studio Arts) and Design (Electronic Visualization, Graphic Design, Industrial Design). To accomplish this distribution, the school proposes to disaggregate the existing BFA in Photography/Film/Electronic Media into three separate degrees: (1) BFA in Photography; (2) BFA in Moving Image; and (3) BFA in Electronic Visualization.

The proposed program revision addresses the following needs:

1. to modify and, in some cases, amplify course content;
2. to bring departmental structure and course offerings into alignment with current art practice; and
3. to increase interdisciplinary exchange among Studio Arts, Photography, and Moving Image on the art side, and Graphic Design, Industrial Design, and Electronic Visualization on the design side.

The current degree title, and thus the diploma and transcript title, “BFA in Photography/Film/Electronic Media,” does not indicate that a student has focused his or her studies in one of the three areas. Prospective employers have no understanding of the depth of individualized concentration possible within this degree. It can be difficult to determine if graduates are truly qualified for the jobs they seek.

The BFA in Photography/Film/Electronic Media is unwieldy and difficult for students to understand. Some areas do not have the course structure and content required to adequately address their related knowledge and technology needs. The new curricula address these deficiencies and provide a clear structure for moving through these majors. Students will be able to plan their studies efficiently and to graduate with a degree that provides a strong knowledge base in their major.

The board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval, pending further review by the Illinois Board of Higher Education.