

Board Meeting  
March 10, 2010

RENAME THE MASTER OF FINE ARTS IN ELECTRONIC VISUALIZATION,  
COLLEGE OF ARCHITECTURE AND THE ARTS, CHICAGO

**Action:** Approve the Renaming of the Master of Fine Arts in Electronic Visualization, College of Architecture and the Arts

**Funding:** No New Funding Required

The Chancellor at Chicago with the advice of the Chicago Senate, the Graduate College, and the College of Architecture and the Arts recommends the renaming of the Master of Fine Arts (MFA) in Electronic Visualization as the MFA in New Media Arts.

The School of Art and Design within the College of Architecture and the Arts proposes to rename its MFA degree program in Electronic Visualization in order to more accurately and effectively describe both the mission of this program and the nature of the courses offered within this area. The proposed name change to New Media Arts correlates with an updated teaching philosophy in conjunction with targeted curricular expansion that includes the development of a series of elective courses focused on broader areas not currently part of “Electronic Visualization.”

The term “New Media Arts” encompasses broader areas of application than the term “Electronic Visualization,” including artwork created with new media technologies, interactive installation building techniques, computer programming and

animation, physical computing tools, information aesthetics, and broad based visualization topics and technologies. “Electronic Visualization” focuses on computer graphics and screen-based applications, and does not encompass as a term the realm of physical computing, interactive installation, and sound as current research topics within the program.

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. This action is subject to further review and approval by the Illinois Board of Higher Education.