

UConn DMD Digital Media & Design

Opposition to name change proposal from AAH to AAHD

DMD Majors:

Our **DEGREE** titles are all **DIGITAL MEDIA & DESIGN**

Undergraduate concentrations

- Motion **Design** & Animation (BFA)
- Digital Film / Video Production (BFA)
- 3D Animation (BFA)
- Game **Design** (BFA)
- Web **Design** & Interactive Media **Design** (BFA)
- Digital Media Business Strategies (BA)
- Digital Culture, Learning, and Advocacy (BA)
- BA in Digital Media & **Design** (generalist)

AAH Majors:

AHH **DEGREE** titles are **ART, ART HISTORY, or STUDIO ART**

Undergraduate concentrations

- Graphic **Design** (BFA)
- Illustration / Animation (BFA)
- Painting / Drawing (BFA)
- Photography / Video (BFA)
- Printmaking (BFA)
- Sculpture/Ceramics (BFA)
- BA in Art History
- BA in Art
- ****NOTE: Industrial Design is INTERDISCIPLINARY and NOT solely in AAH.**

Dramatic Arts Majors:

DRAM also has **DEGREES** in **DESIGN**

Undergraduate concentrations

- **Design** & Technical (BFA/MFA)
 - Costume **Design**
 - Lighting **Design**
 - Scenic **Design**
 - Technical Direction
- Acting (BFA/MF)
- Arts Administration (MFA)
- Puppet Arts (BFA/MFA)
- Theatre Studies (BA)

Use of Word “Design”

In the UConn **UNDERGRADUATE CATALOG**:

- The word “Design” appears
 - 31 times in DMD Major Description
 - 5 times in AAH Major Description
 - 87 times in DMD Course Descriptions
 - 40 times (11 design courses) in ART Course Descriptions
 - 18 times in DRAM Course Descriptions

Department Naming

In order to properly represent itself, a Department name should reflect the types of degrees offered and **AVOID** over emphasizing one concentration over another.

AAH currently reflects the **TWO DEGREES** offered.

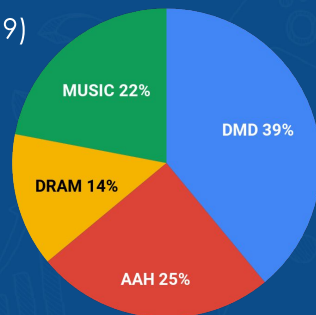
Why add the word DESIGN to become **AAHD** when Graphic Design is only **1 of 8** concentrations in AAH?

Impact on DMD

290 undergraduate DMD majors (F19)

- **Storrs:** 200
- **Stamford:** 90

+13 MFA Students (Storrs)



DMD is **39% of the SFA Undergraduate population

Applicant Confusion

- Applicants to DMD are already confused between AAH and DMD. Adding “Design” to AAH will create further confusion.
- Major impact on Stamford DMD program (as there is no Art-Graphic Design option, but AAHD name could confuse students)
- We need to work to offer clarification between Graphic Design and our DMD majors (I stress that DMD is time-based/interactive focus.)

History vs. Now

While we respect the long-term struggle that Graphic Designers have been experiencing within the Art & Art History department, the historical argument began prior to the existence of the Digital Media & Design department.

DMD is a well-known brand on campus and the state. Adding "Design" to AAH without any qualifier (i.e. **Graphic** Design) will confuse not only student applicants, but our UConn colleagues and statewide constituents (who are not privy to the ugly history within SFA).

Changing the Tides

AAH has had a **reactive** history with DMD:

- **Photography** concentration became **Photography / Video** in 2016-17
ART 3450 Documentary Photo and Video (changed in 2016)
- **Illustration** changed to **Illustration / Animation** in 2015-16

However, when DMD updated our program for NASAD accreditation, we **respectfully considered** AAH when renaming our own concentrations:

- Changed **2D Animation** to **Motion Design & Animation**
- Created **Digital Film/Video Production** (instead of simply **Film/Video**)

DMD embraces a MORE specific use of shared terms, not more generic.

Good Will via DMD

DMD has been working to heal old wounds:

- Graphic Design faculty (Edvin & Mark) invited to a Dec. 2018 DMD faculty meeting to open dialog between programs
- Pam Bramble, Chris Sancomb serve on faculty searches
- AAH faculty serving on DMD MFA committees
- Open courses to Art majors whenever possible
- Stamford DMD promotes AAH courses, includes Pam Bramble (faculty showcase) and shares resources (i.e. equipment) to non-majors

I believe that we in SFA should work collaboratively to offer shared experiences that strengthen all SFA students' portfolios. In the end, the world sees them as **UConn graduates**, beyond departments.

Who Are DMD Faculty?



WE ARE:

- 33% **designers**
- 43% **artists**
- 24% other "digital creatives"

Counter proposal - VOTE NO.

- Give time for **DIALOG** between impacted departments to collaboratively find solutions that respect all faculty and majors.
 - DMD could also consider a name change that includes the word ART in the department name, which better represents our coursework, and faculty (43% artists)
 - DMAD (Digital Media Arts & Design)
 - MAD (Media Arts & Design), etc. as a couple of possibilities
- Consider a SFA name change (**School of Fine Arts and Design (SFAD)** or other) in lieu of a solo AAH change, that is inclusive of DMD & DRAM.

Counter proposal - VOTE NO.

- 2019-20 will encompass the development of a new University-wide **Strategic Plan** and for our individual departments.
- This is **an opportunity for us, as a SCHOOL**, to work together to determine who we are and where we want to be. Let's take careful time to thoughtfully go through the process, considering School and Department name changes that embrace both shared and distinctive values.

THANK YOU!