Date: 9/26/02

To: Doug Kalika
Graduate School Dean's Office

From: Bob Shay, Dean
College of Fine Arts

Re: Course Approval

This is to register my support (as interim chair and dean) for A-E 675, Aesthetics and Design. The course is intended to be a requirement in the new 16-hour Certificate program in Human Computer Interaction offered by the College of Education.

It has been my belief for quite some time that the availability of user-friendly software has compromised the esthetic sophistication of most multi media programs. These programs are usually built by people who have little formal training in design and hence have only the most rudimentary degree of visual literacy. The problem tends to exacerbate itself because intense exposure to poor design breeds and fosters a new generation of poor design and this course, while not a panacea, will lend some modicum of design skills to those charged with the creation of technology based educational services. While taking one course cannot hope to instill complete mastery, the reality is that many of these products are built by teams of individuals who bring a variety of skills (technology, pedagogy, communication etc.) to the table and at worst, this course would expedite communication concerning design between the team members. At best, the course's hands on (studio) nature will provide substantial visual skills to those who take it, thereby increasing the quality of interactive media. This is a fundamentally sound course which fills a legitimate need.

Enclosure: Application for New Course
APPLICATION FOR NEW COURSE

1. Submitted by College of FINE ARTS __________________________ Date September 23, 2002

   Department/Division offering course ART EDUCATION __________________________

2. Proposed designation and Bulletin description of this course

   a. Prefix and Number A-E 675
   b. Title* AESTHETICS AND DESIGN
      *NOTE: If the title is longer than 24 characters (including spaces), write
         A sensible title (not exceeding 24 characters) for use on transcripts

   c. Lecture/Discussion hours per week 1
   d. Laboratory hours per week

   e. Studio hours per week 1.5
   f. Credits 3

   g. Course description

      A-E 675 AESTHETICS AND DESIGN focuses on advancing aesthetic awareness, developing an understanding of the
      principles of visual design, and the application of aesthetic design to human-computer interaction in order to integrate an
      artistic approach to the examination of technological innovations. This course emphasizes theory, research, and practice
      in the use of visual elements and design principles in interactive electronic space. This course is designed to offer
      graduate level students across disciplines opportunity to study theory and research in visual design for interactive
      multimedia layout, as well as to practice applying visual design principles to the development of interactive programs in a
      studio environment.

   h. Prerequisites (if any)

      Graduate Student Status __________________________

   i. May be repeated to a maximum of NA __________________________ (if applicable)

3. To be cross-listed as

   Prefix and Number __________________________
   Signature, Chairman, cross-listing department __________________________

4. Effective Date Fall 2003 __________________________ (semester and year)

5. Course to be offered

   X Fall  □ Spring  □ Summer

6. Will the course be offered each year?
   (Explain if not annually)

   X Yes  □ No

7. Why is this course needed?

    Initially, this course is being developed to serve students in a new interdisciplinary graduate certificate program in Human-
    Computer Interaction (HCI). This new graduate certificate is currently being reviewed and was initiated by Dr. Melody
    Carswell, Experimental Psychology, Human Factors Engineering.

8. By whom will the course be taught?

   Dr. Nancye McCrary, Assistant Professor, Art Education

9. Are facilities for teaching the course now available?
   If not, what plans have been made for providing them?

   X Yes  □ No

   √ Ask
APPLICATION FOR NEW COURSE

10. What enrollment may be reasonably anticipated?  10-20 per semester

11. Will this course serve students in the Department primarily?  
   □ Yes  X No
   Will it be of service to a significant number of students outside the Department?  
   X Yes  □ No
   Initially, this course is being developed to serve students in a new interdisciplinary graduate certificate program in Human-Computer Interaction (HCI).
   Will the course serve as a University Studies Program course?  
   □ Yes  X No
   If yes, under what Area?

12. Check the category most applicable to this course
   □ traditional; offered in corresponding departments elsewhere;
   X relatively new, now being widely established
   □ not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky?  
   X Yes  □ No

14. Is this course part of a proposed new program:  
   X Yes  □ No
   If yes, which?
   Graduate Certificate in Human-Computer Interaction (HCI)

15. Will adding this course change the degree requirements in one or more programs?*  
   □ Yes  X No
   If yes, explain the change(s) below

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.

18. Within the Department, who should be contacted for further information about the proposed course?
   Name  Nancye McCrary, Ed. D.  Phone Extension  7-2291

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.
APPLICATION FOR NEW COURSE

Signatures of Approval:

Department Chair (Dean Shay-Acting Chair)

Date

Dean of the College (Dean Shay)

Date

*Undergraduate Council

Date

*University Studies

Date

*Graduate Council

Date

*Academic Council for the Medical Center

Date

*Senate Council (Chair)

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

Rev 8/02
AE-675 AESTHETICS AND DESIGN  
(3 Credit Hours)

Course Description

A-E 675 AESTHETICS AND DESIGN focuses on advancing aesthetic awareness, developing an understanding of the principles of visual design, and the application of aesthetic design to human-computer interaction in order to integrate an artistic approach to the examination of technological innovations. This course emphasizes theory, research, and practice in the use of visual elements and design principles in interactive electronic space. This course is designed to offer graduate level students across disciplines opportunity to study theory and research in visual design for interactive multimedia layout, as well as to practice applying visual design principles to the development of interactive programs in a studio environment.

Teaching/Learning Objectives

- Basic understanding of aesthetic theory, philosophy, and design as applied to interactive computer-based programs.
- Perceptual development in evaluating interactive multimedia design, relative to aesthetic awareness.
- Gain an understanding of the affects of visual elements and the use of basic design principles in interactive multimedia.
- Understanding and articulating current theory and research relative to aesthetic design, human-computer interaction, and learning.
- Experience in the production of multimedia programs using basic visual design principles.

Course Outline

Evaluation  
Attendance and Participation 20%  
Interactive Multimedia Program 20%  
Written Analysis of Multimedia Program 20%  
Note Cards/Readings Discussion 20%  
Final Presentation 20%

Assignments

I. Note Cards for Each Reading  
Bring note card with (2) main points and (1) question from each reading. Use the note card for in-class discussion and turn them in at the end of each class. Over the semester, your questions and main points should become increasingly clear and reflect your understanding of the course content. Emphasis should be on formulating interesting questions that stimulate thinking and discussion.

II. Interactive Multimedia Program  
Design, develop, evaluate, and revise a unique interactive multimedia program that incorporates effective use of visual elements and design principles directed at specific goals, such as learning content, changing attitudes, remembering events or concepts, etc.

III. Written Analysis of Multimedia Program  
Develop a scholarly paper describing your interactive multimedia program, program goals, user testing, evaluation results, revisions, use of aesthetic elements and visual design principles. Include theoretical and research-based references that inform your design.

IV. Final Presentation  
Present your final project to the class, including appropriate handouts, on-screen presentation, charts, storyboard, etc.
References


