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Conceptualized and Compiled by Doug Blandy and Maia Howes
With Contributions from AAD Faculty and Students

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MISSION

Arts management is a multidisciplinary field, focused on promoting the arts and culture for individuals and societies. The master's degree in arts management at the University of Oregon is based on the belief that professional arts managers must be familiar with the social, cultural, economic, political, technical and ethical contexts of the arts. The University of Oregon program in arts management is built upon over two decades of academic research, programming, and publication in the area of cultural and community arts services.

Arts and Administration Program (AAD)
School of Architecture and Allied Arts
University of Oregon

NEW STUDENT ORIENTATION

Wednesday, September 19, 2001

The Wilcox Hearth, 266 LA

MORNING

- 9-9:30 Continental Breakfast
- 9:30-9:45 Welcome, Faculty Introduction and Overview of the Day by Doug Blandy
- 9:45-11 Student Introductions
- 11-11:15 Break
- 11:15-12:00 Overview of AAD Program:
- | | |
|-------------------------|------------------------------------|
| Program Core | Rogena Degge |
| Research | Beverly Jones |
| Technology | Eric Schiff |
| Internship | Linda Ettinger & Kassia Dellabough |
| Areas of Concentration: | |
| Community Arts | Doug Blandy |
| Event Mgmt | Gaylene Carpenter |
| Museum Studies | Rogena Degge |
| Performing Arts | Doug Blandy |

AAD Advisory Board

AAD OFFICE ADMINISTRATION

1. AAD graduate mailboxes have been assigned by number, and are in the hallway outside 251E Lawrence. Second-year student numbers have changed!
2. After you have registered for classes, please go to the Photo ID office in the Erb Memorial Union (EMU) for your picture ID. This ID allows bus privileges, library privileges, and may be used as an additional photo ID to your driver's license when needed.
3. To set up your e-mail account, go to the "Help Desk" in the South Lobby of the Computing Center. You will need to show your photo ID and your PAC number, used to access Duck Call. **E-mail is used by the AAD program as the primary communications tool.** Daily messages from the office, faculty announcements, job postings, and other important data with time sensitivity make it important that you check your e-mail at least once each day. Please use the e-mail listserve only for official and professional business that is of interest to constituents in the program.
4. The fall term Schedule of Classes is available from the UO Bookstore for \$.25. It has a wealth of information on financial aid billing and tuition statements, campus-wide course information, how to call Duck Call to register, final exam schedules, grades and transcripts, and general university services.
5. Parking permits may be requested through the Office of Public Safety in Straub Hall. Bicycles must also be registered with Public Safety.
6. The fall, 2001 term dates of critical interest are:
 - Monday, September 24 – first day of fall classes
 - Monday, October 1 – last day to drop a class without a mark of "W" on the transcript
 - Wednesday, October 3 – last day to add a class
 - Friday, October 5 – AAD Masters Summer Internship Presentations; 10:45 am, in 206 Lawrence
 - Friday, November 2 – AAD Advising Session for winter; 11:00 – 12:00 in 249 Lawrence
 - Friday, November 9 – Last day to withdraw from a class
 - Monday, November 12 – Veteran's Day; classes are held, but offices are closed
 - Monday, November 12 – Duck Call registration begins for winter term
 - Thursday/Friday, November 22-23 – UO closed for Thanksgiving holiday
 - Monday-Friday, December 3-7 – Fall Final Exams
 - Thursday, December 13 – Fall grades available on Duck Call and Duck Web
 - Monday, January 7 – first day of winter classes
7. Pre-authorizations for class procedures (these have check marks by them in the Schedule of Classes):
 - Speak with the instructor of the class for permission to be preauthorized
 - Come to the AAD office and enter your name, SSN, topic, your phone, e-mail on the page for the appropriate class. Topic is very important on open-ended classes (with middle number as zero), as we can customize the listing on your transcript, i.e., Prac Oregon Bach Fest is a practicum you have done with the Oregon Bach Festival
 - Allow up to 48 hours for the office to enter the preauthorizations in the UO integrated database
 - Call Duck Call to register
8. Each AAD professor has a bin in 251E Lawrence (AAD Office) for the return of papers and projects to students. Please check there first for graded materials.
9. Remember that the AAD/HP office serves two academic programs, both Arts & Administration and Historic Preservation Programs. Because of decentralization of administrative duties and the shared office, we have curtailed hours to 9-noon and 1-4 in order to handle the increased workload. Please be patient and please honor the hours.
10. The AAD Resource Room (256 Lawrence) houses archival copies of student theses and terminal projects. Access to the Resource Room is by request in the main office, and is limited to the office's open hours. Sorry! You may not borrow these copies, as too many have been lost in the past. You may only remove them from the Resource Room for the purpose of copying in the AAA Library. If the Resource Room is in use for meetings by the faculty or GTFs with their students, it will not be available to you. Anyone authorized to use the Resource Room for meetings is asked to post meeting times on the outside of the door.
11. The AAD office number is 346-3639. Maia Howes' e-mail address is: mhowes@oregon.uoregon.edu.

ARTS & ADMINISTRATION - ADVISOR LIST - FALL 2001

Student Name	Concentration (please notify the office if your concentration is incorrect)	Faculty Academic Advisor	Research Director (second year students and beyond)
CONTINUING STUDENTS - (18)			
Bailen, Sarah	Event Management	Carpenter	
Bretz, David	Performing Arts	Ettinger	Maitland-Gholson
Brewster, Carol	Event Management	Carpenter	
Burkhalter, Heather	Community Arts	Ettinger	
Couch-Goodling, Becky	Performing Arts	Blandy	
Cox, Christy	Community Arts	Blandy	
Doignon, Yann (exchange)	James Ivory Film Research	Blandy	
Harper, Kimberly	Museum Studies	Degge/Abia-Smith	
Kelly, Penelope	Museum Studies	Degge/Abia-Smith	
Morris, Robert	Museum Studies	Degge/Abia-Smith	
Rinaldi, Tina	Museum Studies	Degge/Abia-Smith	
Stock, Carolyn	Performing Arts	Ettinger	
Tafoya, Gina	Community Arts	Blandy	
Terman, Erica	Museum Studies	Degge/Abia-Smith	
Vizer, Honey	Community/Performing Arts	Blandy	
Voelker, Julie	Performing Arts	Blandy	
Windle, Emily	Event Management	Carpenter	
Yates, Jess	Event Management	Carpenter	
FIRST-YEAR STUDENTS - Fall 2001 Class (18)			
Baum, Gus	Performing Arts	Carpenter	
Bohl, Heidi	Community Arts	Blandy	
Calame, Jennifer	Museum Studies	Carpenter	
Dart, Jessica	Performing Arts	Carpenter	
Harris, Stephanie	Museum Studies	Ettinger	
Holder, Danielle	Community Arts	Blandy	
June, Jamie	Performing Arts	Carpenter	
Keen, Katee	Community Arts	Blandy	
Kim, Mi Jeong (June)	Performing Arts	Ettinger	
Lamb, Tonya	Museum Studies	Ettinger	
Mann, Ajit	Museum Studies	Carpenter	
McGovern, Kelly	Museum Studies	Ettinger	
Moscato, Marc	Community Arts	Blandy	
Rawlins, Brendan	Performing Arts	Carpenter	
Rutheiser, Michele	Community Arts	Blandy	
Sohn, Hee Jeong	Museum Studies	Ettinger	
Tiptus, Pachat (Koe) Kob	Event Management	Carpenter	
Tonkin, Rebecca	Museum Studies	Ettinger	
			9/14/01

Arts & Administration/Historic Preservation Programs
Fall, 2001 Courses

<u>MONDAY (M)</u>	<u>TUESDAY (U)</u>	<u>WEDNESDAY (W)</u>	<u>THURSDAY (H)</u>	<u>FRIDAY (F)</u>
	8:00-9:20, 263 LA AAAP 4/510 Fundamentals of HP Amundson, 3 credits	9:00-11:50, 249 LA AAD 4/560 Arts Administration Ettinger, 4 credits	8:00-9:20, 263 LA AAAP 4/510 Fundamentals of HP Amundson, 3 credits	
9:00-11:50, 249 LA AAD 610/Internship II Ettinger/Dellabough 3 credits			9:00-11:50, 249 LA AAD 611/Research Proposal Development Jones, 3 credits	
9:00-10:50, 279 LA AAAP 4/508 Wrk - Assessment Peting, 3 credits	11:00-12:20, 249 LA AAD 199/Thinking Outside the Box Dellabough, 3 cr	9:00-10:50, 279 LA AAAP 4/508 Wrk - Assessment Peting, 3 credits		10:00-12:00, 256 LA AAD Faculty Meetings (varying dates)
13:00-15:50, 249 LA AAD 4/550 Art in Society Degge, 4 credits	12:30-13:50, 249 LA AAD 4/510 Event Management Carpenter, 4 credits	14:00-14:50, 249 LA AAD 199/FIG Coll Experience Blandy, 1 credit	11:00-12:20, 249 LA AAD 199/Thinking Outside the Box Dellabough, 3 cr	
13:00-15:50, 263 LA AAAP 4/510 Heritage Tourism Peting, 3 credits	15:30-16:50, 16 Pac AAD 250/Art & Human Values Blandy, 4 credits (also 249/263 LA)			SATURDAY (S)
15:00-16:50, 207 CHA AAD 251 Arts & Visual Literacy Williams, R. 4 cr.	15:30-18:20, 279 LA AAAP4/511 Intro. to Historic Pres Peting, 3 credits	15:00-16:50 249 LA 607/Issue in Arts Management Degge, 2 credits	12:30-13:50, 249 LA AAD 4/520 Event Management Carpenter, 4 credits	9:00-16:50, 249 LA AAD 4/510 Planning Interpretive Exhibits, 2 credits Parman, meets 10/21 and 11/4 only
	18:00-19:20, 112MR1 AAD 4/583 Information Des & Pres Schiff, 3 credits	15:00-16:50, 207 CHA AAD 251 Arts & Visual Literacy Williams, R. 4 cr.	15:30-16:50, 16 Pac AAD 250/Art & Human Values Blandy, 4 credits (also 249/263 LA)	
	AAD Individualized Study Courses: AAD 250/Art & HV (web-based) AAD 252/Art & Gender (web-based) AAD 401/Research AAD 405/Reading AAD 406/Spec Prob AAD 409/Practicum AAD 503/Thesis AAD 601/Research AAD 602/Super Col Teaching AAD 605/Reading AAD 606/Spec Prob AAD 609/Practicum	HP Individualized Study Courses: AAAP406/Spec Prob AAAP503/Thesis AAAP601/Research AAAP605/Reading AAAP606/Spec Prob AAAP609/Practicum Internship AAAP611/Terminal Project	18:00-19:20, 112MR1 AAD 4/583 Information Des & Pres Schiff, 3 credits	9:00-11:50, SMJ House AAAP 4/508 Wrk SMJ House Bleekman, var cr.

Graduate Certificate in Not-for-Profit Management

University of Oregon School of Architecture & Allied Arts
Department of Planning, Public Policy and Management

The University of Oregon Department of Planning, Public Policy and Management is pleased to announce the foundation of a new graduate-level Certificate in Not-for-Profit Management. The Certificate provides an opportunity for graduate students to enhance their credentials by obtaining knowledge and skills unique to the nonprofit sector. The Certificate is granted upon successful completion of 24 credit hours of courses focusing on management skills critical for leadership of nonprofit organizations.

Students in the Certificate program will come from several departments at UO, including but not limited to: Arts and Administration, Historic Preservation, Environmental Studies, Counseling Psychology and Human Services, Educational Leadership, Business, and Planning, Public Policy and Management.

The U.S. nonprofit sector includes 1.2 million public benefit organizations, comprising 7% of the nation's GDP.

Students enrolled as graduate students in any department at UO are eligible to apply for admission to the Certificate program. Classes are usually offered once per week in the late afternoons or evenings. Required classes include a **fund raising** course, two courses in **nonprofit management techniques**, a course in **financial management**, a short course in **grant writing** and a **capstone seminar**. Elective credits can be completed with an internship, or by taking two courses from a wide array of nonprofit administration-related courses in the PPPM Department, or in other departments at UO.

Oregon's nonprofit sector is rapidly expanding, showing a 47% increase in 501(c)3 organizations between 1992 and 1998.

The Not-for-Profit Management Certificate program is expected to be approved by the OUS Board of Regents in October 2001. At that time, admission forms will be made available for students to be officially admitted into the program. Classes are starting this Fall, for students who wish to complete the Certificate in June 2002.

For information, contact:

Dr. Renee Irvin, Certificate in Not-for-Profit Management Program Director
Dept. of PPPM, Uof O 1209, Hendricks Hall 108, Eugene OR 97403-1209
Phone: (541) 346-2155, Email: rirvin@darkwing.uoregon.edu, Fax: (541) 346-2040

Certificate in Not-for-Profit Management
Courses and Tentative Class Schedule

University of Oregon Department of Planning, Public Policy and Management

Course #		Course Name	Instructor	Scheduled Time/Dates (Subject to Change)
PPPM 580	4 credits	Not-for-Profit Management I	Downes	Fall, Wednesdays 3:30-6:20pm
PPPM 607	4 credits	Not-for-Profit Management II	Irvin	Winter, Thurs. 4:00-6:50pm
PPPM 510	4 credits	Resource Development for N-f-P Orgs.	Irvin	Fall, Thurs. 3:30-6:20pm
PPPM 507	4 credits	Financial Mgmt. for Public & N-f-P Orgs.	TBA	Spring
PPPM 607	1 credit	Not-for-Profit Capstone	Downes	Spring
PPPM 522	1 credit	Grantwriting	Choquette	Every quarter, first two Mondays 3-5:50pm

24 credits are required for completion of the Certificate. In addition to the 18 required credits listed above, students wishing to complete the Certificate must take at least 6 credits of elective courses. Students who have no significant work experience in the nonprofit sector are strongly recommended to enroll in 6 credits of PPPM 604 (Internship), which entails 18 hours per week working in a nonprofit organization (half time). Students with existing nonprofit work experience are also welcome to participate in an internship.

PPPM 604	6 credits	Internship	Phipps	Every quarter, TBA
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Other Preauthorized Elective Courses:

PPPM 636 Public Policy Analysis	PPPM 611 Introduction to Planning Practice
PPPM 634 Strategic Planning	PPPM 526 Environmental Planning
PPPM 628 Public Finance Administration	PPPM 510 Advanced Grantwriting
PPPM 629 Public Budget Administration	PPPM 507 New Democratic Processes
PPPM 618 Introduction to Public Policy and Management	PPPM 620 Applied Methods in Planning, Public Policy & Mgmt.
PPPM 645 Leadership and Organizational Change	PPPM 565 Quantitative Methods in Planning & Public Policy
PPPM 660 Human Resource Management in the Public Sector	PPPM 635 Planning and Social Change
PPPM 543 Natural Resource Policy	

Students may also receive elective credits for a content-relevant course offered elsewhere on campus. For authorization to receive Certificate credits for a course taken outside the Department, or for other information about the Certificate, please contact the program director:

Dr. Renee Irvin Phone: (541) 346-2155, email: rirvin@darkwing.uoregon.edu
 Department of Planning, Public Policy and Management, University of Oregon, 108 Hendricks Hall 1209, Eugene OR 97403-1209

Internet Media in Arts Administration

AAD 485/585 6:00pm-7:20pm UH Mill Race 1

Instructor: Eric J. Schiff v. 344.8575 schiff@premierelink.com, ejschiff@oregon.uoregon.edu

Assistant: Mike Wooster v. 344.8575 wooster@premierelink.com

Reading Requirements: Secrets of Successful Websites, Siegel, David Hayden Press, 1997

Resources: <http://www.premierelink.com/toolbox/resources.html>

- Requirements:**
- Midterm - 20% Case Study
 - Assignments - 30% Fireworks; Dreamweaver exercises
 - Website Project - 50% Website w /resume, portfolio, resource links
 - Attendance - 80% min. for P

This course examines current Internet media tools, platforms and trends influencing information retrieval, display and presentation. Concepts from graphic design, information processing and project management are threaded through the course.

This course will focus on effective manipulation of media for domain-specific purposes focusing on interactive *Internet* media venues of information presentation, and marketing and promotion.

DAYS	DATE	SESSION	READINGS
Tuesday	3/28/00	Syllabus, Platforms, Design Concepts, Demos	SSW - II Ch.1
Thursday	3/30/00	Intro Dreamweaver	SSW - I Ch.1-4
Tuesday	4/04/00	Project Criteria, Intro Fireworks	SSW - II Ch.2
Thursday	4/06/00	Content Issues: Text, Images, Other Work Session	SSW - II Ch.3 SSW - I Ch.5-8
Tuesday	4/11/00	Project Identification, Fireworks: Exercise	SSW - II Ch.4
Thursday	4/13/00	Webmaps, Dreamweaver: Exercise Work Session	SSW - II Ch.5 SSW - I Ch.9-12
Tuesday	4/18/00	Webmaps Due, Worksession	SSW - II Ch.6
Thursday	4/20/00	Streaming Media, Dreamweaver: Exercise	SSW - II Ch.7
Tuesday	4/25/00	Templates: Illustrator, Fireworks	SSW - II Ch.8
Thursday	4/27/00	Dreamweaver: Exercise, Navigation	SSW - I Ch.13-15
Tuesday	5/02/00	Storyboards Due, Work Session	SSW - II Ch.9
Thursday	5/04/00	Exercises Due: FW, 1-6; DW, 1-4	
Tuesday	5/09/00	Front-End, Secondary level drafts	MIDTERM DUE
Thursday	5/11/00	Gif Animations	CKWS - Ch.12, 13
Tuesday	5/16/00	Checkpoint - Individuals	SSW - II Ch.10
Thursday	5/18/00	Flash Case study - Work Session	
Tuesday	5/23/00	Site Trouble-shooting	
Thursday	5/25/00	Project Work	
Tuesday	5/30/00	Project Work	
Thursday	6/01/00	Project Work	
Tuesday	6/06/00	Final Presentations- 8pm	

<i>DAY</i>	<i>DATE</i>	<i>SESSION</i>	<i>READINGS</i>
Thursday	02/03/00	<i>Display Ad Review</i>	Ibd - pp. 58-61
Tuesday	02/08/00	Work Session Photoshop CIB: Lesson #9 - Creating Special Effects	Ibd - pp. 62-75 Ibd - pp. 80-99
Thursday	02/10/00	Work Session	
Tuesday	02/15/00	Midterm Presentations	Ibd - pp. 104-109
Thursday	02/17/00	<i>Field Trip ? TBA</i> Pre-Press Issues: Preparation and Output Photoshop CIB: Lesson #10 - Sharing Files	Ibd - pp. 1110-115
Tuesday	02/22/00	Poster Design	
Thursday	02/24/00	Posters: Case Studies - Expectations, Costs, Reality	
Tuesday	02/29/00	Posters: Design Issues	
Thursday	03/02/00	Work Session for Final Project Powerpoint Project: Prototype Due	
Tuesday	03/07/00	Work Session for Final Project	
Thursday	03/09/00	Work Session for Final Project	
Tuesday	03/14/00	Final Project Presentations 8:00 P.M.	

DAY	DATE	SESSION	ASSIGNMENT
Tuesday	10/19/99	Illustrator: Additional Features, Work Session Assignment #4 - Logo Design	GB-Ch.6 pp.140-189 DUE 10/28
Thursday	10/21/99	<i>Work Session</i>	GB-Ch.5 pp.98-109
Tuesday	10/26/99	DTP: Pagemaker - Basic Tools Page Format - One page design	GB-Ch.6 pp.111-127 NDDB-Ch.9
Thursday	10/28/99	Scanning Basics Clip Art, Graphic File Formats	NDDB-Ch.10
Tuesday	11/02/99	DTP: Graphics Import & Placement, Text Formatting, Styles, Grids Imaging, Color Assignment #5 - Flyer	DUE 11/09
Thursday	11/04/99	<i>Work Session</i>	MIDTERM DUE
Tuesday	11/09/99	DTP: Business Correspondence - Tools & Tips Assignment #6 - Business Correspondence Drafts	DUE 11/16
Thursday	11/11/99	DTP: Brochures & Newsletters - Basic Design & Layout, Tools & Tips Assignment #7 - Nameplate & Cover Page	DUE 11/23
Tuesday	11/16/99	DTP: Brochures & Newsletters - Design & Layout issues	
Thursday	11/18/99	DTP: Newsletters - Inside pages: Graphic enhancements, reader cues Assignment #8 - Mailer	DUE 11/30
Tuesday	11/23/99	<i>Work Session</i>	
Thursday	11/25/99	***** <i>No CLASS</i> *****	
Tuesday	11/30/99	<i>Work Session</i>	
Thursday	12/02/99	<i>Work Session</i>	
Tuesday	12/07/99	Final Project Presentations	8:00 P.M.

SELF-ASSESSMENT CHECKLIST

Arts & Administration Program

Waiver of AAD 583, Information Design and Presentation, Fall Term

One of the requirements of the master's degree in Arts Management is a three-part series of technology-based courses:

AAD 583, Information Design and Presentation (fall term)

AAD 584, Advanced Information Design and Presentation (winter term)

AAD 585, Multimedia for Arts Administration (spring term)

We consider the AAD 583, fall term class to be a "leveling" class, giving students who have minimal or limited experience in computer systems, software applications, and design presentation the opportunity to learn basic skills that will support their required registration in the winter and spring term classes.

Please complete the following self-assessment prior to the fall orientation session with your AAD faculty academic advisor.

WORD PROCESSING PROFICIENCY:

Excellent Skills Good Skills Fair Skills Minimal Skills No Skills
My background is in: Microsoft Word Word Perfect Other _____

DESKTOP PUBLISHING PROFICIENCY:

Excellent Skills Good Skills Fair Skills Minimal Skills No Skills
My background is in: PageMaker Quark Other _____

GRAPHIC DESIGN APPLICATION PROFICIENCY (bit map and vector programs):

Excellent Skills Good Skills Fair Skills Minimal Skills No Skills
My background is in: PhotoShop Illustrator/Freehand Other _____

OPERATING SYSTEM KNOWLEDGE AND PROFICIENCY:

Excellent Skills Good Skills Fair Skills Minimal Skills No Skills
My background is in: Windows Macintosh Other _____
I have experience in: Desktop mgmt. Save to hard drive Save to zip drive Save to text
 jpeg pict tif gif

Other: _____

DESIGN APPLICATIONS:

I have experience with the following business design applications, and can present a portfolio of this work (check all that apply):

Letterhead design Envelope design Business cards Newsletters Brochures
 Display ads Resume design
I can present a portfolio of this work: Electronically Hard Copy Both

I request permission to waive AAD 583 during fall term:

Signed Name _____ Date _____

Printed Name _____

Permission given to waive AAD 583 during fall term:

Faculty Signature _____ Date _____

- 10/100 Fast Ethernet card if using DSL, UO direct connection, or other broadband connection (Linksys is a very good value)
 - 4-8MB VRAM and Video Card/Accelerator
 - CD-ROM/DVD-ROM (many configurations include the DVD option)
 - ZIP 100 or 250
 - 14.1" Active matrix screen
 - Surge protection strip
-

Macintosh Desktop:

- G4 400-500mhz or higher
- 128MB DRAM
- 8MB VRAM and Video Card/Accelerator (built-in)
- 10GB Hard Drive or greater
- 56 K v90 Modem
- CD-ROM/DVD-ROM (many configurations include the DVD option)
- ZIP 100 or 250
- CD-RW Drive (Optional)
- 17"- 19" Monitor (View Sonic is a very good value)
- Surge protection strip

Apple Powerbook:

- G3 400-500mhz or higher
- 128MB DRAM
- 8MB VRAM and Video Card/Accelerator (built-in)
- 6- 10GB Hard Drive or greater
- 56 K v90 Modem
- CD-ROM/DVD-ROM (many configurations include the DVD option)
- ZIP 100 or 250

Essential Software for Both Platforms:

- UO Computing Center CD-ROM Internet Utilities – current versions of connectivity and Web Browser software – new systems will come fully equipped with all flavors (pick it up when you sign up for your student account)
- MS Office 98 (Macintosh), MS 2000 (PC)
- Adobe Acrobat Reader Mac/PC
- Norton Utilities – Mac/PC (Comes free with other software title purchases)
- Norton Antivirus (Comes free with other software title purchases)
- MacAfee Virus Protection – PC (comes free and pre-installed on many systems)

AAD Technology Component:

Three courses are offered as core competencies for fulfilling the AAD program technology component. The Fall Term course is optional with students being required to take the Winter and Spring Term courses. It should be noted that the Fall term course is recommended as an excellent introductory course providing students with an opportunity to prepare and familiarize themselves with computer systems, software applications, case studies specific to arts management, and basics in information design and presentation theory.

Fall Term: Information Design and Presentation (3 credits) AAD 583

Introduction to design and presentation of electronically processed and digital information. Uses concepts from aesthetics and graphic design; computer, behavioral, and social sciences. Practical applications in various contexts.

Competencies required: None

Winter Term: Advanced Information Design and Presentation (3 credits) AAD 584

Examines design and presentation of information in both print and non-print mediums for personal, professional and business marketing purposes. Practical "real world" design and presentation applications along with case studies are explored. This course will focus on maximizing technology tools (many introduced in AAD 483/583) to develop design and presentation **projects** reflecting concepts from graphic and visual design, and information protocols inherent in effective communication and project management.

Competencies required:

- Windows and/or Macintosh operating system knowledge; file saving and file type protocols; file transfer protocol; desktop and file management protocol
- Desktop publishing basics (Pagemaker and/or Quark)
- Graphic design application program basics: both bit map and vector programs (Photoshop, Illustrator and/or Freehand)

Internet Media in Arts Administration (3 credits) AAD 585

This course examines current Internet media tools, platforms and trends influencing information retrieval, display and presentation. Concepts from graphic design, information processing and project management are threaded through the course. This course will focus on effective manipulation of media for domain-specific purposes focusing on interactive *Internet* media venues of information presentation, and marketing and promotion.

Competencies required: Winter Term Course or equivalent

Computer System and Software Recommendations:

It is recommended that students have access to newer computer systems and basic software applications outside of UO Computing Center Labs. Opportunities for new computer system and software purchases and upgrades are available at academic pricing through the UO Bookstore.

Please direct inquiries regarding hardware and software to ejschiff@oregon.uoregon.edu

University of Oregon
School of Architecture & Allied Arts

Arts & Administration Program

MASTER'S THESIS REQUIREMENTS AND PROCEDURES

1. *Committee Composition.* An AAD Master's thesis committee shall be comprised of one AAD thesis chair, one AAD faculty member, and one outside member selected from another academic unit on campus. The thesis chair is appointed by the AAD program director in consultation with faculty and student. Prospective committee members are contacted by the student, after initial consultation with the thesis chair. The student meets with potential committee members individually, reviews the proposal idea, and extends the invitation to serve on the thesis committee.

2. *Declaration to do a Master's Thesis.* Students should be aware of the fact that the time requirement to complete a thesis may be greater than that required to do a project. Students intending to complete a thesis should review this point with the faculty advisor and prospective thesis chair. Students should be prepared to make accommodations to their expected degree completion date, if necessary.

3. *Proposal Development.* All arts management master's degree candidates are required to enroll in the second year Fall term Master's Proposal Seminar. Variations to this requirement must be requested in writing to the program director and faculty advisor. Students wishing to write a thesis—and who wish to proceed outside of the regularly scheduled time frame for proposal development—must seek permission from the program director and the prospective thesis chair, and submit a schedule to complete the proposal for review and approval by the thesis committee.

4. *Committee Process.* A complete thesis proposal must be presented to and approved by the committee before the study is undertaken. The approved proposal shall include a planned completion schedule. Each completed chapter draft shall be reviewed by the chair. Consultations with committee members during the process shall be reviewed with the chair.

5. *Draft Completion Deadline.* Upon approval by the thesis committee chair, thesis committee members will be presented with a draft of the completed study by the beginning of the 6th week of the term of expected graduation. Committee comments will be forwarded to both the student and the committee chair within one week.

(over)

AAD Master's Degree Research Options

In the final phase of the master's degree program of study in Arts Management, students are required to demonstrate their ability to select and frame a research topic, propose and implement a plan of inquiry, report the results in written form and conduct a public presentation. The goal is to foster skills necessary for success in a competitive professional arts management environment. As part of the final research phase students will:

1. Develop an independently framed area of inquiry built upon knowledge gained in required coursework, professional experience and published resources;
2. Implement a systematic research activity including data collection, analysis and interpretation;
3. Gain experience in formal report writing and documentation; and
4. Gain experience in oral presentation of research findings, in a collegial setting.

There are three options available to students for completing this final research phase. These are: (1) Thesis; (2) Project; or (3) Capstone. Complete explication of each option is available in the Fall term AAD Proposal Seminar. A brief summary of each option follows:

In the Thesis option students are required to:

(1) write a formal research proposal in the Fall term AAD Proposal Seminar; (2) receive faculty approval of the proposal; (3) enroll in at least one additional research methodology class beyond AAD Research Methods, appropriate to the thesis study; (4) spend a minimum of two additional terms beyond the AAD Proposal Seminar developing and documenting the thesis study; and (5) register for a minimum of 6 hours of Thesis credits, beyond the AAD Proposal Seminar. The outcome of the thesis option is an in-depth, documented investigation of a carefully developed research question. It is pursued with the supervision of a research director and in consultation with a selected committee. The document is typically 75-150 pages. It must conform to UO Graduate School standards and be approved by the master's thesis committee. A Statement of Completion is submitted to the UO Graduate School. The thesis document is submitted to the Graduate School and the AAD Program. The thesis is orally presented in a public forum.

In the Project option, students are required to:

(1) write a research proposal for a project in the Fall term AAD Proposal Seminar; (2) receive faculty approval of the proposal; (3) spend a minimum of two additional terms beyond the AAD Proposal Seminar developing, implementing and documenting the project; (4) register for a minimum of 6 hours of Research credits, beyond the AAD Proposal Seminar. The outcome of the project option is a "product" (e. g. a guidebook, a website, a video, a curriculum, a set of educational materials), supported by an academic report that explains the process through which the product was created and the larger disciplinary context. Depending on the type of project, the documentation most often includes a 20 - 35 page report and the defined product. The project is approved by the project director. A Statement of Completion is submitted to the UO Graduate School. The project report and product are submitted to the AAD Program. The project is orally presented in a public forum.

In the Capstone option, students are required to:

(1) write a proposal for a plan of inquiry in the Fall term AAD Proposal Seminar, which includes selection of three additional courses to support the area of inquiry, beyond those required in the core AAD master's curriculum; (2) receive faculty approval of the proposal; (3) spend a minimum of two additional terms beyond the AAD Proposal Seminar taking the 3 selected courses and developing a synthesis paper. Selected course credits may range from 9 - 12, depending on the specific courses - two of the three courses should be taken in winter term of the second year of study, and the third in spring term. One of the three courses can be defined as an Independent Study. The outcome of the capstone option is a 25 - 35 page synthesis paper which is reviewed and approved by the student's advisor. A Statement of Completion is submitted to the UO Graduate School. The synthesis paper is submitted to the AAD Program. The paper is orally presented in a public forum.

Leave Fridays Free!

The following activities are scheduled intermittently on Fridays for AAD students:

- Advising Sessions for following term
- Faculty Brown-Bag lunches
- AAD Student Forum lecture series
- Social and Other Events

Research Ethics Resources on the World Wide Web

Matt Strother, Teaching Research Ethics Intern

One of the newer resources available to a teacher of research ethics is cyberspace. The World Wide Web offers a vast array of ideas and information simply waiting to be discovered. Syllabi, teaching ideas, teaching material, lecture outlines, and many other resources for the budding research ethics program await, but because of sheer volume this array can be dizzying. Therefore, in order to save you the effort of winnowing the wheat from the chaff, I have compiled a list of sites that I believe to be worthwhile.

The sites have been roughly grouped, based on their content, into the following categories:

[Electronic Ethics](#) | [Ethics Warehouses](#) | [Policy Pages](#) | [On-Line Publications](#) | [Literature and Science](#) | [Online Syllabi](#)

Each category includes 1-10 sites listed by URL, followed by a brief description of the content, and my surmise on the utility of the information. Keep in mind that this is a brief list, probably only touching on the tip of the iceberg.

Electronic Ethics

These sites have to do with the ethics surrounding computer technology, including the Internet, computer engineering, etc.

- **International Webmasters Association Pro-Ethics Pledge** (<http://www.iwanet.org/about/pro-ethics.html>) Promotes the professionalization of webmasters. An on-line web ethics pledge is offered on this page, which a webmaster can electronically "sign," thus earning the organization's certification that the signer is an ethical webmaster.
- **Taylor University Computing and System Sciences Program Ethics Links** (<http://www.css.tayloru.edu/projects/ethics/elinks.html>) Offers many links to other sites that focus on the ethics of computer science, including such general topics as Internet ethics, various professional groups' codes of ethics, and intellectual property ethics.

Ethics Warehouses

Featuring a broad range of topics, these sites generally rely on a large number of links as opposed to original publications. In each descriptor I will try to give a general impression of the links' focus and utility.

- **Case Western Reserve University's Online Ethics Center for Engineering and Science** (<http://onlineethics.org>) Offers case studies, various informational links, and focuses on research integrity, human subjects, and animal welfare. One link of particular interest is "Trustworthy Research, Editorial Introduction," (<http://onlineethics.org/essays/connect.html>) written by Caroline Whitbeck. The essay itself is very interesting and provides good theory and background as to how trust operates in the research endeavor, as well as a historical backdrop to the current state of affairs. The bulk of the bibliography refers to other sites on the web, enabling the reader to track down any interesting topics immediately.
- **Core 10 – Ethics Links** (<http://www.saintjoe.edu/~timm/core10lks.html>) Maintained by Timothy McFarland, an associate professor at Saint Joseph's College, this site is geared toward a class on selected ethical problems from the Christian perspective. It offers broad categories that feature several links: Ethics Links; Bioethics Links; Business Ethics Links; Computer Ethics Links; Environmental Ethics Links; Catholic Sources; Ethics in Science and Technology; Theological Resources; and finally, Supreme Court Cases.

setting. It offers links to the big and obvious no-no's (e.g., plagiarism and misuse of privileged information). But it also offers very good suggestions about the more subtle problems, such as a researcher's obligation to report suspected misconduct, a researcher's obligation to publish, data management, and authorship.

- **Office of Research Integrity** (<http://ori.dhhs.gov/>)
- **Policy and Procedures On Academic Integrity in Research and Publication** (<http://www.uiuc.edu/unit/vcres/ai/intro.html>) A very clear and concise site covering scientific misconduct at the University of Illinois, Urbana-Champaign. There are two particularly good sections of this site, one that offers a definition of misconduct, and another that offers a clear procedural flow of how these cases are to be handled.
- **Procedures Concerning Allegations of Misconduct in Research and Creative Activities** (<http://www.msu.edu/dig/miscon/index.html>) An extensive web site maintained by Michigan State University mapping out their procedures in the investigation of alleged scientific misconduct. It is very detailed and takes the reader from an initial suspicion to the resolution of the case. Its writing is dense in the legalistic sense, but overall it offers a good sense of how a university has decided to handle misconduct in research cases.
- **University of Arizona's Office of the Vice President for Research and Graduate Studies** (<http://vpr2.admin.arizona.edu/index.htm>) Features two particularly good policy sites, the links titled "Research Ethics/Integrity" and "Conflict of Interest." Other links are interesting, but these two offer on-line policies and applications.

On-Line Publications

These are publications on-line that have some relevance to research ethics.

- **National Science Foundation Online Documents** (<http://www.nsf.gov/cgi-bin/pubsys/browser/odbrowse.pl>) A collection of online publications by NSF, including statistics reports, reports to Congress, news releases, and other such documents for the public consumption. Some of the individual reports are interesting, but it takes a good bit of looking. Some of the more interesting reports are found by searching under reports of the Office of the Inspector General, which generally offer a quick look at current ethical issues being dealt with by NSF.
- **On Being A Scientist** (<http://www.nap.edu/readingroom/books/obas/>) On-line copy of the book. This is a very good basic resource for anyone interested in research ethics.
- **The Laboratory Primate Newsletter** (<http://www.brown.edu/Research/Primate/back.html>) On-line database of all the past issues of *The Laboratory Primate Newsletter*. I haven't checked all of the links, I have found a smattering of articles about the ethics of animal research. But be warned -- most of the articles are more geared toward sharing information about the research presently in the field and the technical side of maintaining a primate research facility.

Literature and Science

These are interesting sites that offer an interdisciplinary approach to research ethics, by blending science and literature.

- **Literature and Science On-Line Syllabi Database** (<http://www2.humnet.ucla.edu/projects//sls/syllabi/coursetitle.html>) On-line database of syllabi for classes that look at the interplay between literature and science. Some of these syllabi are better than others, but they all offer some food for thought.
- **Science-in-fiction** (<http://www.djerassi.com/>) Offers a list of Carl Djerassi's novels, in a genre he has termed "Science-in-fiction," not to be confused with science fiction. He writes novels about very realistic science with the goal of using fiction to highlight issues in real science. This site also offers his advice on how to use his novels as teaching tools. If you can stomach the egoism that emanates from this site, it really offers an interesting and unique approach to teaching research ethics.

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Theories of Culture

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In the Arts and Humanities

Study and Teaching

Cultural Dimensions in Public Policy

General Considerations

Cultural Identity Nationalism Democracy

Cultural Awareness Legislation and Activities

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Cultural Policy Bibliography

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