

**National Association of Schools of Art and Design**

**PROGRAM**

**Fifty-Ninth Annual Meeting**

**October 16-19, 2003**

**The Omni Los Angeles Hotel  
Los Angeles, California**

**National Association of Schools of Art and Design  
59th ANNUAL MEETING  
October 16-19, 2003**

**Wednesday, October 15**

1:45 p.m. – 5:00 p.m.	<b>WORKSHOP FOR VISITING EVALUATORS</b> (By invitation only)	<b>Rose</b>
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2:30 p.m. – 5:30 p.m.	<b>PRE-MEETING WORKSHOP FOR NEW AND ASPIRING ART AND DESIGN ADMINISTRATORS IN HIGHER EDUCATION</b> (By pre-registration only.)	<b>Watercourt</b>
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**Thursday, October 16**

8:00 a.m. – 5:00 p.m.	<b>WORKSHOP FOR VISITING EVALUATORS</b> (By invitation only.)	<b>Rose</b>
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8:00 a.m. – 12:00 noon	<b>COMMISSION ON ACCREDITATION</b> (Members only.)	<b>Bradbury</b>
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9:00 a.m. – 3:15 p.m.	<b>PRE-MEETING WORKSHOP</b> (Continued from Wednesday afternoon.)	<b>Watercourt</b>
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1:00 p.m. – 6:00 p.m.	<b>REGISTRATION</b>	<b>Bunker Hill Foyer</b>
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**Thursday (cont)**

2:15 p.m. –  
4:15 p.m.

**MANAGING IN AN INTERDISCIPLINARY ENVIRONMENT** **Museum**  
Interdisciplinarity has received new levels of interest in recent years. Institutions and their art and design administrators find themselves asking questions about whether to proceed in an interdisciplinary way, and if so, how far? How do issues of interdisciplinarity relate to the development of fundamental knowledge and skills in fields of art and design in general, and in the specific areas of specialization? To what extent are areas of specialization blurring in response to artistic and intellectual efforts? This session will focus on questions of interdisciplinarity from the management perspective. It will consider such areas as the risks of new paradigms, the relationship between discipline specificity and such areas as facilities management and hiring practices. It will discuss approaches to faculty development and convincing institutional administrators in multipurpose institutions regarding the value of interdisciplinary approaches. It will also consider the relationship between new technology, projected technological development, and the management of interdisciplinary programs and their development.

*Presenters:* James Hopfensperger, Michigan State University  
John Kissick, Ontario College of Art & Design

*Moderator:* Thomas Lawson, California Institute of the Arts

2:15 p.m. –  
4:15 p.m.

**INTELLECTUAL PROPERTY RIGHTS** **Bunker Hill**  
New technologies have rendered inadequate old means of protecting intellectual property rights. Mass confusion reigns around what belongs to whom, what can be used without compensation under principles of fair use, the nature of intellectual property associated with electronic fabrication and distribution, and the age-old question of economic remuneration for owners of intellectual property, versus broad distribution of information, particularly in educational settings. This session will consider intellectual property rights in general, and provide an orientation to advanced thinking in this field from a number of perspectives. Specific ideas will be provided for administrators when dealing with this issue locally

*Presenters:* Sue Maberry, Otis College of Art and Design  
Christine Steiner, Steiner Conley, LLP

*Moderator:* Joan B. Stone, Rochester Institute of Technology

**Thursday (cont)**

2:15 p.m. –  
4:15 p.m.

**THE ARTICULATE ARTIST AND DESIGNER**

**Bradbury/Rose**

It is increasingly clear that artists and designers need strong language skills if they are to maximize their opportunities and effectiveness in their various professions. While there are notable exceptions, it is clear that most art and design students are more visual than verbal communicators. This condition presents a challenge to schools that prepare artists and designers. This session will address such issues as: What specific content, approaches, and orientations have been successful in building verbal skills? How can the development of these skills be attached to and integrated with the development of knowledge and skills in the various art and design specializations? What rationales can be presented to students that convince them of the need to spend time and energy in developing verbal skills? What is the role of counseling in suggesting specific courses to students in large multipurpose institutions? This session will explore such topics and provide specific suggestions and formats that enable their consideration across the range of sizes and types of institutions.

*Presenters:* Jon Esser, Purchase College, State University of New York  
Soheila Ghaussy, Maryland Institute College of Art

*Moderator:* Collier Parker, Delta State University

3:00 p.m. –  
3:55 p.m.

**EXECUTIVE COMMITTEE MEETING**

**Brunson**

3:30 p.m. –  
4:20 p.m.

**ORIENTATION TO THE HEADS SYSTEM**

**Watercourt**

The institutional research data gathered and compiled by Higher Education Arts Data Services constitutes a unique and valuable resource for art/design executives. This session will provide an overview of the information contained in annual Data Summaries, which are reports compiled from data submitted by NASAD member and other participating institutions. The explanations will cover use of the data in local policy discussions, as well as opportunities for institutions to obtain customized data reports.

Karen P. Moynahan, NASAD National Office

4:00 p.m. –  
5:00 p.m.

**BOARD OF DIRECTORS BUSINESS MEETING**

**Boardroom**

**Thursday (cont)**

4:30 p.m. – **ORIENTATION TO NASAD:** **Watercourt**  
5:30 p.m. **A SESSION FOR NEWCOMERS**

This session is designed for those individuals new to the Association. The presenters will describe the operations of the Association, with special attention to the benefits and responsibilities of membership.

Sr. M. Cor Immaculatum Heffernan, I.H.M., Marywood University  
Karen P. Moynahan, NASAD National Office

5:00 p.m. – **RECEPTION FOR THE ASSOCIATION** **Grand Cafe**  
6:15 p.m. (Cash Bar)

6:15 p.m. – **BOARD OF DIRECTORS DINNER AND SEMINAR MEETING** **Boardroom**  
9:00 p.m.

**Friday, October 17**

7:00 a.m. – **CONTINENTAL BREAKFAST FOR THE ASSOCIATION** **Watercourt**  
9:00 a.m.

8:00 a.m. – **REGISTRATION** **Bunker Hill Foyer**  
5:00 p.m.

9:15 a.m. – **FIRST GENERAL SESSION** **Museum/Bunker Hill**  
10:15 a.m.

Call to Order  
President  
Determination of Quorum  
Reports: Commission on Accreditation  
Committee on Ethics  
Treasurer  
Executive Director  
President  
Introduction of Proposed *Handbook* Changes  
Election of Officers  
New Business

**Friday (cont.)**

10:15 a.m. –  
12:15 p.m.

**PLAYING THE OUTCOMES GAME  
IN FAVOR OF ART AND DESIGN**

**Museum/Bunker Hill**

Fields of art and design have always been centered on results. In the mid-1980s, with the beginnings of education reform, results came to be discussed as outcomes. An outcomes movement was developed and soon created for itself a broad influence on education policy-making. The result is an ever-increasing desire for evaluations and assessments of one kind or another. Many approaches rely on math-based systems, diminish the value of subjectively applied expertise, and focus far more on process than on content. Faculty and administrators in art and design programs often find rhetoric and requirements of outcomes-oriented evaluation inconsistent with the nature of what they do. However, in many cases, responses must be made in terms established by others or position, funding, or both will be lost. This session will explore approaches for rendering unto Caesar that which is Caesar's with respect to outcomes, and rendering unto art and design that which art and design. Presentations will distinguish between outcomes as the results of instruction in art and design, and outcomes as defined by an outcomes movement that knows and cares little about art and design per se. This session will also focus on ways to be efficient in responding to incompatible outcomes movement requirements; this is order to preserve time and energy for work in the various fields of art and design that truly produce results.

*Presenters:* Jeff Nesin, Memphis College of Art  
Russ Schultz, Lamar University

*Moderator:* Jay Kvapil, California State University, Long Beach

**Friday (cont.)**

2:15 p.m.–  
3:45 p.m.

**INTEREST GROUP SESSIONS**

**1) PERSONNEL AND LEGAL ISSUES** **Museum/Bunker Hill**

A difficult economic climate brings pressures to all personnel. Anxieties mount as fears grow about security of programs and jobs. Challenges for administrators include discussions about compensation, negotiations about retirements and rescissions, definitions of success, and faculty cohesion. It is also critical to have a clear sense of the legal issues involved. This session will focus on how to work productively with people in the art and design school or department. It will address the nature of conversations about various topics, how universities help individuals deal with changed conditions, and different approaches and their applicability to specific situations.

*Presenters:* Sarah Conley, Steiner Conley, LLP  
Don Para, California State University, Long Beach

*Moderator:* Sally Machlis, University of Idaho

**2) EXPERIENCE DESIGN** **Hershey/Crocker**

This session will explore expansion of graphic design practice in internet technology to an interdisciplinary practice now referred to as *experience design*: influencing designed user experiences through more than the visual attributes of communication, products, and environments; viewing users' interactions with designed objects, environments, and services across entire lifecycles, from the users' identification of needs or desires, to when they discard the object, abandon the environment, or discontinue the service; creating relationships between experiences and individuals, not mass markets; invoking and creating communication, products, and environments that connect with users emotionally and in terms of added value; and building upon the traditional design disciplines, but also exploring new collaborations with non-designers, such as experts in computer programming, human factors, cognitive science, business, etc. The educational and curricular implications of this evolution will be analyzed.

*Presenter:* Meredith Davis, North Carolina State University

*Moderator:* Peter Di Sabatino, Art Center College of Design

**Friday (cont.)**

2:15 p.m.–  
3:45 p.m.

**3) JUSTIFYING ART AND DESIGN  
IN DIFFICULT TIMES**

**Bradbury/Rose**

It is difficult to project how conditions in society and in higher education will evolve over the next 3-5 years. Today, significant changes are producing exciting opportunities and possibilities. However, prospects are clouded by a difficult economic situation and uncertainties about national, institutional, and personal security. Over the years, many arguments have been advanced to justify art and design, and serious instruction in art and design in higher education. This session will explore various arguments in light of current and projectable conditions. What ideas can make it difficult for art and design to be understood by other administrators and faculty? What approaches can be used to develop understanding of the intellectual effort and content in the creation of work? How can administrators best be ready to address concepts for dealing with financial exigencies that would severely damage art and design programs? This roundtable will provide an opportunity to hear from a number of perspectives and pose questions from the floor to be addressed by the group.

*Presenters:* Ed Forde, California State University, Los Angeles  
Susanne Slavick, Carnegie Mellon University  
Phillip Vander Weg, Western Michigan University

*Moderator/Presenter:* Alfred Smith, Howard University

2:15 p.m. –  
5:30 p.m.

**WORKSHOP: PREPARING FOR NASAD EVALUATION**

**Watercourt**

Designed especially for institutions that plan to receive evaluation visits during the next two years, this workshop will cover various self-study techniques, relating them to NASAD procedures.

Denise Mullen, Corcoran College of Art and Design  
Kristi Nelson, University of Cincinnati  
Karen P. Moynahan, NASAD National Office

5:15 p.m. –  
6:30 p.m.

**RECEPTION**  
(Cash bar)

**Grand Cafe**



**Saturday, October 18**

7:00 a.m. – **AMERICAN BREAKFAST FOR THE ASSOCIATION** **Watercourt**  
9:00 a.m.

7:30 a.m. – **REGISTRATION** **Bunker Hill Foyer**  
11:30 a.m.

9:00 a.m. – **SECOND GENERAL SESSION** **Museum/Bunker Hill**  
10:15 a.m.

Address to the Association: “Art at the Boundary Crossings:  
Cyborg Culture and Complexity Theory”

Starting with Descartes’s “I think, therefore I am” and ending with Donna Haraway’s claim, “I would rather be a cyborg than a goddess,” the traditional mind/body problem has grown increasingly problematized. Sci-fi dreams of cyberbodies are fast becoming a real possibility, and many proclaim that the “natural” body (whatever that is in an age of media spectacle) is already obsolete. Some even predict that this generation will be the last of the *purely* human.

Why the *body*? Why *now*? Because it poses a problem that intersects with many of the pressing issues facing artists and designers at this time: identity, gender, and technology. Using a cyborg methodology to explore extensions of the body in a media age, this talk will map out boundary crossings on many levels: self/other, masculine/feminine, “natural”/virtual, human/ posthuman. The intent is to think beyond binaries to new levels of complexity with art operating on the edge of order and chaos. An art modeled on cyborgology and complexity theory will be advocated as a way of addressing the changing composition of the age.

*Speaker:* Karen Kleinfelder, California State University, Long Beach

*Moderator:* Lesley Cadman, Parsons School of Design

**Saturday (cont.)**

10:30 a.m. –  
12:00 noon

**INTEREST-GROUP SESSIONS**

**1) MAINTAINING STANDARDS IN FINANCIALLY DIFFICULT TIMES** **Museum/Bunker Hill**

Financial cuts or prospects thereof raise serious questions about the maintenance of quality. There are all sorts of ways to trim budget – across the board, or selectively, for example. This session will explore various ways to consider issues of quality in times of financial stress. It will use experience as a springboard for developing principles and questions that can guide considerations of this topic in local institutions.

*Presenters:* Lois Greene, University of Kansas  
William Lew, Clemson University  
Anedith Nash, Columbus College of Art and Design  
Kay Sloan, Massachusetts College of Art

*Moderator:* Robert Milnes, San Jose State University

**2) LOS ANGELES DESIGN PERSPECTIVES** **Hershey/Crocker**

Los Angeles designers in all media bring special perspectives to their work. This session will provide an overview of design work, points of view, and future prospects based on what is happening now. There will be an opportunity to interact with designers, teachers, and scholars who are influencing Los Angeles design.

*Presenters:* David Brown, Arroyo Partners  
April Greiman, Made in Space  
David Hackett, Art Center College of Design  
C. Martin Smith, Art Center College of Design  
Michael Vanderbyl, California College of Arts and Crafts

*Moderator:* Ed Forde, California State University, Los Angeles

**Saturday (cont.)**

10:30 a.m. –  
12:00 noon

**INTEREST-GROUP SESSIONS**

**3) NEW DIRECTIONS IN GRADUATE EDUCATION Bradbury/Rose**

During the 20<sup>th</sup> century, American institutions have developed graduate programs in art/design to unprecedented levels of quality. Geographic distribution, scope of subject matter, and sheer numbers of programs are also larger than ever before. Greater professionalization driven in part by demand and market forces have raised sophisticated considerations in relation to specialized content, allocation/organization of study time, delivery models, and particular audiences served. As the expansion of art/design technologies and culture's increased emphasis on theory have compelled undergraduate programs to include more content in the same time/credit structure, many graduate programs have been led to make distinctions between the professional and pre-professionals in defining students served, mission, and goals.

Continuing NASAD's multiyear attention to graduate education, this session will explore several ideas and models for pursuing graduate education in nontraditional ways. In order to stimulate more specific discussion among the membership, this session will invite representatives from specific graduate programs to discuss nontraditional aspects of form, structure, and content in their respective programs as they relate to content, goals, students served, and institutional resources.

*Presenters:* Sharon Johnson, Maryland Institute College of Art  
John Maeda, Massachusetts Institute of Technology  
George Smith, Maine College of Art

*Moderator:* Ray Allen, Maryland Institute College of Art

noon –  
6:30 p.m.

**AFTERNOON IN LOS ANGELES**

6:30 p.m. –  
7:30 p.m.

**RECEPTION FOR THE ASSOCIATION**

(Cash bar)

**Bunker Hill Foyer**

7:30 p.m. –  
10:00 p.m.

**ANNUAL AWARDS BANQUET**

**Museum/Bunker Hill**

*Moderator:* Lesley Cadman, Parsons School of Design

*Speaker:* Suzanne Lacy, Otis College of Art and Design

*Citation:* Wendell Castle

**Sunday, October 19**

7:00 a.m. –  
9:00 a.m.

**EXECUTIVE COMMITTEE BREAKFAST MEETING**

**Brunson**

The Sixtieth Annual Meeting of NASAD will be held October 14-17, 2004 at the Westin La Paloma Resort in Tucson, AZ.

