



## **MFA in Creative Technologies**

### **Scholarly Ethics and Integrity Component**

The MFA Program in Creative Technologies within the School of Visual Arts prepares students to be discerning visual thinkers and ethical practitioners in art and design industry. The MFA program incorporates topics that address ethics and integrity in several required components of our degree plan. These include a unit of a course entitled Advanced Art Theories and Processes, required, and a unit of our "Artists and Events" Course, also required (see attached Plan of Study).

Our practices and what we teach are informed by standards in our field as enumerated in documents and guidelines provided by the College Art Association (Standards and Guidelines: Professional Practices for Artists, (<http://www.collegeart.org/guidelines/practices>) and on other papers produced in this series by CAA) and locally by the Virginia Tech Graduate Honor Code (<http://ghs.graduateschool.vt.edu/>).

#### **1. Plagiarism and other violations of the Graduate Honor Code**

A representative of the Graduate Honor Court will make a presentation about plagiarism to our incoming MFA students in our first week orientation. First year MFA students will be required to take GRAD 5014 Academic Integrity and Plagiarism, in the spring term.

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## **2. Proper use of professional conventions and copyright**

These conventions refer to citation of existing research and scholarship, accurate reporting and ownership of findings, and acknowledgement of contributions to the work. These topics arise naturally in the course of making and disseminating new creative work, which is the major focus of our degree.

In selective classes, teachers can use a case study approach, selecting one project each term for in-depth examination of issues in copyright, fair use, and the broad range of intellectual property issues – a primary source for such case studies is Creative Commons (<http://us.creativecommons.org>).

**3. Advanced Art Theories And Processes** (ART 5854G) is a course particularly well designed to incorporate a focus in professional ethics. The course is an exploration of new media theory in relationship to contemporary arts practice. It is an overview and application of new media art aesthetics, strategies and trends with a goal of cultural production. Understanding of theoretical issues are made through the production of independent projects, critical essays, written analysis, oral critiques and class discussions. This course becomes an essential link between technologically advanced media, academic analysis, artistic expression and ethical intention. Theoretical and ethical issues cannot be separated from the technical competencies required in the production of new media art. Ethical issues and standards that are addressed within the Advanced Art Theories And Processes course include but are not limited to; Ecological Design and sustainability, Equity and the Ethical

use of the Internet and Social Networks. As technology is an ever changing and challenging arena for ethical intention it is assumed that focus will shift to relevant ethics and integrity issues.

#### **4. Ethical standards in teaching, mentoring, and professional activities**

The School of Visual Arts will hold an "Ethical Standards" sessions each academic year in ART 5604, with an invited speaker and workshop leader to address relevant topics both within and outside of the academy. Each student will participate in two of these workshops in the course of their degree program.

In addition, the department currently has one local fair use outlet, Modea, A Digital Advertising Agency, which can provide additional sessions and resources for graduate students.

#### **5. Available avenues for reporting alleged misconduct**

We have links on our website to useful sites for students and will develop a set of links with descriptive information and will avail our students with information about the university's appeals process. Syllabi will also contain clear and concise information pertaining to documents currently available online.

Of the Optional Topics listed, we believe that numbers 1 and 2 are the most relevant to our discipline, but we also believe they are sufficiently addressed above.

On the Plan of Study the Ethics and Integrity benchmark will be indicated by:

Successful completion of Advanced Art Theories And Processes (CRN 98345 ART 5854G

Successful completion of GRAD 5014

Successful participation in two workshops on ethics in the Artists and Events series.

Please find following a reading list that informs the MFA Program in Creative Technologies  
Ethics and Integrity Requirement.

### **Copyright**

"Digital Prohibition"

Privacy and Authorship In New Media Art

Carolyn Guertin

Continuum International Publishing Group

New York London 2012 272 pages

### **Sustainability**

Reading: "Ecological Design: A New Critique", Pauline Madge, 1997.

Design Issues, 13, 2 pages 44 - 45.

### **Equity**

"Women and video gaming: Gendered identities at play". Elisabeth Hayes 2007. Games and

Culture, 2(1), 23-48. SAGE JOURNAL

## **Ethics in Advertising and Graphic Design**

Good: An introduction to ethics in graphic design

by Lucienne Roberts

(200 pages)

"How is advertising influenced by ethics?"

By Pamela Divinsky, Vice President, Ethos, JWT

For CNN

Updated 5:12 a.m. EDT, Tue July 8, 2008

[http://www.cnn.com/2008/BUSINESS/07/08/jwt.answer/index.html?eref=rss\\_latest](http://www.cnn.com/2008/BUSINESS/07/08/jwt.answer/index.html?eref=rss_latest)

Principles and Practices for Advertising Ethics.

[http://www.aaf.org/images/public/aaf\\_content/images/ad\\_ethics/IAE\\_Principles\\_Practices.pdf](http://www.aaf.org/images/public/aaf_content/images/ad_ethics/IAE_Principles_Practices.pdf)

American Advertising Federation 2011

## **Ethics in Internet and Social Networks**

"Cyberspace and Identity" Sherry Turkle, 1999.

Source: Contemporary Sociology, Vol. 28, No. 6 (Nov., 1999), pp. 643-648

"Is There Social Capital in a Social Network Site? Facebook Use and College Students' Life Satisfaction, Trust, and Participation"

Sebastián Valenzuela, Namsu Park and Kerk F. Kee

Journal of Computer-Mediated Communication Volume 14, Issue 4, pages 875–901, July  
2009

### **Artistic Intention**

"Programs and Manifestoes on 20th Century Architecture"

IT Press, 1970 192 pages

Bruce Mau's "An incomplete manifesto for growth"

<http://www.manifestoproject.it/bruce-mau/>

# Master of Fine Arts in Creative Technologies Plan of Study

Student Name: \_\_\_\_\_  
 ID Number: \_\_\_\_\_  
 Date entered program \_\_\_\_\_  
 Expected graduation date \_\_\_\_\_  
 Date thesis committee established \_\_\_\_\_  
 Plan submitted to Graduate School \_\_\_\_\_  
 Plan approved by Graduate School \_\_\_\_\_

Basic degree requirements include these categories:  
 30 credit hours of studio courses  
 9 credit hours of art history/theory courses  
 9 credit hours outside of SOVA  
 12 credit hours of thesis

Required courses (Ethics and Integrity Requirement is met by events and units in these classes):  
 ART 5604, semester \_\_\_\_\_, year \_\_\_\_\_  
 ART 5854G, semester \_\_\_\_\_, year \_\_\_\_\_  
 GRAD 5014, semester \_\_\_\_\_, year \_\_\_\_\_

I. Year 1 (Date/Year): \_\_\_\_\_  
 Fall Semester \_\_\_\_\_

Dept.	Course	CRN	Title	Credit	Grade	Category	Count?
ART	5604			1		S	yes
<i>Subtotal</i>							

Credit Hours Included in Plan of Study \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

Spring Semester \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
ART	5604			2			yes
GRAD	5014			1			yes
<i>Subtotal</i>							

Credit Hours Included in Plan of Study this Term \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

**Courses Taken, Summer (if applicable)** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
<i>Subtotal</i>							

Credit Hours Included in Plan of Study this Term \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

**II. Year 2 (Date/Year):** \_\_\_\_\_  
**Courses Taken, Fall Semester** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
ART	5604			1			
<i>Subtotal</i>							

Credit Hours Included in Plan of Study \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

**Courses Taken, Spring Semester** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
ART	5604			2			yes
<i>Subtotal</i>							

Credit Hours Included in Plan of Study \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

**Courses Taken, Summer (if applicable)** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
<i>Subtotal</i>							

Credit Hours Included in Plan of Study \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_



**III. Year 3, if applicable (Date/Year):** \_\_\_\_\_  
**Courses Taken, Fall Semester** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
<i>Subtotal</i>							

Credit Hours Included in Plan of Study \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_  
**Courses Taken, Spring Semester** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
<i>Subtotal</i>							

Credit Hours Included in Plan of Study this Term \_\_\_\_\_  
 Additional Credit Hours Taken this Term \_\_\_\_\_

**Courses Taken, Summer (if applicable)** \_\_\_\_\_

Subject	Course	CRN	Course Title	Credit	Grade	Category	Count?
<i>Subtotal</i>							

Credit hours included in Plan of Study this term \_\_\_\_\_  
 Study \_\_\_\_\_  
 Additional credit hours taken this term \_\_\_\_\_  
 completed \_\_\_\_\_

Total credit hours completed for Plan of  
 Study \_\_\_\_\_  
 Total additional credit hours  
 completed \_\_\_\_\_

**Thesis Advisory Committee:**

Chair: \_\_\_\_\_

Co-Chair (optional): \_\_\_\_\_

Committee Member: \_\_\_\_\_

Committee Member: \_\_\_\_\_

**Signature of Candidate** \_\_\_\_\_

**Date Submitted/Revised** \_\_\_\_\_

## **Information**

**Basic degree requirements include these categories:**

**30 credit hours of studio courses (S)  
9 credit hours of history/theory courses (H)  
9 credit hours outside of SOVA (O)  
12 credit hours of thesis (R)**

**You can take up to 12 credit hours of internship.**

**You can count up to 6 credit hours of 4000 level courses but you should have these approved by the MFA director.**

**You can count 6 credit hours pass/fail in your Plan of Study.**

**Independent Studies can only be taken as Pass/Fail.**

**You can take courses outside of your Plan of Study, but only those that are part of your Plan of Study count toward your degree.**

**Be sure to consult the Graduate Catalog and the Academics section of the Graduate School website ([graduateschool.vt.edu](http://graduateschool.vt.edu)) and the MFA Director regarding questions that pertain to progress toward your degree.**