

SENATE COMMITTEE ON CURRICULAR AFFAIRS COURSE PROPOSAL FORM

Principal Faculty Member Proposing Course: **Keith Cummings, Assistant Professor of Graphic Design**

College: **Arts & Architecture**

Department or Instructional Area: **Graphic Design, Department of Integrative Arts**

Type of proposal: **Add** Change Drop

Type of review requested: **Full** Expedited (See [Guide to Curricular Procedure](#) for definitions of a full or expedited review.)

Course designation:

Abbreviation: **GD** Number: **200**

Course Title: **GRAPHIC DESIGN STUDIO I**

Complete for special categories of UNDERGRADUATE (001-499) course proposals (check, if appropriate):

General Education

- Writing/Speaking (GWS)
- Quantification (GQ)
- Health and Physical Activity (GHA)
- Natural Sciences (GN)
- Arts (GA)
- Humanities (GH)
- Social and Behavioral Sciences (GS)

Bachelor of Arts Course: Arts Humanities Soc/Behavioral Sci. Other Cultures
Honors (H) or Honors/Writing (M) or Honors/IIC (U) or Honors/1st-Year Seminar (T)
Intercultural and International Competence Permanent (GI) or One-semester (GI)
Writing-Intensive (W) Permanent or One-semester (W)

SUBMITTED BY _____ Date _____
Head of Department (or person in charge of instructional area)

REVIEWED BY _____ Date _____
College Representative (Senate Committee on Curricular Affairs or Graduate Council Subcommittee on New and Revised Programs and Courses)

APPROVED BY _____ Date _____
Dean of the College (or appropriate administrative officer)

After securing signatures, submit the following to the Curriculum Coordinator, University Faculty Senate, 101 Kern Graduate Building: (1) FULL REVIEW UNDERGRADUATE proposals, 1 copy of this form and 25 copies of supporting documentation; (2) FULL REVIEW GRADUATE proposals, 1 copy of this form and 15 copies of supporting documentation; (3) EXPEDITED REVIEW PROPOSALS, 1 copy of this form and 4 copies of supporting documentation.

Supporting Documentation Required For **New** Courses

A. Heading as it would appear in the appropriate University <i>Bulletin</i>	
1. Abbreviation	GD
2. Number	200
3. Title	GRAPHIC DESIGN STUDIO I
4. Abbreviated Title *	GD STUDIO I
5. Credits	3
6. Description **	A beginning graphic design studio course. Instruction focuses on the practical and analytical process of creating graphic designs and their critical evaluation.
7. Prerequisite(s)	A&A 101, 102S, 103, 104, and GD 100
* 18 bytes or less ** 20 words or less	

B. Course Outline
<p>1. Course Outline (a brief outline of course content):</p> <p>GD 200 GRAPHIC DESIGN STUDIO I (3) is a beginning graphic design studio course. Instruction focuses on the practical and analytical process of creating graphic designs and their critical evaluation. Emphasis is on problem solving and technical training while, at the same time, nurturing intuition and creativity.</p> <p>GD 200 carries the prerequisite of A&A 101, 102S, 103, 104, and GD 100.</p> <p>GD 200 will be offered fall semester.</p>
<p>2. Major Topics (a listing of major topics to be covered with an approximate length of time allotted for their discussion):</p> <p>Weeks 1 through 3 Discussions of graphic design in a historical, social and economic context. Visual communications is explored through visual/verbal exercises. The class offers on-going instruction in the proper use of traditional tools and materials and the capabilities of various computer hardware and software packages are introduced.</p> <p>Weeks 4 through 7 Concept development is explored. Instruction is given in various forms of sketching and idea generation. Analysis, elimination and refinement of concepts.</p> <p>Weeks 8 through 11 Various assignments pertaining to the graphic reduction of imagery and the application to various forms. Discussion of printing processes and other forms of production and media.</p> <p>Weeks 12 through 15 Discussions on preparation of and presentation of final solutions. Assignments include various forms of communications, which incorporate a synthesis of visual and verbal information.</p>

3. Course Description (400 words maximum):

GD 200 GRAPHIC DESIGN STUDIO I (3) is a beginning graphic design studio course. Instruction focuses on the practical and analytical process of creating graphic designs and their critical evaluation. Emphasis is on problem solving and technical training while, at the same time, nurturing intuition and creativity.

The course will help students to:

1. Develop skills and techniques applicable to graphic design.
2. Become familiar with appropriate computer hardware and software.
3. Develop the ability to define and solve problems.
4. Develop an understanding of graphic design as a profession.
5. Refine their conceptual skills.
6. Develop the work habits and attitudes of design professionals.

Grading:

1. Work will be evaluated on the relevance and originality of the design idea, the suitability of the design approach in serving the client's needs, the effectiveness of the design in reaching its intended audience, and all pertinent functional parameters.
2. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules.
3. Attendance is required. In the case of illness or an emergency, students are required to contact the professor just as they would contact an employer. Three unexcused absences will result in the final semester grade being lowered one full letter grade.
4. Neatness, craft and attention to detail will be considered in the final grade.
5. Visual, verbal and written communication skills will also be a part of the evaluation.

GD 200 carries the prerequisite of A&A 101, 102S, 103, 104, and GD 100.

GD 200 will be offered fall semester.

4. Faculty Responsible for Course Development:

Keith Cummings, Assistant Professor of Graphic Design

C. Justification Statement

1. Instructional, Educational, and Course Objectives (this section should define what the student is expected to learn and what skills the student will develop):

The course will help students to:

1. Develop skills and techniques applicable to graphic design.
2. Become familiar with appropriate hardware and software.
3. Further develop their abilities to define and solve problems.
4. Further develop an understanding of graphic design as a profession.
5. Refine their conceptual skills.
6. Develop the work habits and attitudes of design professionals.

2. Evaluation Methods (Include a statement that explains how the achievement of the educational objectives identified above will be assessed. The procedures for determining students' grades should be specifically identified):

Grading:

1. Work will be evaluated on the relevance and originality of the design idea, the suitability of the design approach in serving the client's needs, the effectiveness of the design in reaching its intended audience, and all pertinent functional parameters.
2. Professional attitude and the development of professional work habits will be evaluated. Students are expected to think for themselves, budget their time, meet deadlines, and adhere to production schedules.
3. Attendance is required. In the case of illness or an emergency, students are required to contact the professor just as they would contact an employer. Three unexcused absences will result in the final semester grade being lowered one full letter grade.
4. Neatness, craft and attention to detail will be considered in the final grade.
5. Participation in critiques and quality of the presentation of critical evaluations will part of the evaluation.
6. Visual, verbal and written communication skills will also be a part of the evaluation.

3. Relationship/linkage of Course to Other Courses (this statement should relate the course to existing or proposed new courses. It should provide a rationale for the level of instruction, for any prerequisites that may be specified, or for the course's role as a prerequisite for other courses):

GD 200 GRAPHIC DESIGN STUDIO I (3) is a studio course in Graphic Design specifically designed to serve the Graphic Design curriculum and program. It is a course intended to serve Graphic Design students in their second-year.

GD 200 carries the prerequisite of A&A 101, 102S103, 104, and GD 100

GD 200 is prerequisite to GD 201.

4. Relationship of Course to Major, Option, Minor, or General Education (This statement should explain how the course will contribute to the major, option, or minor and indicate how it may function as a service course for other departments):

GD 200 GRAPHIC DESIGN STUDIO I (3) is not proposed for inclusion in any major, minor, program, or option outside of the Graphic Design (GD) major. GD 200 is not a General Education course.

5. Consultation with Appropriate Departments and Academic Support Units (The unit originating the proposal should consult all units with a known interest in the subject field, not simply those in the same college. Consultation should take place at the department and/or college level and should include department members at all locations. Some duplication of instruction is inevitable, but the Senate Committee on Curricular Affairs is concerned with keeping such duplication to a minimum. A written statement of consultation from related units and programs is required. Such advance consultation is one way to avoid later holds and referrals):

GD 200 GRAPHIC DESIGN STUDIO I (3) is not proposed for any major, minor, program, or option outside of the Graphic Design major. Consequently, its offering should not affect any other department, school, or academic support unit outside of the major.

The course proposal for GD 200 was circulated to all faculty in the College of Arts and

Architecture and all Associate Deans of all colleges at University Park and the Directors of Academic Affairs or Associate Deans at all other campus locations.

6. If the course is to be offered by several colleges, a joint proposal should be submitted.

NA

7. A description of any special facilities (e.g. labs or equipment) required to teach the course effectively should be included in the proposal.

GD 200 GRAPHIC DESIGN STUDIO I (3) will require access to a technology classroom equipped with the current Mac hardware and software including Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Quark Xpress. Students should have Internet access and a data connection to the University backbone. A teaching station with video projection capability, input devices such as flatbed and slide scanners, and a data connection to the University backbone is also required. Student access to a comprehensive font library is essential, as are black and white and color printing capabilities. Additionally, an area to conduct discussions and critiques away from the computer terminals is desirable. This area should include a wall space on which to view printouts of work-in-progress and final printouts for critiques.

8. The Technology Needs for Course Proposals form must be completed for new courses or changes in courses that have technology needs, i.e., computer projection equipment, etc. The information on the completed form will NOT be used as a criterion for accepting or rejecting a proposed course, but would provide information on the seemingly ever-expanding computer needs of the University.

GD 200 GRAPHIC DESIGN STUDIO I (3) will require access to a technology classroom equipped with the most current Mac hardware and software including Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Quark Xpress. Students should have Internet access, and a data connection to the University backbone. A teaching station with video projection capability, input devices such as flatbed and slide scanners, and a data connection to the University backbone is also required. Student access to a comprehensive font library is essential, as is black and white and color printing capabilities. Additionally, an area to conduct discussions and critiques away from the computer terminals is desirable. This area should include a wall space on which to view printouts of work-in-progress and final printouts for critiques.

9. Frequency of Offering and Enrollment (Indicate how many students are expected to enroll and how often the course will be taught):

GD 200 GRAPHIC DESIGN STUDIO I (3) will be offered fall semester with an enrollment of 60.

D. Effective Date (the standard effective date for new courses is the first semester following approval on the Senate Curriculum Report)

GD 200 GRAPHIC DESIGN STUDIO I (3) is planned for an initial listing in the spring semester of 2006.