

SENATE COMMITTEE ON CURRICULAR AFFAIRS COURSE PROPOSAL FORM

Principal Faculty Member Proposing Course: **Kristin Breslin Sommese, Professor of Graphic Design**

College: **Arts & Architecture**

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

Type of proposal: Add **X Change** Drop

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

Course designation:

Abbreviation: **GD** Number: **300**

Course Title: **DESIGN PHOTOGRAPHY**

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 *Changed* Courses

A. University <i>Bulletin</i> listing	
1. Present <i>Bulletin</i> listing	
a. Abbreviation	ART
b. Number	370
c. Title	DESIGN PHOTOGRAPHY
d. Abbreviated Title *	DESIGN PHOTOGRAPHY
e. Credits	4
f. Description **	An investigation of graphic photography processes and how print technology affects the final appearance of a photograph.
g. Prerequisite(s)	Art 271 and portfolio review
* 18 bytes or less ** 20 words or less	
2. Proposed <i>Bulletin</i> listing	
a. Abbreviation	GD
b. Number	300
c. Title	DESIGN PHOTOGRAPHY (no change)
d. Abbreviated Title *	DESIGN PHOTOGRAPHY (no change)
e. Credits	4 (no change)
f. Description **	An investigation of graphic photography processes and how print technology affects the final appearance of a photograph. (no change)
g. Prerequisite(s)	GD 201 and successful portfolio review
* 18 bytes or less ** 20 words or less	

B. Course Outline

1. Old Course Outline (a brief outline of course content):

ART 370 DESIGN PHOTOGRAPHY (4) is an intermediate design and photography course that explores the visual and conceptual relationships between typography and photography as they relate to the communication of information. This course is designed to help students:

1. Use photographic images and typography as they relate to visual communication.
2. Become proficient in the organization and graphic interpretation of information.
3. Learn the role and responsibility of the designer as a communicator.
4. Explore the relationship between the subject matter, designer, client, and design audience.
5. Experiment in graphic design problem solving.
6. Develop the work habits and attitudes of professional designers.

Major Topics (a listing of major topics to be covered with an approximate length of time allotted for their discussion):

Weeks 1 thru 2

Introduction and review of digital photography and typography

Project #1: A portrait of a classmate, assigned and critiqued

Discussion of lighting, color, composition, cropping, and surroundings. Project introduces students to one another and the process of design photography.

Weeks 2 thru 4

Project #2 Transformations, assigned and critiqued

Students are asked to take photographs of themselves or others and make the photographs look like they were taken in another time period. Discussion of costume, makeup, style.

Weeks 4 thru 7

Project #3 Relationships, assigned and critiqued

Students are asked to take two 4" x 4" photographs of two separate objects that have a formal relationship via shape, color, or texture. These images when placed together without words are to communicate a new meaning that is understood by the viewer.

Weeks 7 thru 9

Project #4: Alphabet poster, assigned and critiqued

Students are assigned a letter, a number, or punctuation mark and asked to find an object or article that resembles the letter, number, or punctuation mark. Students are then asked to photograph the article or object and design a poster that displays the entire alphabet using similar objects or articles. This assignment is focused on imagination and observation.

Weeks 9 thru 13

Final Project: Fashion magazine advertisement, assigned and critiqued

Students are asked to photograph an article of clothing or a fashion accessory and to relate typography to the image through shape size, placement, or pattern. The focus of this project is on experimentation with typography and photography, the inventive use of sequence, and the integration of type and photographic images.

Weeks 13 thru 15

Portfolio preparation and review

2. New Course Outline (a brief outline of course content):

No change other than title and number

Major Topics (a listing of major topics to be covered with an approximate length of time allotted for their discussion):

No change

C. Description of the Course (400 word maximum)

GD 300 DESIGN PHOTOGRAPHY (4) is an intermediate design and photography course that explores the visual and conceptual relationship between typography and photography as it relates to the communication of information. This course is designed to help students:

1. Use photographic images and typography as they relate to visual communication.
2. Become proficient in the organization and graphic interpretation of information.
3. Learn the role and responsibility of the designer as a communicator.
4. Explore the relationship between the subject matter, designer, client, and design audience.
5. Experiment in graphic design problem solving.
6. Develop the work habits and attitudes of professional designers.

Grading:

1. Work will be evaluated based on the relevance and originality of the idea and the appropriateness of the design approach to the idea, the 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. There will be a review at the end of the semester, which will include all work from the class. Each piece will be evaluated for quality and presentation.
6. Visual, verbal and written communication skills will be a part of the evaluation.

GD 201 and successful portfolio review are prerequisites to GD 300

GD 300 will be offered fall semesters.

D. Faculty Responsible for Course Development

Kristin Breslin Sommese, Professor of Art

E. Justification Statement

GD 300 DESIGN PHOTOGRAPHY (4) is an intermediate design and photography course that explores the visual and conceptual relationship between typography and photography as it relates to the communication of information. This course is designed to help students:

1. Use photographic images and typography as they relate to visual communication.
2. Become proficient in the organization and graphic interpretation of information.
3. Learn the role and responsibility of the designer as a communicator.
4. Explore the relationship between the subject matter, designer, client, and design audience.
5. Experiment in graphic design problem solving.
6. Develop the work habits and attitudes of professional designers.

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):

No change

Grading:

1. Work will be evaluated based on the relevance and originality of the idea and the appropriateness of the design approach to the idea, the 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. There will be a review at the end of the semester, which will include all work from the class. Each piece will be evaluated for quality and presentation.
6. Visual, verbal and written communication skills will 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):

All requested changes are in preparation for moving the Graphic Design Program from the School of Visual Arts to the administration of the Department of Integrative Arts beginning in the 2004/2005 academic year. As a result of this change in administration, we are requesting that courses formerly listed as **ART** courses be changed to **Graphic Design (GD)** to clearly indicate the content and focus of those offerings. This change also gives us the opportunity to revise our numbering and develop a logical numbering sequence.

GD 300 DESIGN PHOTOGRAPHY (4) is an intermediate course in Graphic Design specifically designed to serve the Graphic Design curriculum and program. It is a course specifically intended to serve Graphic Design students in their third year. GD 201 Typography (3) and successful portfolio review are prerequisites to this course.

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 300 DESIGN PHOTOGRAPHY (4) is not proposed for inclusion in any major, minor, program, or option outside of the Graphic Design (GD) major. GD 300 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 300 Design Photography (4) 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 300 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 300 DESIGN PHOTOGRAPHY (4) will use digital photographic technologies and, as a consequence, will require classroom facilities equipped with networked digital workstations supported with zip drives, CD burners, photographic ink jet printers, and digital projection facilities.

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 300 DESIGN PHOTOGRAPHY (4) will use digital photographic technologies and, as a consequence, will require classroom facilities equipped with networked digital workstations supported with zip drives, CD burners, photographic ink jet printers, and digital projection facilities. This course will be taught in the Graphic Design Digital Studio in the Visual Arts Building, which currently has the necessary technology to support its offering.

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

Current:

ART 370 DESIGN PHOTOGRAPHY (4) is offered fall semester with an enrollment of 20.

Proposed: (No change)

GD 300 DESIGN PHOTOGRAPHY (4) will be offered fall semester with an enrollment of 20.

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

GD 300 DESIGN PHOTOGRAPHY (4) is planned for an initial listing in the spring semester of 2006.