

# 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        **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: **301**

Course Title: **GRAPHIC DESIGN TECHNOLOGY I**

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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)

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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 *Bulletin* listing

#### 1. Present *Bulletin* Listing

<b>a. Abbreviation</b>	ART
<b>b. Number</b>	474
<b>c. Title</b>	GRAPHIC DESIGN AND THE COMPUTER
<b>d. Abbreviated Title *</b>	GRAPHIC DESIGN AND THE COMPUTER
<b>e. Credits</b>	4
<b>f. Description **</b>	Theoretical and practical aspects of computer application to graphic design.
<b>g. Prerequisite(s)</b>	ART 271 and portfolio review acceptance
* 18 bytes or less ** 20 words or less	

#### 1. Proposed *Bulletin* Listing

<b>a. Abbreviation</b>	GD
<b>b. Number</b>	301
<b>c. Title</b>	GRAPHIC DESIGN TECHNOLOGY I
<b>d. Abbreviated Title *</b>	GD TECH I
<b>e. Credits</b>	4 (No change)
<b>f. Description **</b>	Theoretical and practical aspects of computer application to graphic design. (no change)
<b>g. Prerequisite(s)</b>	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 474 GRAPHIC DESIGN AND THE COMPUTER (4)** is an advanced graphic design course that is intended to explore digital technology as it pertains to the graphic design profession. The focus is on digital technology as a design tool. Course content includes digital imaging, illustration, typographic manipulation, page layout and electronic prepress.

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

##### **Weeks 1 through 3**

The focus is on image making. Instruction covers converting analog imagery to digital through the use of flatbed and slide scanning and the creation of digital imagery using digital cameras. Instruction is given on the proper formatting for black and white and color images and the appropriate resolutions to be employed in various applications. Additionally, digital typography as it pertains to imaging software, image correction, and the manipulation capabilities of Adobe Photoshop will be covered.

##### **Weeks 4 through 8**

Images developed in weeks 1-3 are incorporated to provide further instruction on the proper approach to cross application design. Instruction in typographic management and manipulation is given, as well as color management, and electronic prepress. Format options such as eps (encapsulated postscript) and pdf (portable document file) are explored.

##### **Weeks 9 through 16**

Focus is on the process of electronic prepress using page layout applications, such as Adobe InDesign and Quark Xpress. All aspects of preparing a document for printing are covered, including page layout, color management, font management, image formatting and the organization of all supporting materials for press.

### **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 301 GRAPHIC DESIGN TECHNOLOGY I (4)** is an advanced graphic design studio class that provides graphic design students with an in-depth study of the intricate relationship between the professional graphic designer and digital technology. Students will be introduced to complex software applications that will assist them throughout the design process. From research and ideation to the creation of comprehensive studies and final designs, students will be given the tools that are critical to the completion of a variety of graphic design projects. Instruction will be supported by lectures presenting the most current trends in digital design, assigned readings, and presentations by professionals in the design/printing fields.

The course will help students to:

1. Gain proficiency in appropriate hardware and software programs.
2. Become familiar with the digital prepress process.
2. Develop an understanding of the graphic designer as a digital communicator.
3. Refine their digital craft.
4. Develop the work habits and attitudes of professional designers.

Grading:

75% of the student's grade will be based on work assignments and 25% on quizzes about assigned readings. Criteria for grading include attendance, comprehension of information presented, quality of research for assignments, technical proficiency, and participation in discussions and critiques.

GD 201 and successful portfolio review are prerequisites to GD 301.

GD 301 will be offered fall semesters.

### D. Faculty Responsible for Course Development

Keith Cummings, Assistant Professor of Graphic Design

### E. 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 request to change **ART 474 GRAPHIC DESIGN AND THE COMPUTER (4)** to **GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** involves changes from the ART to GD title designation, course numbering, and course title only. The course title, GRAPHIC DESIGN AND THE COMPUTER, is altered to reflect the fact that a second technology course, GD 303 GRAPHIC DESIGN TECHNOLOGY II (4), is proposed as a new course and these two courses will be a sequential offering for graphic design students.

The content of the course remains unchanged and the changes will affect only students in the Graphic Design program.

**No change (other than title and number)**

**GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** is an advanced graphic design studio class that provides graphic design students with an in-depth study of the intricate relationship between the professional graphic designer and digital technology.

The course is intended to help students:

1. Gain proficiency in appropriate hardware and software programs.
2. Become familiar with the digital prepress process.
3. Develop an understanding of the graphic designer as a digital communicator.
4. Refine their digital craft.
5. Develop the work habits and attitudes of professional designers.

This course is intended for third year graphic design majors.

**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:

75% of the student's grade will be based on work assignments and 25% on quizzes about assigned readings. Grading criteria include attendance, comprehension of information presented, quality of research for assignments, technical proficiency, and participation in discussions and critiques.

**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.

The request to change **ART 474 GRAPHIC DESIGN AND THE COMPUTER (4)** to **GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** involve changes from the ART to GD title designation, course numbering, and course title only. The course title, GRAPHIC DESIGN AND THE COMPUTER, is altered to reflect the fact that a second technology course, GD 303 GRAPHIC DESIGN TECHNOLOGY II (4), is proposed as a new course and these two courses will be a sequential offering for graphic design students.

The content of the course remains unchanged and the changes will affect only students in the Graphic Design program.

GD 201 Typography 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):**

No change

**GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** is not proposed for inclusion in any major, minor, program, or option outside of the Graphic Design (GD) major. GD 301 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 301 GRAPHIC DESIGN TECHNOLOGY I (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 GD major.

The course proposal for GD 301 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 301 GRAPHIC DESIGN TECHNOLOGY I (4)** 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.

**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 301 GRAPHIC DESIGN TECHNOLOGY I (4)** 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 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. This course will be taught in the digital lab on the fourth floor of Patterson Building, which 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 474 GRAPHIC DESIGN AND THE COMPUTER (4)** is offered fall semester with an enrollment of 20.

**Proposed: (No change other than title and number)**

**GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** will be offered fall semester of each academic year. The expected enrollment is 20 students.

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

**GD 301 GRAPHIC DESIGN TECHNOLOGY I (4)** is planned for an initial listing in the spring semester of 2006.