

# SENATE COMMITTEE ON CURRICULAR AFFAIRS COURSE PROPOSAL FORM

Principal Faculty Member Proposing Course: **Lanny 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: **304**  
Course Title: **PRACTICAL COMMUNICATIONS**

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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

<b>A. University <i>Bulletin</i> listing</b>	
<b>1. Present <i>Bulletin</i> listing</b>	
<b>a. Abbreviation</b> <b>b. Number</b> <b>c. Title</b> <b>d. Abbreviated Title *</b> <b>e. Credits</b> <b>f. Description **</b>  <b>g. Prerequisite(s)</b>  * 18 bytes or less ** 20 words or less	<b>ART</b>  <b>475</b>  <b>PRACTICAL COMMUNICATIONS</b>  <b>PRACT COMM</b>  <b>1-3 per semester</b>  <b>Practical design experience for students through design/publicity problems from the university and community nonprofit organizations.</b>  <b>Senior standing in Graphic Design</b>
<b>2. Proposed <i>Bulletin</i> listing</b>	
<b>a. Abbreviation</b> <b>b. Number</b> <b>c. Title</b> <b>d. Abbreviated Title *</b> <b>e. Credits</b> <b>f. Description **</b>  <b>g. Prerequisite(s)</b>  * 18 bytes or less ** 20 words or less	<b>GD</b>  <b>304</b>  <b>PRACTICAL COMMUNICATIONS (no change)</b>  <b>PRACT COMM (no change)</b>  <b>3</b>  <b>Practical design experience for students through design/publicity problems from the university and community nonprofit organizations. (no change)</b>  <b>GD 300 and 301 or concurrent with GD 300 and 301</b>

## **B. Course Outline**

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

**PRACTICAL COMMUNICATIONS (3)** is an advanced course that is intended to offer practical design experiences to graphic design students through assignments for various University and community not-for-profit clients.

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

#### **Weeks 1 through 15**

The entire semester is dedicated to working on a series of practical projects from University or not-for-profit community clients. Each student will meet with clients to develop strategies and advance individual projects from initial client contact to finished work. Students will conduct research, present rough ideas to the client, prepare presentations, and carry the work to production resulting in a finished piece.

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

**No change**

**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 304 PRACTICAL COMMUNICATIONS (3)** is an advanced course that is intended to offer practical design experiences to graphic design students through assignments for various University and not-for-profit community clients. The course explores the essential relationship of the verbal and visual aspects of design to the communication of a message to a specific audience. Each student will meet with clients to develop strategies and advance individual projects from initial client contact to finished work. Students will conduct research, present rough ideas to the client, prepare presentations, and carry the work to production resulting in a finished piece.

When necessary, members of the class will work with writers, photographers, and printers as they would in an actual professional setting.

The course is intended to:

1. Prepare the students for the real working environment they will confront in the professional arena after graduation. The course seeks to simulate as close as possible, the atmosphere of a professional design office.
2. Offer the university and community a source of affordable inventive solutions to their design, publicity, and advertising problems.
3. Thoroughly examine the design process and learn to define the problem clearly, and logically work toward an appropriate solution.
4. Help students to develop the work habits and attitudes of professional designers.
5. Practice and polish presentation and interview skills.
6. Practice positive behavior and conflict avoidance/resolution in the workplace.
7. Foster an appreciation for the appropriate integration of typography into design.
8. Develop the ability to work as a member of a team.
9. Gain a deeper understanding of graphic design aesthetically, critically, and technically.

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 300 and 301 or concurrent with GD 300 and 301 are prerequisites to GD 304.

GD 304 will be offered fall and/or spring semesters.

#### D. Faculty Responsible for Course Development

Lanny Sommese, 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 475 PRACTICAL COMMUNICATIONS (1-3 per semester)** to **GD 304 PRACTICAL COMMUNICATIONS (3)** involves changes from the ART to GD title designation and course numbering. The change from the variable credit (1-3 per semester) to (3) reflects the fact that the course has seldom, if ever, been taken for less than 3 credits.

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

**No change**

**GD 304 PRACTICAL COMMUNICATIONS (3)** is an advanced course that is intended to offer practical design experiences to graphic design students through assignments for various university and community nonprofit clients. The course explores the essential relationship of the verbal and visual aspects of design to the communication of a message to a specific audience. Each student will meet with clients to develop strategies and shepherd individual projects from initial client contact, to research, to rough ideas to comps to presentation to production to finished piece. When necessary, members of the class will work with writers, photographers, and printers as they would in an actual professional setting.

The course is intended to:

1. Prepare the students for the real working environment they will confront in the professional arena after graduation. The course seeks to simulate as close as possible, the atmosphere of a professional design office.
2. Offer the University and community a source of affordable inventive solutions to their design, publicity, and advertising problems.
3. Thoroughly examine the design process and learn to define the problem clearly, and logically work toward an appropriate solution.

4. Help students to develop the work habits and attitudes of professional designers.
5. Practice and polish presentation and interview skills.
6. Practice positive behavior and conflict avoidance/resolution in the workplace.
7. Foster an appreciation for the appropriate integration of typography into design.
8. Develop the ability to work as a member of a team.
9. Gain a deeper understanding of graphic design aesthetically, critically, and technically.

**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 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):**

**No change**

**GD 304 PRACTICAL COMMUNICATIONS (3)** is an advanced course in Graphic Design specifically designed to serve the Graphic Design curriculum and program. GD 300 Design Photography (4) and GD 301 Design Technology I (4) or concurrent enrollment in GD 300 and 301 are prerequisite 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 304 PRACTICAL COMMUNICATIONS (3)** is not proposed for inclusion in any major, minor, program, or option outside of the Graphic Design (GD) major. GD 304 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 304 PRACTICAL COMMUNICATIONS (3)** is not approved 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 304 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 304 PRACTICAL COMMUNICATIONS (3)** will use digital 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 304 PRACTICAL COMMUNICATIONS (3)** will use digital 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 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 475 PRACTICAL COMMUNICATIONS (1-3 per semester)** is offered fall and spring semesters with an enrollment of 15.

**Proposed: (No change)**

**GD 304 PRACTICAL COMMUNICATIONS (3)** will be offered fall and spring semesters with an enrollment of 15.

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

**GD 304 PRACTICAL COMMUNICATIONS (3)** is planned for an initial listing in the spring semester of 2006.