

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: **400**
Course Title: **TIME AND SEQUENCE**

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	470
c. Title	TIME AND SEQUENCE
d. Abbreviated Title *	TIME AND SEQUENCE
e. Credits	4
f. Description **	Development of visual sequence as replies to graphic design problems.
g. Prerequisite(s)	Art 371
* 18 bytes or less ** 20 words or less	
2. Proposed <i>Bulletin</i> listing	
a. Abbreviation	GD
b. Number	400
c. Title	TIME AND SEQUENCE (no change)
d. Abbreviated Title *	TIME AND SEQUENCE (no change)
e. Credits	4 (no change)
f. Description **	Development of visual sequence as replies to graphic design problems. (no change)
g. Prerequisite(s)	GD 302
* 18 bytes or less ** 20 words or less	

B. Course Outline

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

ART 470 Time and Sequence (4) is an advanced course where students, working individually and as part of teams, use traditional and digital technologies to create and present solutions to design problems that involve time and sequence.

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

Weeks 1 through 3

- Introduction and discussion of time and sequence and their relationship to two- and three-dimensional graphic design in terms of ideas, materials and methods.
- Project combining traditional print technologies with time and sequence.

Weeks 4 through 6

Projects using still cameras, presented as Power Point presentations

Weeks 7 through 9

Projects using traditional film technology, presented traditionally or as a video presentation

Weeks 10 through 12

Team project using still cameras, presented as a Power Point presentation

Weeks 13 through 15

Team project using film technology, presented traditionally or as a video presentation

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

No Change

GD 400 Time and Sequence (4) is an advanced course where students, working individually and as part of teams, use traditional and digital technologies to create and present solutions to design problems that involve time and sequence.

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

No Change

Weeks 1 through 3

- Introduction and discussion of time and sequence and their relationship to two and three-dimensional graphic design in terms of ideas, materials and methods.
- Project combining traditional print technologies with time and sequence.

Weeks 4 through 6

Projects using still cameras, presented as Power Point presentations

Weeks 7 through 9

Projects using traditional film technology, presented traditionally or as a video presentation

Weeks 10 through 12

Team project using still cameras, presented as a Power Point presentation

Weeks 13 through 15

Team project using film technology, presented traditionally or as a video presentation

C. Description of the Course (400 word maximum)

GD 400 Time and Sequence (4) is an in-depth course that explores the essential relation of the verbal and visual elements of design to sequential media, including both traditional and digital media such as film, video, and Power Point. The intrinsic qualities of each medium will be investigated in relation to how each affects the communication of a message to a specific audience.

The course will help students to:

1. Develop an appreciation for time and sequence and how they relate to graphic design problems.
2. Foster an appreciation for the appropriate integration of typography into sequential design.
3. Develop the ability to work as a member of a team in solving sequential design problems.
4. Stay abreast of emerging technological applications in contemporary graphic design.
5. Gain a deeper understanding of time and sequence aesthetically, critically, and technically.
6. Explore the potential of expressing ideas in sequence with still images, film and video.
7. Experiment with new methods of image making that are unique to the technologies involved.
8. Gain practical experience that has direct professional application.
9. 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 400 will be offered fall semester.

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 470 TME AND SEQUENCE (4)** to **GD 400 TIME AND SEQUENCE (4)** involves changes from the ART to GD title designation and course numbering.

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

No change

GD 400 Time and Sequence (4) is an in-depth course that explores the essential relation of the verbal and visual elements of design to sequential media, including both traditional and digital media such as film, video, and Power Point. The intrinsic qualities of each medium will be investigated in relation to how each affects the communication of a message to a specific audience.

The course will help students to:

1. Develop an appreciation for Time and Sequence and how they relate to graphic design problems.
2. Foster an appreciation for the appropriate integration of typography into sequential design.
3. Develop the ability to work as a member of a team in solving sequential design problems.
4. Stay abreast of emerging technological applications in contemporary Graphic Design.
5. Gain a deeper understanding of Time and Sequence aesthetically, critically and technically.
6. Explore the potential of expressing ideas in sequence with still images, film and video.
7. Experiment with new methods of image making that are unique to the technologies involved.
8. Gain practical experience that has direct professional application.
9. 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.

No change

GD 400 TIME AND SEQUENCE (4) is an advanced 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 fourth year.

GD 302 Applied Communication (4) is a 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 400 TIME AND SEQUENCE (4) is not proposed for inclusion in any major, minor, program, or option outside of the Graphic Design (GD) major. GD 400 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 400 TIME AND SEQUENCE (4) 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 400 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 400 TIME AND SEQUENCE (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 400 TIME AND SEQUENCE (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 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 470 TIME AND SEQUENCE (4) is offered fall semester with an enrollment of 20.

Proposed: (No change)

GD 400 TIME AND SEQUENCE (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 400 TIME AND SEQUENCE (4) is planned for an initial listing in the spring semester of 2006.