Resolution # 43 2010-2011
College Senate

TO: Dr. John R. Halstead, College President
FROM: The College Senate: May 2, 2011

RE: I. Formal Resolution (Act of Determination)

II. Recommendation (Urging the Fitness of)
III. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: Graphic Design Concentration (rading #61 10-11 UC)

Signed: [Signature]
Date: 5/11/11
(Jose R. Torre, 2010-11, College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: Jose R. Torre, College Senate President
FROM: John R. Halstead, College President

RE: I. Decision and Action Taken on Formal Resolution (circle choice)
   a. Accepted - Implementation Effective Date: Fall 2011
   b. Deferred for discussion with the Faculty Senate on ___/____/____
   c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI
   a. Received and acknowledged ___/____/____
   b. Comment:

Signed: [Signature]
Date: 5/13/11
(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION
Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at http://www.brockport.edu/collegesenate/resolutions.
COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS: FEBRUARY 28
Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS – please, no multiple attachments – submit each proposal electronically as one Word document.
- Submit only complete proposals. Include support letters from department chair and dean. Signed documents can be submitted as hard copies.
- Proposals must be prepared individually in Word format using committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Fill out and insert this cover page into each proposal as page 1. (collegesenate/proposal.html)
- Locate the Resolution # and date this proposal will replace at our “Approved Resolutions” page on our Web site.
- Merge/insert all attachments/sections into one Word document. Please do not send your proposal as a .pdf file.
- Email your proposal as one attachment to senate@brockport.edu. Signed pages can be sent/faxed as hard copies.
- All revisions must be resubmitted to senate@brockport.edu with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, ie. Graduate Probation/Dismissal Proposal rather than Graduate Proposal.

2. BRIEF DESCRIPTION OF PROPOSAL:
Add 7 new courses to create a concentration in graphic design: Graphic Design 1, Typography 1, Graphic Design 11, Typography 11, Graphic design 111, Advanced Problems in Graphic Design, Portfolio Preparation.

3. WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? YES Explain YES
The Art Department has been granted a 3-year QAR to cover the teaching of curriculum. The Art Department already possesses the classroom, studio computer labs and software (campus site license software). It is recommended that the Art Department SE budget be adjusted according.

4. DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.
Not applicable…see course registration forms

5. HOW WILL THIS EFFECT TRANSFER STUDENTS: Not applicable

6. ANTICIPATED EFFECTIVE DATE: Fall Semester 2011

7. SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.
   First Submission    Updated on    Updated on    Updated on
   2/24/11             3/8/11       4/13/11

8. SUBMITTED BY: (contact person)
   Name: Phyllis Kloda
   Department: Art Department
   Phone: 2206/09
   Email: pkloda@brockport.edu

9. COMMITTEES TO COPY: (Senate office use only)

   Standing Committee  |  Forwarded To  |  Dates Forwarded
   __ Enrollment Planning & Policies | Standing Committee | 2/24/11, 3/8/11
   __ Faculty & Professional Staff Policies | Executive Committee | 4/11/11
   __ General Education & Curriculum Policies | Senate | 4/18/11, 5/2/11 passed
   __ Graduate Curriculum & Policies | Passed GED’s go to Vice Provost | na
   __ Student Policies | College President | OTHER
   xxx Undergraduate Curriculum & Policies | REJECTED -WITHDRAWN | |

NOTES:
To: Undergraduate Curriculum Committee  
    College Senate  

From: Phyllis Kloda  
    Chair, Department of Art  

Date: March 3, 2011  

Subj: Graphic Design Concentration in the  
    B.S./B.A. Studio Art Program #61_10-11UC  

Dear Committee Members:

I have new and exciting news to add to the #61_10-11UC Graphic Design proposal. The Department of Art has recently completed a successful search in regards to a full-time QAR position in Graphic Design and Ms. Ingrid Hess will be joining our department in fall 2011. She is very excited about joining the faculty at Brockport as we are primarily a teaching institution. Prior to her taking the position here Ingrid has held the position of Visiting Associate Professor of Graphic Design at the University of Notre Dame for the past three years. Additionally she worked in the publishing industry in Chicago for 12 years: three years at Kim Abrams Design, an elite design firm responsible for many of the American Girl publications, and nine years at McDougal Littell, a leader in educational publishing.

We're very pleased about what Ingrid will bring to our program and her level of expertise and commitment to Graphic Design. In our discussions with Ingrid she has also expressed her interest in developing and teaching interdisciplinary courses as well. We look forward to working with her and supporting her as she moves into this new position.

I would also like to share with the Committee members that the Chairs of Art, Computer Science and Communications met last week to discuss the idea of cross listing Web Design courses for their respective departments. This course is being taught currently in Computer Science and Communications; CSC 105 and CMC 347. The departments of Computer Science and Communication discussed the course content and its relevancy for their student needs. A healthy discussion took place on minor adjustments that could occur so that all needs could be met for students. In my brief discussions with Ingrid Hess this week, she indicated to me that she believes either Web Design class will work for our students needs in regards to Graphic Design. Cross listing the course for all three departments will increase and ensure enrollments plus it will save the College money in regards to hiring additional
adjuncts to teach this as we already have full time instructors in place.

On another note I have just finalized the fall 2011 schedule. Due to the new hire, I only need to schedule two part time adjuncts to teach Graphic Design I and Typography II. Thus saving the College money in Temp Service. Additionally, I attended the Open House this past weekend and, again, had several students inquire as to if we offered Graphic Design. I indicated to them we had just hired a full time person to teach Graphic Design courses, but to date we had no concentration in this area. But we would be offering courses that support Graphic Design.

In light of these new changes, it is my hope the Committee will consider allowing this to move forth to Faculty Senate for vote. While I realize economically things are tight and there are serious financial concerns for the College at large, we need to stay focused on the idea of moving forward to offer what will benefit our students. This type of curriculum will not only benefit Art majors, but will provide strong design courses for Communication students, Business majors, and International Studies students to mention a few. I thank the Committee for their thoroughness in reviewing our proposal and appreciate all the questions you have presented to us thus far. Should you have additional questions please let me know.

Sincerely,

Phyllis Kloda
Chair, Department of Art
Comparison with Current BS/BA areas of Concentration:

<table>
<thead>
<tr>
<th>Current BS/BA Degree Requirements for Studio Art</th>
<th>Projected BS/BA Degree Requirements for Graphic Design concentration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Required ART Courses (21 credits)</strong></td>
<td><strong>1. Required ART Courses (30 credits)</strong></td>
</tr>
<tr>
<td>a. ARH 201 World Art I*</td>
<td>a. ARH 201 World Art I*</td>
</tr>
<tr>
<td>b. ARH 202 World Art II*</td>
<td>b. ARH 202 World Art II*</td>
</tr>
<tr>
<td>c. ART 210 2-D Design*</td>
<td>c. ART 210 2-D Design*</td>
</tr>
<tr>
<td>d. ART 212 3-D Design*</td>
<td>d. ART 212 3-D Design*</td>
</tr>
<tr>
<td>e. ART 221 Drawing I *</td>
<td>e. ART 221 Drawing I *</td>
</tr>
<tr>
<td>f. ARH 420 20th Century Art</td>
<td>f. ARH 420 – 20th Century Art</td>
</tr>
<tr>
<td>g. ART 401 Senior Seminar OR ART 470 Gallery Management</td>
<td>g. ART 4xx Portfolio &amp; Professional Practices</td>
</tr>
<tr>
<td>*Courses are Foundation courses and must be taken in the first year.</td>
<td>h. ART 2xx Graphic Design I</td>
</tr>
<tr>
<td></td>
<td>i. ART 2xx -Typography I</td>
</tr>
<tr>
<td></td>
<td>j. ART 3xx Typography II</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Any two of the following 2-D courses (must be from two separate areas) (6 credits)</th>
<th>2. Select from one following 2-D courses (3 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Upper division Drawing course</td>
<td>a. ART 351 Printmaking I</td>
</tr>
<tr>
<td>b. any Photography course</td>
<td>b. ART 341 Painting I</td>
</tr>
<tr>
<td>c. any Painting course</td>
<td>c. ART 331 Photography I</td>
</tr>
<tr>
<td>d. any Digital Art course</td>
<td>d. ART 332 Drawing II</td>
</tr>
<tr>
<td>e. any Printmaking course</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Any two of the following 3-D courses (must be from two separate areas) (6 credits)</th>
<th>3. Select from one following 3-D courses (3 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. any Ceramics course</td>
<td>a. ART 371 or ART 372 Ceramics</td>
</tr>
<tr>
<td>b. any Sculpture course</td>
<td>b. ART 361 Sculpture I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Three additional courses are needed to complete the 42 hour major. Majors must have an Area of concentration, and take a sequence of three levels in that area. (Example: Painting II, III, and Adv. Problems) (9 credits)</th>
<th>4. Three additional courses are needed to complete the 45 hour major. Majors in this concentration must take course in sequence. (9 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. _____________________________ (2nd level)</td>
<td>a. ART 3xx Graphic Design II (2nd level)</td>
</tr>
<tr>
<td>b. _____________________________ (3rd level)</td>
<td>c. ART 4xx Graphic Design III (3rd level)</td>
</tr>
<tr>
<td>c. _____________________________ (4th level)</td>
<td>d. ART 4xx Advanced Problems in Graphic Design (4th level)</td>
</tr>
</tbody>
</table>

**Total 42 Credits**                                                                                                                   **Total 45 Credits**
RATIONALE
The visual, conceptual, and technological competencies proposed in the new Graphic Design concentration would provide majors with a skill set and knowledge structured to prepare them for employment in the field of graphic design. The concentration also adds breath to the department’s curriculum, giving students an additional option for an area of study in Art. The concentration would also compliment the other studio art concentrations (painting, ceramics, sculpture, printmaking, photography, drawing; Art majors could have two concentrations, allowing them to develop skills in individual artistic expression and graduate with skills necessary for employment in the field of graphic design. Students would be able to complete their degree in a timely manner because of the overlapping of core courses. A second major in Studio Art with a concentration in Graphic Design could also be beneficial to students in related majors, such as Communications.

ENTRANCE REQUIREMENTS
There are no special entrance requirements.

PROGRAM REQUIREMENTS
Students must complete 45 credit hours in the program: 18 credits in required core courses, 21 credits in specialization requirements, and 6 elective credits in studio art courses. A minimum grade of C- must be achieved in all courses required. A maximum of 21 transfer credits may be applied to the program.
(See BA/BS in Studio Art Course Requirements document for the Graphic Design concentration for complete list of required courses. Appendix 1.)

DESCRIPTION OF NEW COURSES*
* For specific course information see attached individual course descriptions, course objectives etc. (Appendix 2.)

SEQUENCE and FREQUENCY OF COURSE OFFERINGS
See “Recommended Sequence of Courses-Graphic Design 4 Year Plan” document. (Appendix 3.)

STAFFING ISSUES
The Department of Art has been given permission to conduct a search for a 3-year QAR Graphic Design renewable position. This new hire will teach a 4-4 load and teach the majority of the courses required for the concentration. Associate faculty may be required to cover approximately two courses per semester. Required core courses and elective studio art courses are already in place and being taught each semester by Full-time and Associate faculty.

RESOURCES, FACILITIES that may be needed to implement the program
The Department of Art already has a well-equipped computer lab that will be used for course instruction. The lab has 20 iMacs and the necessary supportive equipment such as scanners and printers. The department has also had discussions with the Communications Department about using their computer lab for courses if necessary and it appears that they could accommodate one or two graphic design courses. The College already has the site-license for the software that would be used in the courses.

ACADEMIC ADMINISTRATION COMMENTARY
See attached letters of recommendation from the Chair and Dean, and letter of support from Kristen Fragnoli, Chair, Visual and Performing Arts, MCC. (Appendix 4.)

Appendix 1

New Concentration Credit Hours: No Side-by-Side Comparison

Projected Graphic Design Concentration Course Requirements

BA/BS (CORE) Requirements

1. Required courses
   a. ARH 201 World Art I 3 credits
   b. ARH 202 World Art II 3
   c. ART 221 Drawing I 3
   d. ARH 420 20th Century 3
   e. ART 210 2-D Design 3
   f. ART 212 3-D Design 3
      18

2. Specialization Requirements
   a. Typography I (ART 2XX) 3
   b. Typography II (ART 3XX) 3
   c. Graphic Design I (ART 2XX) 3
   d. Graphic Design II (ART 300) 3
   e. Graphic Design III (ART 4XX) 3
   f. Advanced Problems in Graphic Design (ART 4XX) 3
   g. Portfolio Preparation/Professional Practices (ART 4XX) 3
      21

3. Electives
   One additional studio course, 2-D 3
   One additional studio course, 3-D 3
      6

   Total Credits 45
Appendix 2
Course Descriptions for Graphic Design Concentration

Typography I, 3 credits
A study of the principles of designing with type, including type history, and technological advancements in typesetting. There is special emphasis on type selection, specification, and creative typographic design solutions. In addition, the course will focus on InDesign software and its application to type design.

Typography II, 3 credits
Typography II is a continuing study of the principles of typography as a form of communication. The course will include an intensive survey of type from individual letterforms to large bodies of textual information with special attention to formal, technological, rhetorical, and historical issues of typography. In addition, the course will focus on InDesign software and its application to type design.

Graphic Design I, 3 credits
Graphic Design I is an introduction to the elements and principles of graphics including typography and layout. The course will provide a survey of graphic design, tools, materials, processes and software including: InDesign, Photoshop and Illustrator.

Graphic Design II, 3 credits
Graphic Design II is a continued development in the study of graphic design elements from concept through production. The course includes the study of packaging and dimensional design with a continuation of skill building with the following software: InDesign, Photoshop and Illustrator.

Graphic Design III (Web Design), 3 credits
Graphic Design III focuses on Web Design and introduces the basic methods for the creation and design of user-centered internet web sites using the XHTML language in Dreamweaver and the Flash software for animation and interactivity.

Advanced Problems in Graphic Design, 3 credits
Advanced Problems in Graphic Design is an exploration of new technologies in interactive design and multimedia including the animation of text, sound and images. This course will focus on Dreamweaver and Cascading Style Sheets (CSS) software.

Portfolio Development and Professional Practices, 3 credits
Students will prepare a portfolio for a job search that demonstrates professional competence in design, concept, technical skills, and craft. Professional practices include client relationships, design management, business practices and ethics.
College Course Registration Form

This form is used to register all courses. It must be signed by the department chair and the school dean who will send it forward to the Registrar's Office. Registration of General Education courses requires an additional Supplemental Course Registration Form and the appropriate Student Learning Outcomes Checklist. Approval by the Faculty Senate’s General Education Committee is necessary for all General Education courses.

Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

<table>
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<tr>
<th>Action concerns a new course</th>
<th>Discipline</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action concerns an existing course</td>
<td>Discipline</td>
<td>Number</td>
</tr>
</tbody>
</table>

Course Submitted by: Phyllis Kloda
Department: Art

Chairperson's Approval: [Signature]
Date: 2/23/11

Dean's Approval: [Signature]
Date: 2/24/11

1. Action requested:
   - [ ] Registration of new course
   - [ ] Revision of content for existing course
   - [ ] Registration of general course listing under which related titles can be taught (umbrella courses)
   - [ ] Registration of topics course for specific semester (if checked, complete item 2 below)
   - [ ] Change of course title – Previous Title:
   - [ ] Inactivation of existing course registration (course will not be taught in near future)
   - [ ] Other – Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: ART Number: 3XX
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. [ ] Undergraduate listing: Discipline: ART Number: 3XX
   b. [ ] Graduate listing: Discipline:

4. a. Official course title: Graphic Design I
   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Graphic Design I

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit
      - [ ] No
      - [ ] Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit?
      - [ ] No
      - [ ] Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
   a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)

- Contemporary Issues (I)
- Upper Level Writing (U)
- Both Contemporary Issues and Upper Level Writing (J)
- Scholarship on Women (W)
- Diversity (D)
- Science & Technology (E)
- Other World Civilizations (Non-Western) (O)

If cross-listed in another discipline(s), give discipline(s)/number(s):
- If there are pre-requisites that are enforced, give discipline(s)/number(s): ART 210, ART 221
- If there are co-requisites, give discipline(s)/number(s): ART 212

10. a. Approximate total number of seats/semester expected: 20
   b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor ☒ taught by a team ☐

12. Planned frequency of offering: EVERY SEMESTER

13. Grading (check any that apply):

- ☒ Letter grade
- ☐ Pass/Fail (S/U) ONLY
- ☐ Approved for IP grade
- ☒ Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:

   This course will be taught in the Computer Art Lab located in Tower B-26. This Macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

15. If this course is required for any degrees/programs, please list them below:

   BS/BA Art Major with a specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters). Use action verbs and omit “This course covers...” and similar phrases.

   Graphic Design I introduces students to the elements and principles of graphics including typography and layout. The course will provide a survey of graphic design, through the application of tools, materials, processes and software including: InDesign, Photoshop and Illustrator.

17. For all courses, please attach the following information:

   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films, etc.
   (e) a current course syllabus, if possible
   (f) a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:

(g) Supplemental General Education Course Registration Form
(h) Student Learning Outcomes Checklist (for specific codes requested).
Graphic Design I, Art 2XX

(A) List of major course objectives:
The student will be able to:

- Outline key points in the development of graphic design including technical, conceptual, and historical applications of graphic design
- Apply skills to assignments through informed and thoughtful application of digital tools
- Introduction to graphic design tools and skills
- Analyze and discuss the role of graphic design in contemporary visual culture.
- Use bitmap, vector and layout software programs to manipulate and control graphic design and layout.
- Demonstrate an understanding of graphic design principles and techniques in creating finished projects.
- Experiment with beginning (original) visual solutions for assigned projects.
- Critique one's own artwork and classmates' work using critical analysis and constructive comments.
- Write reflectively and effectively about graphic design and its use in the communication of meaning.

(B) Topical outline of the course
1. Introduction to History of Graphic Design

2. Introduction to Graphic Design Elements and application through related exercises

3. Introduction to course tools including image capture:
   - Photography
   - Scanners
   - Video
   - Open Source, Public Domain, and other available image and text sources
   - Image making tools within software

4. Introduction to output options for graphic design:
   - Print Media
   - Online
   - Multimedia

4. Technical Skill: Software
   - Photoshop software (CS5) – image capture, adjustments, alterations
   - Illustrator software (CS5) – interface, design tools
   - InDesign software (CS5) - page layout

(C) List of methods to evaluate student performance
Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives. The instructor will provide the syllabus and the course evaluation percentages.

- Artwork
- Final portfolio
- Essays
- Tests
- Oral Presentations
- Critique
• Attendance
• Participation

(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.

Books

Film
Pray, Doug. Art & Copy. 2010
ART & COPY is a powerful new film about advertising and inspiration reveals the work and wisdom of some of the most influential advertising creatives of our time -- people who’ve profoundly impacted our culture, yet are virtually unknown outside their industry.

(E) Course syllabus and course evaluation methods determined by instructor
College Course Registration Form

This form is used to register all courses. It must be signed by the department chair and the school dean who will send it forward to the Registrar's Office. Registration of General Education courses requires an additional Supplemental Course Registration Form and the appropriate Student Learning Outcomes Checklist. Approval by the Faculty Senate's General Education Committee is necessary for all General Education courses.

Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

Action concerns a new course

Action concerns an existing course

<table>
<thead>
<tr>
<th>Discipline</th>
<th>ART</th>
<th>Number</th>
<th>300</th>
</tr>
</thead>
</table>

Course Submitted by: Phyllis Kloda
Department: Art

Chairperson's Approval: 
Date: 2/23/11

Dean's Approval: 
Date: 2/24/11

1. Action requested:
   - Registration of new course
   - Registration of topics course for specific semester (if checked, complete item 2 below)
   - Change of course title - Previous Title: Graphic Design
   - Inactivation of existing course registration (course will not be taught in near future)
   - Other - Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: Number: 0
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. Undergraduate listing: Discipline: ART Number: 300
   b. Graduate listing: Discipline: Number:

4. a. Official course title: Graphic Design II
   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Graphic Design II

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit? No □ Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit? No □ Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
   a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)
   ☐ Contemporary Issues (I) ☐ Upper Level Writing (U)
   ☐ Both Contemporary Issues and Upper Level Writing (J)
   ☐ Scholarship on Women (W) ☐ Diversity (D)
   ☐ Science & Technology (E) ☐ Other World Civilizations (Non-Western) (O)

If cross-listed in another discipline(s), give discipline(s)/number(s):
If there are pre-requisites that are enforced, give discipline(s)/number(s): ART 210, 212, 221,
   Graphic Design 1
If there are co-requisites, give discipline(s)/number(s): ART - Typography 1

10. a. Approximate total number of seats/semester expected: 20
    b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor ☒ taught by a team ☐

12. Planned frequency of offering: EVERY SEMESTER

14. Grading (check any that apply):
   ☒ Letter grade ☐ Pass/Fail (S/U) ONLY ☐ Approved for IP grade
   ☒ Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
   This course will be taught in the computer art lab located in Tower b-26. This macintosh computer lab
   was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

15. If this course is required for any degrees/programs, please list them below:
   BS/BA Studio Art Major with a specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using
   65 words or less (about 500 characters. Use action verbs and omit “This course covers...” and similar
   phrases.
   Graphic Design II builds on the foundation of skills and knowledge learned in Graphic Design I. This
   course further explores and refines the skills and study of graphic design elements from concept
   through production. The course includes the study of packaging and dimensional design with a
   continuation of skill building and application in each project. This includes advanced work in the
   following software: InDesign, Photoshop and Illustrator.

17. For all courses, please attach the following information:
   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films,
   etc
   (e)a current course syllabus, if possible
   (f)a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:
   (g)Supplemental General Education Course Registration Form
   (h)Student Learning Outcomes Checklist (for specific codes requested).
Graphic Design II, ART 300

Course Description

(A) List of major course objectives:
The student will be able to:

- Integrate design principles into a variety of increasingly complex design applications.
- Develop and demonstrate advanced graphic design techniques to create communications solutions to such items as advertisements, promotions, brochures, educational materials, books, and posters.
- Critique one’s own artwork and classmates’ work using critical analysis and constructive comments.
- Write reflectively and effectively about typography and its use in the communication of meaning.

(B) Topical outline of the course
1. Graphic Design and identity: application of design elements of form, type, color, image, and space to convey intent
2. Design an identity system and apply it in varied formats
3. Develop graphic designs for advertisement, promotion, brochures, books, posters, and educational materials.
4. Develop and demonstrate a mastery of software applications for print.
   - Adobe CS5 InDesign – adapting identity design to variety of formats
   - Adobe CS5 Illustrator – Creating vector graphics for logos
   - Adobe CS5 Photoshop – advanced integration with above software

(C) List of methods to evaluate student performance
Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives. The instructor will provide the syllabus and the course evaluation percentages.

- Projects
- Final portfolio
- Oral Presentations
- Critique
- Attendance
- Participation

(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.


(E) Course syllabus and course evaluation methods determined by instructor.
College Course Registration Form

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Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

Action concerns a new course
Discipline ART Number 4XX
Action concerns an existing course: Discipline Number

Course Submitted by: Phyllis Kloda
Department: Art

Chairperson’s Approval: [Signature] Date: 2/23/11
Dean’s Approval: [Signature] Date: 2/24/11

1. Action requested:
   [ ] Registration of new course
   [ ] Revision of content for existing course
   [ ] Registration of general course listing under which related titles can be taught (umbrella courses)
   [ ] Registration of topics course for specific semester (if checked, complete item 2 below)
   [ ] Change of course title – Previous Title:
   [ ] Inactivation of existing course registration (course will not be taught in near future)
   [ ] Other – Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: Number:
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. [ ] Undergraduate listing: Discipline: ART Number: 4XX
   b. [ ] Graduate listing: Discipline: Number:

4. a. Official course title: Graphic Design III
   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Graph Des III

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit [ ] No [ ] Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit? [ ] No [ ] Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)

☐ Contemporary Issues (I) ☐ Upper Level Writing (U)
☐ Both Contemporary Issues and Upper Level Writing (J)
☐ Scholarship on Women (W) ☐ Diversity (D)
☐ Science & Technology (E) ☐ Other World Civilizations (Non-Western)

(0)

If cross-listed in another discipline(s), give discipline(s)/number(s):
If there are pre-requisites that are enforced, give discipline(s)/number(s): Art 210, 212, 221, Typ 1&2, GD 1&2
If there are co-requisites, give discipline(s)/number(s):

10. a. Approximate total number of seats/semester expected: 20
    b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor ☒ taught by a team ☐

12. Planned frequency of offering: EVERY SEMESTER
    b. Grading (check any that apply):
       ☒ Letter grade ☐ Pass/Fail (S/U) ONLY ☐ Approved for IP grade
       ☒ Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
    This course will be taught in the computer art lab located in Tower B-26. This macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

15. If this course is required for any degrees/programs, please list them below:
    BS/BA Studio Art Major with a specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters. Use action verbs and omit “This course covers...” and similar phrases.
    Graphic Design III focuses on Web Design and introduces the basic methods for the creation and design of user-centered internet web sites using the XHTML language in Dreamweaver and the Flash software for animation and interactivity.

17. For all courses, please attach the following information:
    (i) a list of major course objectives
    (j) a topical outline of course
    (k) a list of methods used to evaluate student performance
    (l) a list of instructional materials used – give bibliographic citations of texts, critical readings, films, etc.
    (m) a current course syllabus, if possible
    (n) a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:
    (o) Supplemental General Education Course Registration Form
    (p) Student Learning Outcomes Checklist (for specific codes requested).
Graphic Design_III (Web Design) Art 4XX

Course Description

(B) **List of major course objectives:**
The student will be able to:

- Describe how the web environment functions.
- Identify and apply basic design concepts and principles for web delivery.
- Apply color theory, composition, and typography effectively.
- Demonstrate a basic understanding of the components and mechanics of a web page.
- Compress graphics and other imagery effectively.
- Design a site map and information architecture for a web page.
- Acquire a domain name and web host and practice web file management.
- Utilize web software tools at an introductory level.
- Critique one’s own artwork and classmates’ work using critical analysis and constructive comments.
- Write reflectively and effectively about web design and its use in the communication of meaning.

(B) **Topical outline of the course**

1. Nature of the web and differences compared to print media.
   - Different browsers, preferences, PC-Mac, connection speed, resolution, color, audience.
   - How websites work on the internet. Explore the FTP of a website: view file structure and HTML.

   - The web design industry. Hosts and domains.
   - File management. File naming etiquette: images folders, index.html etc. Ingredients of a web page.
   - Image optimizing. Image uses. Terms: browsers, URL, FTP, bandwidth, PHP, Flash, XHTML, HTML, CSS.

2. The Design Process
   - Type, color, fonts, navigation, buttons, links, styles.
   - Layout and composition, use of grid, contrast, balance, etc.

3. Intro to Dreamweaver and web layout in Photoshop.
   - Slicing a page in Photoshop and importing in Dreamweaver.
   - Insert images and text in Dreamweaver.
   - Adding JavaScript behaviors
   - Adding sound, Flash and Multimedia
   - Uploading your files on the FTP

4. Technical Skill and Software
   - Photoshop software (CS5)
   - Illustrator software (CS5)
   - InDesign software (CS5)

(C) **List of methods to evaluate student performance**
Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives. The instructor will provide the syllabus and the course evaluation percentages.

- Artwork
- Final portfolio
- Essays
- Tests
- Oral Presentations
- Critique
- Attendance
- Participation

(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.

Books

Beaird, Jason; The Principles of Beautiful Web Design, SitePoint


(E) Course syllabus and course evaluation methods determined by instructor.
College Course Registration Form

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Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

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Action concerns a new course

<table>
<thead>
<tr>
<th>Action concerns an existing course:</th>
<th>Discipline ART Number</th>
<th>4XX</th>
</tr>
</thead>
</table>

Course Submitted by: Phyllis Kloda
Department: Art

Chairperson's Approval: [Signature] Date: 2/23/11

Dean's Approval: [Signature] Date: 2/24/11

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1. Action requested:
   - ☒ Registration of new course
   - Revision of content for existing course
   - Registration of general course listing under which related titles can be taught (umbrella courses)
   - Registration of topics course for specific semester (if checked, complete item 2 below)
   - Change of course title - Previous Title:
   - Inactivation of existing course registration (course will not be taught in near future)
   - Other - Describe:

3. Complete for registration of topics courses or umbrella courses:
   a. General course registration:
      - Discipline: Number:
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. ☒ Undergraduate listing:
   - Discipline: ART Number: 4XX

3. b. [ ] Graduate listing:
   - Discipline: Number:

4. a. Official course title: Advanced Problems in Graphic Design
   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) AdvProb.GraphDes

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit: ☒ No [ ] Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit? [ ] No ☒ Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
   a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)

☐ Contemporary Issues (I) ☐ Upper Level Writing (U)
☐ Both Contemporary Issues and Upper Level Writing (J)
☐ Scholarship on Women (W) ☐ Diversity (D)
☐ Science & Technology (E) ☐ Other World Civilizations (Non-Western) (O)

8. If cross-listed in another discipline(s), give discipline(s)/number(s):
   If there are pre-requisites that are enforced, give discipline(s)/number(s): ART210/212/221 Type I/II, GraphDesl/II/II
   If there are co-requisites, give discipline(s)/number(s):

10. a. Approximate total number of seats/semester expected: 20
    b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor ☒ taught by a team ☐

12. Planned frequency of offering: EVERY SEMESTER

15. Grading (check any that apply):
   ☒ Letter grade ☐ Pass/Fail (S/U) ONLY ☐ Approved for IP grade
   ☒ Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
   This course will be taught in the Computer Art Lab located in Tower B-26. This Macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

15. If this course is required for any degrees/programs, please list them below:
   BS/BA Studio Art Major a with specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters). Use action verbs and omit “This course covers...” and similar phrases.
   Advanced Problems in Graphic Design is an exploration of new technologies in interactive design and multimedia including the animation of text and images, video, and sound. This course will focus on Dreamweaver and Cascading Style Sheets (CSS) software.

18. For all courses, please attach the following information:
   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films, etc
   (e) a current course syllabus, if possible
   (f) a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:
   (g) Supplemental General Education Course Registration Form
   (h) Student Learning Outcomes Checklist (for specific codes requested).

Advanced Problems in Graphic Design, ART 4XX
Course Description

(A) List of major course objectives:
The student will be able to:

- Develop and apply understanding of interactive design, multimedia, and animation technologies and techniques using Adobe CS5.
- Demonstrate mastery of the conceptual, compositional and formal elements of graphic design.
- Critique one’s own artwork and classmates’ work using critical analysis and constructive comments.
- To develop continuity in graphic design concepts and work habits.
- Embrace the artistic goals of graphic design as a methodology.
- Write reflectively and effectively about typography and its use in the communication of meaning.

(B) Topical outline of the course

1. Concepts and Processes
   - Animation of text sound and images
   - Storyboarding for still, animated, and interactive imagery
   - Interface and navigation planning and diagrams

2. Content (options)
   - Themes and stylization
   - Animated shorts, videos
   - Microsites and web galleries
   - Web-based advertising development

3. Technical skill and knowledge:
   - Adobe Dreamweaver software
   - Cascading Style Sheets
   - QuickTime Pro Software
   - Image, video, and audio conversion optimization and file types
   - File structuring and authoring
   - Photoshop software (CSS) - layering
   - Illustrator software (CSS) - paths
   - InDesign software (CSS) - multi-page layout

(C) List of methods to evaluate student performance

Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives.

- Artwork
- Final portfolio
- Essays
- Tests
- Oral Presentations
- Critique
- Attendance
- Participation

(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.

Books

Austin, Tricia; Doust, Richard. New Media Design.
Drate, Robbins & Salaveltz. Motion by Design.

(E) Course syllabus and course evaluation methods determined by instructor.
College Course Registration Form

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Course Submitted by: Phyllis Kloda
Department: Art
Chairperson's Approval: [Signature] Date: 2/23/11
Dean's Approval: [Signature] Date: 2/24/11

1. Action requested:
   - Registration of new course
   - Revision of content for existing course
   - Registration of general course listing under which related titles can be taught (umbrella courses)
   - Registration of topics course for specific semester (if checked, complete item 2 below)
   - Change of course title – Previous Title:
   - Inactivation of existing course registration (course will not be taught in near future)
   - Other – Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: Number:
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. [ ] Undergraduate listing: Discipline: Art Number: 2XX
    b. [ ] Graduate listing: Discipline: Number:

4. a. Official course title: Typography I
    b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Typography I

6. a. Semester hours of credit assigned to course (invariable): 3
    b. Can this course have variable credit [X] No [ ] Yes - Credit range to semester hours
    c. Is this course is repeatable for multiple credit? [X] No [ ] Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)
   [ ] Contemporary Issues (I) [ ] Upper Level Writing (U)
   [ ] Both Contemporary Issues and Upper Level Writing (J)
   [ ] Scholarship on Women (W) [ ] Diversity (D)
   [ ] Science & Technology (E) [ ] Other World Civilizations (Non-Western)
   (O)

8. If cross-listed in another discipline(s), give discipline(s)/number(s):
   If there are pre-requisites that are enforced, give discipline(s)/number(s): Art 210, 221, 2XX (Graphic Design_I)
   If there are co-requisites, give discipline(s)/number(s):

10. a. Approximate total number of seats/semester expected: 20
    b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor [ ] taught by a team [ ]

12. Planned frequency of offering: EVERY FALL

13. Grading (check any that apply):
   [ ] Letter grade [ ] Pass/Fail (S/U) ONLY [ ] Approved for IP grade
   [ ] Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
   This course will be taught in the computer art lab located in Tower B-26. This macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (Adobe Creative Suite) and peripherals.

15. If this course is required for any degrees/programs, please list them below:
   BS/BA Studio Art Major with a specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters). Use action verbs and omit “This course covers…” and similar phrases.
   Students will develop an understanding of the effects produced by various type fonts and typographic techniques. It provides a historical overview and an in-depth explanations of the formal qualities of characters and typefaces. A range of theoretical and applied projects are used to investigate typography as a tool for communication. Students use both traditional and digital media to execute assignments. Textbook and art supplies are required.

17. For all courses, please attach the following information:
   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films, etc.
   (e) a current course syllabus, if possible
   (f) a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:
   (g) Supplemental General Education Course Registration Form
   (h) Student Learning Outcomes Checklist (for specific codes requested).
Typography I, Art 2XX
Course Description

(A) List of major course objectives:
The student will be able to:
- Outline key points in the historical development of typography.
- Analyze and discuss the role of typography in contemporary visual culture.
- Identify the major components of character anatomy.
- Identify the major type families and typefaces by their qualities and characters.
- Use bitmap, vector and layout software programs to manipulate and control type design and layout.
- Demonstrate an understanding of typographic design principles and techniques in creating finished projects.
- Experiment with beginning (original) visual solutions for assigned projects.
- Critique one’s own artwork and classmates’ work using critical analysis and constructive comments.
- Write reflectively and effectively about typography and its use in the communication of meaning.

(B) Topical outline of the course
1. Introduction to History of Typography
   - Invention of writing and ancient writing systems
   - Illuminated manuscripts and early book design
   - Invention of printing: China and Europe
   - Type design during the Renaissance
   - 20th century typography: Bauhaus to 1980
   - Digital typography and contemporary design

2. Aspects of Typographic Form
   - Character anatomy
   - Space adjustments
   - Readability and Legibility
   - Grid structure
   - Visual Hierarchy
   - Major type families and typefaces

3. Exploring Typographic Meaning
   - Denotation and Connotation
   - Type as image
   - Typographic expression

4. Technical Skill: Software and handwork
   - Photoshop software (CS5) - layering
   - Illustrator software (CS5) - paths
   - InDesign software (CS5) - multi-page layout
   - Hand-lettering

(C) List of methods to evaluate student performance
Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives. The instructor will provide the syllabus and the course evaluation percentages.
- Artwork
- Final portfolio
- Essays
• Tests
• Oral Presentations
• Critique
• Attendance
• Participation

(D) **List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.**

**Books**


**Film**

*Helvetica*. Produced and Directed by: Gary Hustwit. Distributed by 2007 Swiss Dots Ltd. 2007. Helvetica is a feature-length independent film about typography, graphic design and global visual culture. It looks at the proliferation of one typeface (which recently celebrated its 50th birthday in 2007) as part of a larger conversation about the way type affects our lives.

(E) **Course syllabus and course evaluation methods determined by instructor.**

• *Permission granted to use aspects of course outline, ARTS 276 Typography, from Raritan Community College, Branchburg, NJ. Spoke with Professor Ann Tsubota, Chair, Art Department on 28 January 2011.*


(MAY NEED TO COPY INTO NEW BROWSER TO VIEW)
College Course Registration Form

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Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

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Course Submitted by: Phyllis Kloda  
Department: Art

Chairperson's Approval:  
Date: 2/23/11

Dean's Approval:  
Date: 2/4/11

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1. Action requested:
   - Registration of new course
   - Revision of content for existing course
   - Registration of general course listing under which related titles can be taught (umbrella courses)
   - Registration of topics course for specific semester (if checked, complete item 2 below)
   - Change of course title - Previous Title:
   - Inactivation of existing course registration (course will not be taught in near future)
   - Other - Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: Number:
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. Undergraduate listing: Discipline: Art Number: 3XX
   b. Graduate listing: Discipline: Number:

4. a. Official course title: Typography 2
   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Typography 2

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit: □ No □ Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit: □ No □ Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)
   - Contemporary Issues (I)
   - Upper Level Writing (U)
   - Both Contemporary Issues and Upper Level Writing (J)
   - Scholarship on Women (W)
   - Diversity (D)
   - Science & Technology (E)
   - Other World Civilizations (Non-Western)
   (0)

9. If cross-listed in another discipline(s), give discipline(s)/number(s):
   If there are pre-requisites that are enforced, give discipline(s)/number(s): Art 210, 212, 221, Type I, ART 300GD I
   If there are co-requisites, give discipline(s)/number(s):

10. a. Approximate total number of seats/semester expected: 20
     b. How many sections do you expect to offer per semester: 1

11. Planned frequency of offering: EVERY SPRING

12. Grading (check any that apply):
   - Letter grade
   - Pass/Fail (S/U) ONLY
   - Approved for IP grade
   - Course requires a minimum grade of C- for General Education or the major

13. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
   This course will be taught in the computer art lab located in Tower B-26. This macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

14. If this course is required for any degrees/programs, please list them below:
   BS/BA Studio Art Major with a specialization in Graphic Design.

15. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters. Use action verbs and omit “This course covers…” and similar phrases.
   Typography 2 is an in-depth examination of the principles and potential of typography with an emphasis on typographic composition. Students explore the role of typography in shaping form and content of communication. Studio exercises introduce letterforms and text in relationship to image, texture, color, hierarchy, and grid structures.

16. For all courses, please attach the following information:
   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films, etc
   (e) a current course syllabus, if possible
   (f) a brief statement detailing the additional work required of graduate students in a “swing course.”

For General Education courses only, attach also:
   (g) Supplemental General Education Course Registration Form
   (h) Student Learning Outcomes Checklist (for specific codes requested).
Typography II, ART 3XX  
Course Description

(A) List of major course objectives:  
The student will be able to:

- Integrate design principles into a variety of increasingly complex design problems using letterforms and imagery.
- Develop and demonstrate advanced typographic techniques to create communications solutions to such items as advertisements, promotions, brochures, packaging, educational materials, books, and posters.
- Continue development of bitmap, vector and layout software programs to manipulate and control complex type, design and layout.
- Employ color to reinforce the visual hierarchy of information.
- Critique one’s own artwork and classmates’ work using critical analysis and constructive comments.
- Write reflectively and effectively about typography and its use in the communication of meaning.

(B) Topical outline of the course

1. Typography hierarchy and visual systems
   - Designing grid sequences to create visual order.
   - Creating visual narratives with letterforms and imagery.
   - Applying typographic variables and specify type to design problems: typographic texture, fonts, kerning, color, and point size.
   - Manipulate typographic contrasts such as weight, posture and width to create emphasis and organize text into hierarchical message systems.

2. Select, construct and apply multiple column typographic grid systems in order to improve readability, and create emphasis, structure and organization of texts.

3. Control of paragraph justification and hyphenation methods.

4. Developing typographic solutions to design problems with advertisements, promotions, brochures, packaging, educational materials, books, and posters.

5. Develop and demonstrate a mastery of software applications for print
   - Adobe CS5 InDesign – multi-page layout
   - Adobe CS5 Illustrator - paths
   - Adobe CS5 Photoshop – layering and image adjustment

(C) List of methods to evaluate student performance

Grade determinants include artwork, final portfolio presentation, essays, tests, oral presentation, critique discussions, attendance and participation will be used to assess the students according to the course objectives. The instructor will provide the syllabus and the course evaluation percentages.

- Artwork
- Final portfolio
- Essays
- Tests
- Oral Presentations
- Critique
- Attendance
- Participation

(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.

Books
Bringhurst, Robert. The Elements of Typographic Style. Hartley and Marks Publishers, 2004

(E) Course Syllabus and course evaluation methods determined by instructor.
College Course Registration Form

This form is used to register all courses. It must be signed by the department chair and the school dean who will send it forward to the Registrar's Office. Registration of General Education courses requires an additional Supplemental Course Registration Form and the appropriate Student Learning Outcomes Checklist. Approval by the Faculty Senate's General Education Committee is necessary for all General Education courses.

Data entry fields are shaded. Some fields have limits on numbers and spaces that can be entered. Some areas have drop-down menus with options that can be selected by clicking your choice. Save the blank form before using it and then save each course form with an individual file name. Go back to the saved blank for each new form but save with a different name after filling in data.

<table>
<thead>
<tr>
<th>Action concerns a new course</th>
<th>Discipline ART</th>
<th>Number</th>
<th>4XX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action concerns an existing course:</td>
<td>Discipline</td>
<td>Number</td>
<td></td>
</tr>
</tbody>
</table>

Course Submitted by: Phyllis Kloda
Department: Art

Chairperson’s Approval: Date: 2/22/11

Dean’s Approval: Date: 2/24/11

1. Action requested:
   - [ ] Registration of new course
   - [ ] Revision of content for existing course
   - [ ] Registration of general course listing under which related titles can be taught (umbrella courses)
   - [ ] Registration of topics course for specific semester (if checked, complete item 2 below)
   - [ ] Change of course title - Previous Title:
   - [ ] Inactivation of existing course registration (course will not be taught in near future)
   - [ ] Other - Describe:

2. Complete for registration of topics courses or umbrella courses:
   a. General course registration: Discipline: Number:
   b. General registration title:
   c. Specific course title for semester offered (topics course title):
   d. Topics course registration is for: FALL SEMESTER Year:

3. a. [ ] Undergraduate listing: Discipline: ART Number: 4XX
   b. [ ] Graduate listing: Discipline: Number:

   b. Course start date: FALL SEMESTER YEAR: 2011

5. Abbreviated course title (restricted to 16 spaces) Port. & Pro. Pra

6. a. Semester hours of credit assigned to course (invariable): 3
   b. Can this course have variable credit: [ ] No [ ] Yes - Credit range to semester hours
   c. Is this course is repeatable for multiple credit? [ ] No [ ] Yes - Credit Maximum =

7. Type of Course: LIBERAL ARTS

8. General Education Information: (Complete only for General Education courses)
a. General Education Knowledge Area (choose one if applicable): NONE
b. Additional student learning outcomes: (check all codes that are currently approved)
   - Contemporary Issues (I)
   - Upper Level Writing (U)
   - Both Contemporary Issues and Upper Level Writing (J)
   - Scholarship on Women (W)
   - Diversity (D)
   - Science & Technology (E)
   - Other World Civilizations (Non-Western)

8. If cross-listed in another discipline(s), give discipline(s)/number(s):
   If there are pre-requisites that are enforced, give discipline(s)/number(s): ART210/212/221, Type I/II,GrDsl/II/II/Adv
   If there are co-requisites, give discipline(s)/number(s):

10. a. Approximate total number of seats/semester expected: 20
    b. How many sections do you expect to offer per semester: 1

11. Sections of this course are (check one): taught by one instructor ☒ taught by a team

12. Planned frequency of offering: EVERY FALL

13. Grading (check any that apply):
    - Letter grade ☒ Pass/Fail (S/U) ONLY ☐ Approved for IP grade
    - Course requires a minimum grade of C- for General Education or the major

14. If this course requires any special scheduling arrangements with regard to time or room/space, please comment on this in the space provided:
   This course will be taught in the Computer Art Lab located in Tower B-26. This Macintosh computer lab was designed with this curriculum in mind and includes the appropriate software (ACS) and peripherals.

15. If this course is required for any degrees/programs, please list them below:
   BS/BA Studio Art Major with a specialization in Graphic Design

16. Write a brief course description for the College Catalogs. Reflect content as accurately as possible using 65 words or less (about 500 characters. Use action verbs and omit “This course covers...” and similar phrases.
   Students will prepare a portfolio for a job search that demonstrates professional competence in design, concept, technical skills, and craft. Professional Practices include client relationships, design management, business practices, and ethics.

17. For all courses, please attach the following information:
   (a) a list of major course objectives
   (b) a topical outline of course
   (c) a list of methods used to evaluate student performance
   (d) a list of instructional materials used – give bibliographic citations of texts, critical readings, films,
   (e) a current course syllabus, if possible
   (f) a brief statement detailing the additional work required of graduate students in a "swing course."

For General Education courses only, attach also:
   (g) Supplemental General Education Course Registration Form
   (h) Student Learning Outcomes Checklist (for specific codes requested).
Graphic Design Portfolio Development/Professional Practices, ART4XX
Course Description

(C) List of major course objectives:
The student will be able to:
- Utilize previous class experiences in design methodologies and technical knowledge of software to create a professional portfolio.
- Develop and/or refine a body of design work for inclusion in a professional portfolio.
- Demonstrate the ability to judge effectiveness of portfolio contents through critiques and understand real-world market ethics and experiences.
- Develop an understanding of job opportunities and employer expectations.
- Develop a personal marketing and self-promotional system.
- Develop an effective portfolio display in several different media.
- Maintain high standards and craftsmanship in portfolio productions.

(B) Topical outline of the course

1. Portfolio Inventory:
Take inventory of all design work through categorization and ranking. Determination works to be used or worthy of revision/rework for portfolio.
Create Slide Show of initial Portfolio.

2. Expanding an Existing Project/Creating new Portfolio Project:
Create a complete ad campaign and strategy for a previous or new project.

3. Creation of a Professional Identity Stationary Set:
Design a logo and stationary system (letterhead, business card, envelope).

4. Final Portfolio/Web Portfolio:
Develop a case-bound final portfolio of completed projects, campaigns, and stationary system.
Design a web-based portfolio site incorporating completed projects, campaigns, and logo.

5. Informational Interview:
Research of regional design firms, ad agencies, companies with in-house design departments. Arrange informational interview, including final portfolio review, with Art Director. Create a summary statement describing the company and the interview experience.

(C) List of methods to evaluate student performance
Grade determinants include artwork, final portfolio presentation, oral presentation; critique discussions, attendance and participation will be used to assess the students according to the course objectives.
- Artwork
- Research assignments
- Final portfolio
- Oral Presentations
- Critique
- Attendance
- Participation
(D) List of instructional materials used – bibliographic citations of texts, critical readings, films, etc.
Books
Heller, Steven. Becoming a Graphic Designer.
Rowe, Will & Linton. Graphic Design Portfolio Strategies.

Website
www.AIGA.org American Institute of Graphic Arts

Periodicals
Print: America’s Graphic Design Magazine. RC Publications.

(E) Course Syllabus and course evaluation methods determined by instructor.
Appendix 3
Recommended Sequence of Courses – Graphic Design 4 Year Plan

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARH 201 – World Art I</td>
<td>ARH 202 - World Art II</td>
<td></td>
</tr>
<tr>
<td>ART 221 - Drawing I</td>
<td>ART 212 - 3D</td>
<td></td>
</tr>
<tr>
<td>ART 210 - 2D</td>
<td>ART 2xx-Graphic Design I</td>
<td></td>
</tr>
<tr>
<td>Gen Ed(s)</td>
<td>Gen Ed(s)</td>
<td></td>
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</tbody>
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<table>
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<tr>
<th>YEAR 2</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 2xx - Typography I</td>
<td>ART 3xx - Typography II</td>
<td></td>
</tr>
<tr>
<td>ART 3xx - Graphic Design II</td>
<td>ARH 420 – 20th Century Art</td>
<td></td>
</tr>
<tr>
<td>2D elective (photo, print, draw, paint) OR 3D elective (ceramics, sculpture)</td>
<td>2D elective (photo, print, draw, paint) OR 3D elective (ceramics, sculpture, mixed media)</td>
<td></td>
</tr>
<tr>
<td>Gen Ed(s)</td>
<td>Gen Ed(s)</td>
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</tr>
</tbody>
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<table>
<thead>
<tr>
<th>YEAR 3</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 4xx - Graphic Design III</td>
<td>ART 4xx - Advanced Problems in Graphic Design</td>
<td></td>
</tr>
<tr>
<td>ART elective(s)</td>
<td>ART elective(s)</td>
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<tr>
<td>Gen Ed(s)</td>
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<table>
<thead>
<tr>
<th>YEAR 4</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 4xx - Portfolio &amp; Professional Practices</td>
<td>ART 4xx - Advanced Problems in Graphic Design</td>
<td></td>
</tr>
<tr>
<td>ART elective(s)</td>
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<td>Gen Ed(s)</td>
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</tbody>
</table>

**Frequency of Core Offerings:**
- ART 2xx - Typography I
- ART 4xx - Portfolio & Professional Practices

**Every Semester:**
- ART 210 - 2D
- ART 212 - 3D
- ART 211 - Drawing I
- ART 2xx - Graphic Design I
- ART 3xx - Graphic Design II
- ART 4xx - Graphic Design III
- ART 4xx - Graphic Design, Advanced Problems

**Every Spring:**
- ARH 202 – World Art II
- ARH 420 - 20th Century
- ART 3xx - Typography II

**Every Fall:**
- ARH 201 – World Art I
Appendix 4 – Academic Administration Commentary

Department of Art

To: Undergraduate Curriculum Committee
   College Senate

From: Phyllis Kloda
   Chair, Department of Art

Date: February 7, 2011

Subj: Graphic Design Concentration in the
      B.S./ B.A. Studio Art Program

Dear Committee Members:

Please accept this letter in support of the Department of Art’s proposal to create a new concentration within the Studio Art Program for the Bachelor of Science and Bachelor of Art degrees. Over the past two years the Department faculty have been investigating several ways to implement a component of study into the program, which provides our students with a viable area of additional professionalism and employment. Upon surveying the student body we found they were most interested in Graphic Design as a new concentration of study, plus this same interest was reinforced through prospective students we spoke with at Open House sessions and departmental tours.

After much thorough research and investigation the department is in consensus that a new Graphic Design specialization will not only strengthen and enhance our current curriculum for the BS/BA degree in Studio Art but it will undoubtedly increase enrollment significantly. This new concentration will enable students to engage themselves in a curriculum which places emphasis on the concepts, theories, design, aesthetics and skills that underlie the domain of the visual arts and computer graphics. Additionally, Graphic Design provides students with multiple options in terms of career paths and new opportunities, which other media might not readily provide. In today’s culture of new technology, students who graduate with a specialization in Graphic Design will leave the Department with a unique set of hybrid skills that provides a critical edge for positions in the competitive and evolving marketplace. A background in Graphic Design will give our students working knowledge in Web Design, Packaging Design, and current advertising practices, plus offer them new career avenues in Environmental Design, Animation and Identity Systems.

During the renovation process in Tower the Art Department strategically planned ahead for the future of a Graphic Design specialization and was provided with additional classroom space in the basement area of the building. This classroom has been designed to be a Computer lab equipped with 20 iMac Computers, five flat bed scanners, two large format color printers, two small color printers and a black and white laser printer. In light of this opportunity, the department does not require additional equipment or classroom space at this time for the new concentration. We do, however, require the addition of a professional instructor specifically trained in Graphic Design to teach the some of the new classes. In the fall of 2010, the Department was granted a QAR three-year term...
position for Graphic Design and we are in the process of a national search. The addition of a QAR in Graphic Design plus one part-time person to teach the Typography courses will provide the Department with an adequate start for the new specialization.

The department is fully aware of the financial implications the College is currently facing and understands the need for all academic units to be prudent with their resources and planning. Yet, in the given economic and educational climate, we believe by adding this new concentration not only area we strategically positioning ourselves for increased enrollment and attracting a higher quality of student, but this also allows us to compete with the area Universities and Colleges in regards to offerings. Moreover, in the spring of 2010 we approached MCC to discuss the idea of implementing a "2 + 2" Program for Graphic Design. Through our discussions with them we have learned that MCC would prefer to send their Graphic Design students to us and is very supportive of the Art Program we currently offer students. It is our intent to pursue this collaboration with MCC and we hope to have an agreement finalized by the end of the spring term.

In closing, the proposal does not compromise the integrity of the overall Studio Art Program but rather will enhance and complement the existing concentrations. It is in keeping with the standards and current offerings of not only other Art Programs within the SUNY system but those on a national level as well. In addition, the new concentration places us in a stronger position to apply for NASAD accreditation and the proposal complies with the national standards set by NASAD (National Association of Schools of Art and Design).

The Department appreciates the Committee’s review of our proposal. Thank you for your time and consideration with this.

Sincerely,

Phyllis Kloda
Chair, Department of Art
To: College Senate  
From: Dr. Darwin Prioleau, Dean of the School of the Arts, Humanities and Social Sciences  
Re: Department of Art Proposal for a Graphic Design Specialization in the B.S. / B.A. Studio Art Program  
Date: 2/18/11

Attached please find the proposal for a new Graphic Design specialization. There is a need in the field for well trained graphic design artists. This specialization will give the students in the Department of Art an option that will better prepare them for success in the job force. The addition of the specialization could also become an effective recruitment tool for the department. Presently the department of Art is in the process of searching for a 3 year-renewable QAR faculty who is a specialist in the area of graphic design. I support this proposal on the condition that there is a successful graphic design faculty hire this year.
Phyllis Kloda  
Art Department  
SUNY Brockport  
February 15, 2011

Phyllis,

I have reviewed your proposed sequence for a Degree in Graphic Design and I am very excited about the possibility of Brockport adding such a program. As you are aware we have recently revised our own Graphic Design program at MCC and we are pleased to see that our programs will align very well with the program you are proposing. Based on the program sequence you have shared, MCC students who complete our Graphic Design program will be well prepared for transfer to Brockport’s new program. We share a common core of Art and Art History coursework in addition to the Graphic Design and Typography courses. I would like to follow up with you about developing an articulation agreement between MCC and Brockport that will ease the transfer of students between institutions. This is a very exciting development for MCC and SUNY Brockport Graphic Design students.

I wish you well in the development of this program; as you move forward with your program approval, please let me know when you will be ready to discuss the creation of a 2+2 partnership.

Best,

Kristen M. Fragnoli  
Chairperson, Visual and Performing Arts Department  
Monroe Community College  
Kfragnoli@monroecc.edu  
585-292-2047
To: College Senate  
From: Dr. Darwin Prioleau, Dean of the School of the Arts, Humanities and Social Sciences  
Re: Department of Art Proposal for a Graphic Design Specialization in the B.S. / B.A. Studio Art Program  
Date: 4/4/11

As I indicated in my earlier memo, there is a need in the field for well trained graphic design artists. This specialization will give the students in the Department of Art an option that will better prepare them for success in the job market. The addition of this specialization could become an effective recruitment tool for the department. Seniors in high school have already expressed interest in this option. They often go elsewhere because we are unable to fulfill their needs in this area. In fall 2011, the Department of Art will have in place a 3 year-renewable QAR faculty who is a specialist in the area of graphic design. The future of this position is based on the success of the program during the next three years. I am totally committed to the development of this option. If this program takes off as we hope it will, I would strongly encourage the Department of Art to make a request for a tenure track position to replace the 3 year renewable QAR.