




MEMORANDUM

FINAL FACULTY SENATE APPROVAL ON 04/12/2016

TO: Faculty Senate
FROM: Jack Kirby 
DATE: April 6, 2016
SUBJECT: Curriculum Proposal #15-16-10, REV #3
Graphics Technology

I recommend approval of the attached REVISION #3 Curriculum Proposal 15-16-10. This proposal seeks to incorporate new content in multiple graphics areas and to make other updates to prerequisites and major sequencing.


Dr. Christina Lavorata
Dr. Donald Trisel
Mr. William Drescher
Ms. Leslie Lovett
Ms. Cheri Gonzalez
Dr. Shayne Gervais





MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: March 30, 2016

SUBJECT: Curriculum Proposal #15-16-10, REV #2
Graphics Technology

I recommend approval of the attached REVISION #2 Curriculum Proposal 15-16-10. This proposal seeks to incorporate new content in multiple graphics areas and to make other updates to prerequisites and major sequencing.

Dr. Christina Lavorata
Dr. Donald Trisel
Mr. William Drescher
Ms. Leslie Lovett
Ms. Cheri Gonzalez
Dr. Shayne Gervais





MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *REC*

DATE: March 21, 2016

SUBJECT: Curriculum Proposal #15-16-10, REV #1
Graphics Technology

I recommend approval of the attached REVISION #1 Curriculum Proposal 15-16-10. This proposal seeks to incorporate new content in multiple graphics areas and to make other updates to prerequisites and major sequencing.

Dr. Christina Lavorata
Dr. Donald Trisel
Mr. William Drescher
Ms. Leslie Lovett
Ms. Cheri Gonzalez
Dr. Shayne Gervais





MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *JRK*

DATE: February 10, 2016

SUBJECT: Curriculum Proposal #15-16-10
Graphics Technology

I recommend approval of the attached Curriculum Proposal 15-16-10. This proposal seeks to incorporate new content in multiple graphics areas and to make other updates to prerequisites and major sequencing.

Dr. Christina Lavorata
Dr. Donald Trisel
Mr. William Drescher
Ms. Leslie Lovett
Ms. Cheri Gonzalez
Dr. Shayne Gervais



CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 15-16-10
School/Department/Program: College of Science and Technology, Dept. of Technology,
Graphics Technology Program
Preparer/Contact Person: William P. Drescher, MFA
Telephone Extension: 304.333.3736
Date Originally Submitted: 2.8.2016
**Revision (Indicate date and label it
Revision #1, #2, etc.):** Revision #2
Implementation Date Requested: Fall 2016

- I. **PROPOSAL.** This proposal is to restructure the Graphics Technology Program centered on a four-year curriculum in part due to the separation of FSU and P C&TC, but also due to the need for an improved curriculum offering that will place our Graphics Technology Baccalaureate graduates in competition for the available work and graduate positions they seek on a national level. This proposal accomplishes multiple outcomes simultaneously. The model curriculum restructure incorporates new content in these areas 1) typography 2) data visualization 3) conceptual visual methodologies 4) art history requirements 5) seminar-format research and visual application. At the same time the new proposal replaces courses that are not “owned” by FSU with FSU-owned courses as mandated by the separation of the two education institutions.

This also aligns new prerequisites and major sequencing including General Education courses that augment the major curriculum. The proposal keeps many graphics courses that are FSU-owned but may need updates to criteria or assignments or repositioning for proper sequencing. This proposal deletes courses that are currently P C&TC-owned courses due to the mandated separation and for FSU to offer a full four-year curriculum in Graphics Technology.

The goal: prepare four-year graduating FSU students in print, web, and motion/animation graphic design technology to compete on a national level be it for work in the field or graduate education.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

Courses listed below as required in Catalog Model Schedule 2015/16 includes:

*GRAP 1100 Graphics Communications Processes (3)
*GRAP 1150 Computer Applications to Graphics (3)
*GRAP 2210 Graphics Methods and Materials (3)
*GRAP 2230 Graphic Design I (3)
*GRAP 2235 Graphic Design II (3)
*GRAP 2240 Photography Concepts (3)
*OFAD 2250 Desktop Publishing (3)
*GRAP 2290 Image Editing (3)
*GRAP 2995 Graphics Practicum (3)

the above courses are “owned” by P C&TC. They are an expense to FSU moving forward.

Total hours deleted. 27

B. Addition of course(s) or credit(s) from program(s)

GRFX 1111 Imaging I Foundation	(3)	New FSU Course
GRFX 1220 Master Document/Design	(3)	New FSU Course
GRFX 2121 Graphic Design I Foundation	(3)	New FSU Course
GRFX 2123 Photography I Foundations	(3)	New FSU Course
GRFX 2125 History of Graphic Design	(3)	New FSU Course
GRFX 2220 Information Graphics	(3)	New FSU Course
GRFX 2222 Typography I Foundations	(3)	New FSU Course
GRFX 3232 Photography II Studio & Video Tech	(3)	New FSU Course
GRFX 4143 Motion Graphic II	(3)	New FSU Course
GRFX 4240 Graphic Design Applied Theory	(3)	New FSU Course
GRFX 4244 Senior Internship	(3)	New FSU Course

Total hours added. 33

GRFX 1113 Multimedia Concepts (3) New FSU Course Pre-Fix and No.

C. Provision for interchangeable use of course(s) with program(s)

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

GRAP 3330 Branding and Identity Design	Name Change/ Content Update to focus on Typography	3
GRFX 3133 Typography II / Branding and Identity Design		3
GRAP 3370 Career & Portfolio Development	Number Change to 4242/ Description update	3
GRFX 4242 Career & Portfolio Development		3
GRAP 4410 Advanced Topics in Graphics	Name Change/ Content Update To Seminar	3
GRFX 4141 Graphic Design Senior Seminar		3
GRAP 4490 Exhibition Design & Development	Name Change/ Content Update To include Sr. Show	3
GRFX 4145 Exhibition Design & Development/Senior Show		3

E. Other changes to existing courses such as changes to title, course number, and elective or required status.

GRAP 4430 Multipage Documents and Design	Number Change to GRFX 3234	3
GRFX 3234 Multipage Documents and Design		3
NOTE: <i>The course number change reflects it's new location in the curriculum sequence.</i>		
GRAP 4435 Interactive and Multimedia Design	Number Change to GRFX 3230	3
GRFX 3230 Interactive and Multimedia Design		3
NOTE: <i>The course number change reflects it's new location in the curriculum sequence.</i>		
GRAP 4455 Animation Studio	Status change from required to elective	3
GRFX 4246 Animation Studio		
NOTE: <i>The course pre-fix and number change reflects the new curriculum system nomenclature.</i>		

F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

Course number	Title,	Credit	Pre-Requisites:	Ownership	Course Status
GRFX 1111	Imaging I Foundation	(3)	None	FSU	required
GRFX 1220	Master Document / Design	(3)	Imaging I Foundation	FSU	required
GRFX 2121	Graphic Design I Foundation	(3)	Master Doc. / Design	FSU	required
GRFX 2123	Photography I Foundation	(3)	None	FSU	required
GRFX 2125	History of Graphic Design	(3)	None	FSU	required
GRFX 2220	Information Graphics	(3)	Imaging I Foundation	FSU	required
GRFX 2222	Typography I Foundation	(3)	Master Doc. / Design	FSU	required
GRFX 3232	Photog. II Studio & Video Tech	(3)	Photography I	FSU	required
GRFX 4143	Motion Graphics II	(3)	Motion Graphics I	FSU	required
GRFX 4240	G. D. Applied Theory	(3)	G. D. Senior Seminar	FSU	required
GRFX 4244	Senior Internship	(3)	Sr. Status/Faculty Aprv.	FSU	required

Please see Appendix A for a comparison between the “Current” Graphics Technology program and the proposed “Graphic Design Technology” program

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

Please see Appendix B for course descriptions of the new courses in the proposed “Graphic Design Technology” program

3. Include, as an appendix, a detailed course outline consisting of at least two levels.
4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

Please see Appendix 4 for Outcome Competencies and Methods of Assessment for the new courses in the proposed Graphic Design Technology program

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

III. **RATIONALE FOR THE PROPOSAL.**

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

The preparer of this proposal conducted informal interviews with current upper-level and under-class students, Chair of the Technology Department, P C&TC faculty in Graphics Technology, Dean of School of Science, Technology and Aviation. The interviews clearly indicate the proposed new elements for the curriculum were missing from the program. A review of today's online job sites indicates the areas of intended expertise to be reached upon graduation are those sought by current postings.

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The Graphics Technology program currently has one full-time faculty. The program will move forward with another full-time faculty or adjunct faculty to offer the full complement of courses.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

- VI. **ADDITIONAL COMMENTS.**

APPENDIX A
B.S. Degree in Graphics Technology
Current Program

Required Major Courses		HRS
ART 1140	Design I: 2D	3
GRAP 1100	Graphic Communications Processes	3
GRAP 1145	Vector & Raster Imaging	3
TECH 1100	Technology and Society	3
ART 1141	Design II: 3D	3
GRAP 1125	Multimedia Concepts	3
TECH 1101	Intro to Technology	3
GRAP 1150	Computer Applications to Graphics	3
GRAP 2230	Graphic Design I	3
GRAP 2240	Photography Concepts	3
OFAD 2250	Desktop Publishing	3
MANF 2250	Total Quality & SPC	3
GRAP 2235	Graphic Design II	3
GRAP 2995	Graphics Practicum	3
GRAP 2210	Graphic Methods & Materials	3
GRAP 2290	Image Editing	3
GRAP 3336	Motion Graphics	3
GRAP 4430	Multipage Documents and Design	3
GRAP 4435	Interactive and Multimedia Design	3
GRAP 3330	Branding and Identity Design	3
GRAP 3370	Career & Portfolio Development	3
GRAP 4455	Animation Studio	3
GRAP 4490	Exhibition Design	3
GRAP 4410	Advanced Topics in Graphics	3
TOTAL Required Major Courses		72*
Major Electives		00
TOTAL HOURS FOR MAJOR (and minor if required)		64
TOTAL GENERAL STUDIES HOURS		45-47
TOTAL FREE ELECTIVES		9-11
TOTAL HOURS		118-119

** Chart

* The current program does not match the current printed catalog or “Total Hours for Major.” The list of courses comes from the current four-year program that is based on the first two years now in use from Pierpont C&TC. The third and fourth years in the list are from FSU. Students are being advised according to their “Degree Works” program and course needs with substitutions as necessary. ** Chart is from the printed catalog.

Required General Studies Courses

Attribute IA – Critical Analysis		3
	ENGL 1109	
Attribute IB – Quantitative Literacy		3
	MATH 1107 or Higher in IB	
Attribute IC – Written Communication		3
	ENGL 1104	
Attribute ID - Teamwork		X
	TECH 1101 (Satisfied in the Major)	
Attribute IE – Information Literacy		3
	ENGL 1108	
Attribute IF – Technology Literacy		3
	TECH 1100	
Attribute IG – Oral Communication		3
	COMM 2200 or 2201 or 2202	
Attribute II – Proficiency in the Major		3
	To Be Fulfilled By Major Courses	
Attribute III - Citizenship		3
	HIST 1107 or HIST 1108 or POLI 1103	
Attribute IV - Ethics		3
	MANF 2250 Total Quality and SPC	
Attribute V - Health		2-3
	Any course in V	
Attribute VI - Interdisciplinary		3
	Any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any course in VIIB	
Attribute VIIC – Social Sciences		3
	Any course in VIIC	
Attribute VIID - Natural Science		4-5
	Any course in VIID	
Attribute VIII – Cultural Awareness		3
	Any course in VIII	

Current Model Schedule

(First four semesters from P C&TC)

First Semester

ART 1140	Design I: 2D	3 CH(s)
ENGL 1104	Written English I	3 CH(s)
GRAP 1100	Graphics Communications Processes	3 CH(s)
GRAP 1145	Vector & Raster Imaging	3 CH(s)
TECH 1100	Technology and Society	3 CH(s)
Total Credit Hours		15 CHs

Second Semester

ART 1141	Design II: 3D	3 CH(s)
COMM 2200	Introduction to Communication	3 CH(s)
ENGL 1108	Written English II	3 CH(s)
GRAP 1125	Multimedia Concepts	3 CH(s)
MATH 1107	Fundamental Concepts of Mathematics	3 CH(s)
Total Credit Hours:		15 CHs

Third Semester

TECH 1101	Intro to Technology	3 CH(s)
GRAP 1150	Computer Applications to Graphics	3 CH(s)
GRAP 2230	Graphic Design I	3 CH(s)
GRAP 2240	Photography Concepts	3 CH(s)
OFAD 2250	Desktop Publishing	3 CH(s)
Total Credit Hours:		15 CHs

Fourth Semester

MANF 2250 Total Quality & SPC	3 CH(s)
GRAP 2235 Graphic Design II	3 CH(s)
GRAP 2995 Graphics Practicum	3 CH(s)
GRAP 2210 Graphic Methods & Materials	3 CH(s)
GRAP 2290 Image Editing	3 CH(s)
Total Credit Hours:	15 CHs

Fifth Semester

GRAP 3336 Motion Graphics	3 CH(s)
GRAP 4430 Multipage Documents and Design	3 CH(s)
GS Health	3 CH(s)
GS Interdisciplinary	3 CH(s)
GS Citizenship (Hist 1107, 1108, or Poli 1103)	3 CH(s)
Total Credit Hours:	15 CHs

Sixth Semester

ENGL 1109 Technical Writing	3 CH(s)
GRAP 4435 Interactive and Multimedia Design	3 CH(s)
GRAP 3330 Branding and Identity Design	3 CH(s)
GS Social Sciences	3 CH(s)
GS Arts	3 CH(s)
Total Credit Hours:	15 CHs

Seventh Semester

GRAP 3370 Portfolio Process	3 CH(s)
GRAP 4455 Animation Studio	3 CH(s)
GS Cultural Awareness	3 CH(s)
GS Natural Science	4-5 CH(s)
GRAP 4490 Exhibition Design	3 CH(s)
Total Credit Hours:	15-16 CHs

Eighth Semester

GRAP 4410 Advanced Topics in Graphics	3 CH(s)
Free Elective	9 CH(s)
Total Credit Hours:	12 CHs

APPENDIX A
 B.S. Degree in Graphic Design Technology
Proposed Program

Required Major Courses		HRS
ARCH1000	Design Fundamentals I	4
GRFX 1111	Imaging I Foundation	3
GRFX 1113	Multimedia Concepts	3
ART 1141	Design II: 3D	3
GRFX 1220	Master Document/Design	3
GRFX 1222	Internet Animation	3
GRFX 2121	Graphic Design I Foundation	3
GRFX 2123	Photography I Foundation	3
GRFX 2125	History of Graphic Design	3
COMP 1101	Applied Technical Programming	3
GRFX 2220	Information Graphics	3
GRFX 2222	Typography I Foundation	3
GRFX 3131	Motion Graphics I	3
GRFX 3133	Typography II / Branding & Identity Design	3
ART 3380	Art History since 1950	3
GRFX 3230	Interactive and Multimedia Design	3
GRFX 3232	Photography II Studio & Video Tech	3
GRFX 3234	Multipage Documents and Design	3
GRFX 4141	Graphic Design Senior Seminar	3
GRFX 4143	Motion Graphics II	3
GRFX 4145	Exhibition Design & Development / Senior Show	3
GRFX 4240	Graphic Design Applied Theory	3
GRFX 4242	Career and Portfolio Development	3
GRFX 4244	Senior Internship	3
TOTAL Required Major Courses		73
Major Electives		00
TOTAL HOURS FOR MAJOR (and minor if required)		73

Required General Studies Courses		
Attribute IA – Critical Analysis		3
	ENGL 1108 (1102)	
Attribute IB – Quantitative Literacy		3
	MATH 1101 or MATH 1107 or MATH 1112	
Attribute IC – Written Communication		3
	ENGL 1104 (1101)	
Attribute ID - Teamwork		3
	COMM 2200	
Attribute IE – Information Literacy		X
	ENGL 1108 (1102)	
Attribute IF – Technology Literacy		3
	ART 2245	
Attribute IG – Oral Communication		X
	COMM 2200	
Attribute II – Proficiency in the Major		X
	To Be Fulfilled By Major Courses	
Attribute III - Citizenship		3
	HIST 1107 or HIST 1108	
Attribute IV - Ethics		3
	SOCY 1110	
Attribute V - Health		2
	HLTA 1100 or PHED 1100	
Attribute VI - Interdisciplinary		3
	POLI 1103 or INTR 2280 or SOCY 2200	
Attribute VIIA - Arts		3
	ART 3378	
Attribute VIIB - Humanities		X
	HIST 1107 or HIST 1108	
Attribute VIIC – Social Sciences		X
	SOCY 1110	
Attribute VIID - Natural Science		4
	Any course in VIID	
Attribute VIII – Cultural Awareness		3
	GEOG 3305 or GEOG 3315	
TOTAL GENERAL STUDIES HOURS		36
TOTAL FREE ELECTIVES		11
TOTAL HOURS		120

**Graphic Design Technology
Proposed 4-Year Program**

Model Schedule

Pre-Requisites

First Year First Semester

ARCH1000 Design Fundamentals I	4 CH(s)	None
ENGL 1104 Written English I	3 CH(s)	None
GRFX 1111 Imaging I Foundations	3 CH(s)	None
GRFX 1113 Multimedia Concepts	3 CH(s)	None
MATH 1101, 1107, or 1112	3 CH(s)	See Catalog Per Course
Total Credit Hours:	<u>16 CHs</u>	

First Year Second Semester

ART 1141 Design II: 3D	3 CH(s)	None
COMM 2200 Introduction to Communication	3 CH(s)	None
ENGL 1108 Written English II	3 CH(s)	None
GRFX 1220 Master Document/Design	3 CH(s)	Imaging I Foundations GRFX 1111
GRFX 1222 Internet Animation (with PS techniques)	3 CH(s)	None
Total Credit Hours:	<u>15 CHs</u>	

Second Year First Semester

GS Social Sciences (SOCY 1110)	3 CH(s)	None
ART 2245 Electronic Foundations	3 CH(s)	None
GRFX 2121 Graphic Design I Foundations	3 CH(s)	Master Document/Design GRFX 1220
GRFX 2123 Photography I Foundations	3 CH(s)	None
GRFX 2125 History of Graphic Design	3 CH(s)	None
Total Credit Hours:	<u>15 CHs</u>	

Second Year Second Semester

COMP 1101 Applied Technical Programming	3 CH(s)	MATH 1101, 1107, or 1112
GS Arts ART 3378 Art History from 1750 to 1950	3 CH(s)	ENGL 1108
GRFX 2220 Information Graphics	3 CH(s)	Imaging I Foundations GRFX 1111
GRFX 2222 Typography I Foundations	3 CH(s)	Master Document/Design GRFX 1220
GS Health (Either 2 Credit Course: HLTA 1100, PHED 1100)	2 CH(s)	None
Total Credit Hours:	<u>14 CHs</u>	

Third Year First Semester

GRFX 3131 Motion Graphics I	3 CH(s)	Internet Animation GRFX 1222
GRFX 3133 Typography II / Branding and Identity Design	3 CH(s)	Typography I Foundations GRFX 2222
ART 3380 Art History since 1950	3 CH(s)	ENGL 1108
GS Natural Science	4 CH(s)	See Catalog
Tech/Free Elective	3 CH(s)	
Total Credit Hours:	<u>16 CHs</u>	

Third Year Second Semester

GRFX 3230 Interactive and Multimedia Design	3 CH(s)	Internet Animation GRFX 1222
GRFX 3232 Photography II Studio & Video Tech	3 CH(s)	Photography I Foundations GRFX 2123
GS Citizenship (Hist 1107, 1108)	3 CH(s)	None
GRFX 3234 Multipage Documents and Design	3 CH(s)	Typography I Foundations GRFX 2222
Free/Tech Elective	2 CH(s)	
Total Credit Hours:	<u>14 CHs</u>	

Fourth Year First Semester

GRFX 4141 Graphic Design Senior Seminar	3 CH(s)	ENGL 1108
GRFX 4143 Motion Graphics II	3 CH(s)	Motion Graphics I GRFX 3131
GS Cultural Awareness (GEOG 3305 or 3315 Econ. or Urban Geog)	3 CH(s)	None
Tech/Free Elective	3 CH(s)	
GRFX 4145 Exhibition Design & Development/Senior Show	3 CH(s)	Interactive & Multimedia Design GRFX 3230
Total Credit Hours:	<u>15 CHs</u>	

Fourth Year Second Semester

GRFX 4240 Graphic Design Applied Theory	3 CH(s)	Graphic Design Sr. Seminar GRFX 4141
GRFX 4242 Career and Portfolio Development	3 CH(s)	Interactive & Multimedia Design GRFX 3230
Tech/Free Elective	3 CH(s)	
GS Interdisciplinary (INTR 2280, POLI 1103, SOCY 2200)	3 CH(s)	(INTR 2280: ENGL 1104)
GRFX 4244 Senior Internship	3 CH(s)	Instructor Approval, and Interactive & Multimedia Design GRFX 3230, and Motion Graphics II GRFX 4143
Total Credit Hours:	<u>15 CHs</u>	

Graphic Design Curriculum Proposal / Addendum for course pre-fix and number system System to use for Course Numbers in relation to Model Schedule

Four digits number system = 1234

1st digit = Year in Program on Model Schedule

2nd digit = Semester in Year on Model Schedule

Appears on Model Schedule according to sequencing:

3rd and 4th digits = Fall Semester = Odd numbers by year in program

Year 1 on Model Schedule = 11, 13, 15, 17, 19.

Year 2 on Model Schedule = 21, 23, 25, 27, 29.

Year 3 on Model Schedule = 31, 33, 35, 37, 39.

Year 4 on Model Schedule = 41, 43, 45, 47, 49.

3rd and 4th digits = Spring Semester = Even numbers by year in program

Year 1 on Model Schedule = 10, 12, 14, 16, 18.

Year 2 on Model Schedule = 20, 22, 24, 26, 28.

Year 3 on Model Schedule = 30, 32, 34, 36, 38.

Year 4 on Model Schedule = 40, 42, 44, 46, 48.

Example: 2224 = Second year, Second Semester, Third GRFX course on Model Schedule in Spring Semester

Appendix B
 B.S. Degree in Graphics Technology
Proposed New Courses Descriptions

Course number Title

GRFX 1111 Imaging I Foundations3 hrs.

Course Description

This is an introductory course that presents vector and raster graphics as the two primary formats for developing imagery for visual communication. The course focuses on the use of current industry software to create finished artwork that is suitable for use in professional visual design/communication pieces. Students are expected to work in the computer lab outside of class hours to develop their skills. **PR: NONE**

GRFX 1220 Master Document / Design3 hrs.

Course Description

Master Document / Design emphasizes visual problem-solving skills and personal productivity concepts using industry-standard computer software. Course includes an introduction to computer graphics software using the following Adobe Creative Suite software: InDesign as a “master document,” Photoshop, and Illustrator. **PR: GRFX 1111**

GRFX 2121 Graphic Design I Foundations3 hrs.

Course Description: This introductory course develops fundamental visual concepts through a series of assignments that include visual analysis and development of two-dimensional media for communicating information. Course includes an introduction to computer graphics software. **PR: GRFX 1220**

GRFX 2123 Photography I Foundations3 hrs.

Course Description: This is an introductory photography course with an emphasis on digital media. The basic tenants of photographic composition and technical development will be presented and students will be assigned work to demonstrate their use of these techniques. Photography as a multi-media tool to communicate visual meaning applied to print, journalism, and web design will be explored. **PR: NONE**

GRFX 2125 History of Graphic Design3 hrs.

Course Description: This course is a broad survey of the history of graphic design to develop a fundamental understanding of the subject through presentation and discussion. Open to graphic design technology majors and permission of instructor. **PR: NONE**

GRFX 2220 Information Graphics3 hrs.

Course Description

This course is an intermediate course that develops a systematic approach to translating raw data into clearly understandable information. Typographic and/or visual elements such as icons will be organized structurally for the viewer to “read” the information with the intended visual meaning. The typographic organization of diagrams, charts and graphs are used to translate data into images with understandable visual meaning. Open to graphic design major students only. **PR: GRFX 1111**

GRFX 2222 Typography I Foundations3 hrs.

Course Description: Typography, as a broad study, has been defined as “the art of printing from moveable type, including the skilled planning of typeface and size, composition, and layout, to make a balanced and attractive whole.” This course is an introductory to intermediate course that develops a fundamental understanding of typographic organization through the exploration of assigned studies and professional applications. **PR: GRFX 1220**

GRFX 3133 Typography II Branding & Identity Design3 hrs.

Course Description: This is an intermediate to advanced course that develops a systematic approach to typographic organization through the exploration of assigned studies and professional applications. A review of historical developments and current applications are included as well as the use of systems in typographic communication. Open to graphic design major students only. **PR: GRFX 2222**

GRFX 3232 Photography II Studio & Video Tech3 hrs.

Course Description: This is an intermediate to advanced photography course that will include commercial setups of products and portraits, studio lighting in a photo room with professional backdrops, photo-retouching techniques with industry-standard software, and the introduction of video and video-editing capabilities with computer software. **PR: GRFX 2123**

GRFX 4141 Graphic Design Senior Seminar3 hrs.

Writing Intensive

Course Description: This course revolves around an examination of current topics in graphic design with conceptual and theoretical approaches for analyzing visual communication. Emphasis is placed on critical reading, research and writing in a seminar atmosphere. Open to Graphic Design majors only.

PR: ENGL 1108 (1102)

GRFX 4143 Motion Graphics II3 hrs.

Course Description: An intermediate to advanced course in graphic motion that includes investigation of technology applications for current topics. Assignments are to be based on current graphic design topics in fields such as education, entertainment, science, or sports. **PR: GRFX 3131**

GRFX 4145 Exhibition Design & Development / Senior Show3 hrs.

Course Description: This course requires students to create a presentation suitable for installation at a museum venue. This may necessitate additional production processes and software dependent on the students' selection of presentation. Installations may include: interactive experiences, exhibitions, and e-learning. Students must mount a senior show.

PR: GRFX 3230

GRFX 4240 Graphic Design. Applied Theory3 hrs.

Course Description: This course is a visual communications concept and production course based on the individualized research results from *GRFX 4141 Graphic Design Senior Seminar*. Emphasis is placed on appropriate selection of media, development of written and visual content, selection (with or without manipulation) or original creation of imagery, use of appropriate typographic approach, thoughts on intended audience and possible venue for the final product.

PR: GRFX 4141

GRFX 4242 Career & Portfolio Development3 hrs.

Course Description: This course assists students with preparation and documentation of their work for assembling physical and digital portfolios. Emphasis will be placed on organizational and presentation skills in writing and designing their verbal and visual information into a cohesive portfolio. **PR: GRFX 3230**

GRFX 4244 Senior Internship3 hrs.

Course Description: This required course for the graphic design major is intended to afford each student the opportunity to gain practical work experience in the field. Each student needs to secure a working "contract" with a "client/sponsor" that will provide graphic design-related business activities. The client/sponsor should have a work environment that is suitable for a student to learn and contribute to his/her educational enrichment.

PR: Instructor Approval, and GRFX 3230, and GRFX 4143

The following courses have Pre-fix and number changes only to match the new program curriculum. Their Title and course descriptions remain the same.

GRFX 1113	Multimedia Concepts	3 hrs.
GRFX 1222	Internet Animation	3 hrs.
GRFX 3131	Motion Graphics I	3 hrs.
GRFX 3230	Interactive and Multimedia Design	3 hrs.
GRFX 3234	Multipage Documents and Design	3 hrs.

Appendix 4 for Outcome Competencies and Methods of Assessment for the new courses in the proposed Graphic Design Technology program

Course: **GRFX 1111** **Imaging I Foundations**

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Create vector images using industry-standard software	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Create raster images using industry-standard software	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Apply basic software effects to vector and raster images	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

Course: **GRFX 1220** **Master Document / Design**

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Demonstrate the steps necessary to navigate effectively in the Mac OS for use of multiple software applications including Photoshop, Illustrator and InDesign	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Use Internet navigation for - locating and downloading images and checking/preparing resolution of images in Photoshop for use in print	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

production		
3. Design images and graphic design print projects using the three software applications listed above as required in the development of creating digital art projects and master documents for commercial printing	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 2121 Graphic Design I Foundations

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Analyze project assignments from the standpoint of a professional studio to create visual communications	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Design identity packages and business communication projects according to analysis of communication needs	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Prepare a corporate design guide; design the presentation of the guide to include: logo design and application; one format; color scheme; typestyle selection/application; image use.	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 2123 Photography I Foundations

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Demonstrate technical ability using a digital camera for shooting and preparing images for digital media	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Create digital photography using the basic tenants of photo-composition techniques	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Utilize photography as a multimedia tool to communicate visual meaning	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 2125**History of Graphic Design**

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Utilize an historical perspective on the evolution of graphic design in referencing their own creative visual communication solutions	Five tests; one verbal and visual presentation	Satisfactory student performance will be indicated by 70% minimum on five tests and one presentation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Apply a context of history, cultures, movements, works and individuals that impacted graphic design as a field of visual study	Five tests; one verbal and visual presentation	Satisfactory student performance will be indicated by 70% minimum on five tests and one presentation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement..
3. Compile a visual reference for students interested in the profession of graphic design	Five tests; one verbal and visual presentation	Satisfactory student performance will be indicated by 70% minimum on five tests and one presentation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 2220**Information Graphics**

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Analyze (raw) data and compile it into a meaningful visual communication	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Assess information and translate it into a graphic communications designed to inform, instruct and/or educate	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Compare information (such as financial data or government statistics) and visually present it using dimensional design elements in vector software, to create a chart or graph or diagram.	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 2222**Typography I Foundations**

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Create basic typographic organization, utilizing fundamental hierarchy concepts to design projects	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Discuss formal typographic	Minimum: Five assignments,	Satisfactory student performance will be indicated by

aspects of a design solution, and explain how to select appropriate typetypes	three to five quizzes as per instructor, one exam.	70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Design visual communication solutions that require various amounts of text for content, and explore the visual relationship between type and image within assigned projects	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 3232

Photography II Studio & Video Tech

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Demonstrate photographic competency as commercial setups of products and portraits with studio lighting	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Create photographic retouching techniques with industry-standard software	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Demonstrate video editing capabilities with industry-standard software	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 4143

Motion Graphics II

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Create a series of visual communication products based on a current graphic design topic with a given strategy for the intended audience.	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Create a “kinetic typography” project in the appropriate After Effects production technique, for an “EDU-tainment” assignment.	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Design complex visual communication projects to be delivered via multi-	Minimum: Five assignments, three to five quizzes as per instructor, one exam.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

media channels for intended audiences.		
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GRFX 4240

G. D. Applied Theory

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Use the information garnered in the prerequisite course, <i>GRAP 4410: Graphic Design Senior Seminar</i> , to guide the development of their project in <i>GRAP 4411: Graphic Design Applied Theory</i> to prepare a Proposal for their Visual Application.	Minimum: Two presentations/ Final presentation with multiple faculties as available. One presentation at Mid-term and one presentation at Finals.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Design and produce a visual communication presentation in the appropriate style, highlighting an issue, challenge, innovation, practice, theory or historical development in the field of graphic design prepared on the basis of their individual research.	Minimum: Two presentations/ Final presentation with multiple faculties as available. One presentation at Mid-term and one presentation at Finals.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Present information on a given topic in graphic design to an audience in a seminar setting or other venue if available.	Minimum: Two presentations/ Final presentation with multiple faculties as available. One presentation at Mid-term and one presentation at Finals.	Satisfactory student performance will be indicated by 70% minimum on quizzes and exam and assignments. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 4145

Exhibition Design & Development / Senior Show

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Design and produce interactive experiences	Minimum: one installation, three animations, four critiques	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Write, produce and distribute a variety of design collaterals (digital/print media) to promote exhibit and to demonstrate the proper use of media	Minimum: Four framed prints. One ad flier, one ad poster, one web-based assignment and one press release. All of which based on theories and	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

distribution.	elements criteria per assignment.	
3. Students must mount a senior show in a public venue	Supervising faculty based on review of work produced and presented.	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

GRFX 4244 Senior Internship

Course Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
1. Use their visual communication training from academia in a work setting to assess their abilities.	Supervising faculty based on review of work produced and recommendation from client/sponsor.	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
2. Create visual communication projects for "client/sponsors," therefore analyzing "real world" project parameters.	Supervising faculty based on review of work produced and recommendation from client/sponsor.	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.
3. Discuss projects needs and timelines, work on deadlines for their "client/sponsors" and respond to live critiques as preparation for their future working world.	Supervising faculty based on review of work produced and recommendation from client/sponsor.	Satisfactory student performance will be indicated by 70% minimum on work produced and client/sponsor recommendation. Satisfactory class performance will be indicated by 70% of the class meeting the minimum requirement.

Appendix 5 to show confirmation for use of courses from their programs for inclusion in the Graphic Design Technology program

From: "Morphew, Kirk" <Kirk.Morphew@fairmontstate.edu>
Date: Friday, January 15, 2016 at 7:34 AM
To: "Drescher, William"
Subject: Re: graphics program proposal

Hi Bill,
Yes. In short, the proposed Graphic's curriculum will be using ARCH 1000 Design Fundamentals I as a required class for its Freshman year coursework. Architecture will be using your new Photoshop + Illustrator course (GRAP 1000?) as a required course in its curriculum.
best, K

kirk morphew aia ncarb leed ap bd+c

From: Drescher, William
Sent: Thursday, January 14, 2016 4:31 PM
To: Morphew, Kirk <Kirk.Morphew@fairmontstate.edu>
Subject: Re: graphics program proposal

Hi Kirk,
Well, it took a while for us to figure it out but we made progress today. Would you please confirm the agreement we reached. I will need to use a document from you to include in my Graphic Design curriculum proposal.

Thanks, Bill

From: "Morphew, Kirk" <Kirk.Morphew@fairmontstate.edu>

Date: Wednesday, January 6, 2016 at 8:45 AM

To: "Drescher, William" <wdrescher@fairmontstate.edu>

Cc: "Morphew, Kirk" <Kirk.Morphew@fairmontstate.edu>, "Freeman, Philip" <Philip.Freeman@fairmontstate.edu>, "Kelly, Robert" <rkelly6@fairmontstate.edu>

Subject: RE: graphics program proposal

Hi Bill

And Happy new Year! Yes, this is pretty much how I remember our conversation going. I plan on discussing this with my "partners in crime" as soon as we get back in session. In the meantime, I will forward this info onto them to give them a heads-up. I imagine we will have to meet as a group before any agreement is reached as this proposal would affect class sizes, available resources and teaching loads. I see more issues arising from change in dFunII than dFunI.

Best, K

[kirk morphew](#) aia ncarb leed ap bd+c

From: Drescher, William

Sent: Tuesday, January 05, 2016 10:20 AM

To: Morphew, Kirk <Kirk.Morphew@fairmontstate.edu>

Subject: graphics program proposal

Hi Kirk,

I hope you had an enjoyable holiday season.

I have been working on the graphics program proposal and wanted to follow up on our conversation prior to the break with regards to your recommendation to incorporate ARCH1000 Design Fundamentals I, and ARCH 1050 Design Fundamentals II, into the curriculum. I understand they are both four-credit courses. We also discussed the potential content and I expressed that the graphics program would require certain content to be included within the two courses—some of which is already included in these courses. I will do a brief recap here to see if we are still thinking of this the same way.

In ARCH1000 Design Fundamentals I, I was interested in covering color theory – at least the basics.

In ARCH 1050 Design Fundamentals II, I was interested in students reaching an intermediate level of "object drawing."

Throughout the progression of both courses, I would like to have students gain the ability to present 2D concepts of their own = ARCH1000 Design Fundamentals I,

Throughout the progression of both courses, I would like to have students gain the ability to present 3D concepts of their own = ARCH 1050 Design Fundamentals II,

I believe graphics students need to have the ability to make things – and make them well. This often takes training and an understanding of materials. We designers can find ourselves working with many different media today. But, for a basic conceptual presentation of a print design piece, our students in these courses should be able to work with some paper and assemble projects in a clean presentation that presents their concept effectively. If they can get an understanding of this work within the Design Fundamentals courses would start them on the right path.

Please let me know if I have understood our conversation correctly and if these content items would be included in the two courses. As I understand it, I would include these as First year:First semester = ARCH1000 Design Fundamentals ISecond semester = ARCH 1050 Design Fundamentals II

Best regards,
Bill Drescher

William Drescher, MFA
Program Coordinator, Graphics Technology
Associate Professor, Graphics Technology
Fairmont State University
Engineering Technology Room #407
1201 Locust Avenue

Fairmont, WV 26554

P: 304.333.3736

E: wdrescher@fairmontstate.edu

From: Drescher, William

Sent: Friday, January 15, 2016 10:07 AM

To: Greenham, Jeff

Subject: Re: Graphics Technology - Proposed Changes

Hi Jeff,

Good to talk with you today. I have been steady at work on my graphic curriculum and fine tuning all course selections. While I want to keep most of our courses in tact as previously discussed, I am submitting the following changes.

I am not going to require First year, first semester:

ART 1140 - 2-D Foundations - *Required for Major*

Instead, I am going to use ARCH 1000 Design Fundamentals I

And update First year, second semester as follows:

ART 1141 - 3-D Foundations - *Required for Major*

With:

ART 1142 - Drawing 1 - *Recommended for Major*

Please confirm, thanks, Bill

William Drescher, MFA

Program Coordinator, Graphics Technology

Associate Professor, Graphics Technology

Fairmont State University

Engineering Technology Room #407

1201 Locust Avenue

Fairmont, WV 26554

P: 304.333.3736

E: wdrescher@fairmontstate.edu

From: "Greenham, Jeff" <Jeff.Greenham@fairmontstate.edu>

Date: Friday, November 20, 2015 at 10:44 AM

To: "Drescher, William" <wdrescher@fairmontstate.edu>

Cc: "Boggess, Jennifer" <Jennifer.Boggess@fairmontstate.edu>, "Yerdon LeJeune, Jennifer" <jyerdon@fairmontstate.edu>,

"Entwistle, Jeremy" <jentwistle@fairmontstate.edu>, "Eric.Schruers@fairmontstate.edu"

<Eric.Schruers@fairmontstate.edu>, "Lejeune, Charles" <clejeune@fairmontstate.edu>, "Mild, Robert"

<Robert.Mild@fairmontstate.edu>

Subject: Graphics Technology - Proposed Changes

Dear Bill,

As a follow up to our conversation yesterday regarding the proposed changes to the BS Degree in Graphics Technology:

Initially, I see no problems with the proposed changes.

It should be noted that the Art Departments primary mission must be to serve our BA Studio Art and BA Art Education majors in terms of the scheduling of these courses, faculty and facilities.

At present I do not see that there would be capacity issues related to these courses, however if the demand increases beyond our present capacity we would need look for solutions.

To recap your proposed changes to the BS Graphics Technology Degree:

ART 1140 - 2-D Foundations - Required for Major

ART 1141 - 3-D Foundations or ART 1142 - Drawing 1 - Required for Major

ART 2245 - E. Foundations - General Studies Required - Technology Literacy

ART 3378 - Art History 1750 -1950 - Required for Major & / Or General Studies - Fine Arts

ART 3380 - Art History Since 1950 - Required for Major & / Or General Studies - Fine Arts

Please advise if I have misinterpreted anything.

I have copied the Art Faculty and Dean Robert Mild Jr. so that they may comment on any School of Fine Arts or Art Department concerns or issues which I may have overlooked.

Regards,

Jeff Greenham, Associate Dean
Art Department Coordinator
Fairmont State University
jgreenham@fairmontstate.edu

School of Fine Arts
Fairmont State University
1201 Locust Ave.
Fairmont, WV 26554
304-367-4181

"Creativity Takes Courage" Henri Matisse, (1869-1954)

From: "Larue, Theodore" <Theodore.Larue@fairmontstate.edu>
Date: Tuesday, October 28, 2015 at 1:39 PM
To: "Drescher, William" <wdrescher@fairmontstate.edu>
Subject: RE: Comp-1101 & Math 1107

Yes, any of the three is sufficient. The prerequisite will be phrased with "or".

--Ted LaRue

From: Drescher, William
Sent: Wednesday, October 28, 2015 1:34 PM
To: Larue, Theodore
Subject: Re: Comp-1101 & Math 1107
Importance: High

Ted, I think I'm good. I just wanted to confirm that any of the three Math courses you listed would fulfill the requirements for the COMP 1101 Pre-Req. I will present it that way. Thanks for your help.

Bill

From: "Larue, Theodore" <Theodore.Larue@fairmontstate.edu>
Date: Tuesday, October 27, 2015 at 11:53 PM
To: "Drescher, William" <wdrescher@fairmontstate.edu>
Subject: RE: Comp-1101 & Math 1107

I'm really tied up tomorrow with teaching three classes and having a programming project due (I grade them one by one "live" in my office). I could possibly meet you late in the afternoon, but I don't know when I'll get free. But Thursday I have a lot of time from 8am until my class at 1:30pm.

And I just happened to think that maybe you'd prefer to meet with someone who's taught the Comp-1101 class and is very familiar with its content. If so, go to Dr. Mahmood Hossain. He has taught the class many times, and is familiar with its content, as well as the rest of the Comp classes.

From: Drescher, William
Sent: Tuesday, October 27, 2015 6:16 PM
To: Larue, Theodore <Theodore.Larue@fairmontstate.edu>
Subject: Re: Comp-1101 & Math 1107
Importance: High

Ted,

Thanks so much for following up with me. This sounds good. I'd like to discuss to make sure I'm clear before I present.

I'll try to catch you tomorrow. Is there a good time?

Best, Bill

From: "Larue, Theodore" <Theodore.Larue@fairmontstate.edu>
Date: Tuesday, October 27, 2015 at 8:12 AM
To: "Drescher, William" <wdrescher@fairmontstate.edu>
Subject: Comp-1101 & Math 1107

Hello,

We had a department meeting yesterday and agreed that we could set the prerequisite for Comp-1101 to "Math-1101 or Math-1107 or Math-1112". That should open the door for any Graphics major. If you have questions, let me know.

--Ted LaRue

Appendix 6

Courses listed below are replacement courses moving forward with the new restructured curriculum:

Current Graphic Technology

Graphic Design Restructured Program

***GRAP 1100** Graphics Communications Processes (3)

Replaced in new Graphics Program by: ARCH 1000 Design Fundamentals I (4)

***GRAP 1150** Computer Applications to Graphics (3)

Replaced in new Graphics Program by: GRFX 1111 Imaging I Foundation (3)

***GRAP 2210** Graphics Methods and Materials (3)

Replaced in new Graphics Program by: GRFX 2125 History of Graphic Design (3)

***GRAP 2230** Graphic Design I (3)

Replaced in new Graphics Program by: GRFX 2121 Graphic Design I Foundation (3)

***GRAP 2235** Graphic Design II (3)

Replaced in new Graphics Program by: GRFX 2222 Typography I Foundations (3)

***GRAP 2240** Photography Concepts (3)

Replaced in new Graphics Program by: GRFX 2123 Photography I Foundations (3)

***OFAD 2250** Desktop Publishing (3)

Replaced in new Graphics Program by: GRFX 1220 Master Document/Design (3)

***GRAP 2290** Image Editing (3)

Replaced in new Graphics Program by: GRFX 2220 Information Graphics (3)

***GRAP 2995** Graphics Practicum (3)

Replaced in new Graphics Program by: GRFX 4244 Senior Internship (3)

Course: GRAPH-3336-01 Motion Graphics

Credit Hours: 3

Professor: Associate Professor William Drescher

Office: ET 407

Phone: 304.333.3736

Email: wdrescher@fairmontstate.edu

Office Hours: Tuesday/Thursday: 4:30 – 6:00 PM & Wednesday: 1:00 – 2:30 PM

Course meets: TR: 6:30 pm - 7:45 pm

Course Location: Engineering Technology 432

Required Text(s): and Materials:

TEXT: (available in our bookstore)

Publisher: Pearson Higher Education / Educators

Adobe After Effects CC Classroom in a Book (2015 release)

Lisa Fridsma | Brie Gyncild

ISBN-10: 0134308123 • ISBN-13: 9780134308128

©2016 • Adobe Press • Paper Bound with Access Card, 416 pp

Materials:

• A minimum of two (2) rewritable CDs and 1 jump drive are **required**.

One CD will be given to the instructor for evaluation and grading and the second is for your records or portfolio. The CD given to the instructor will not be returned and becomes part of your academic record.

Course Description

This course introduces the fundamentals of motion graphics, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic translations, typography, and content.

PR: GRAP 2230

All students are required to take notes in class and follow directions on all assignments for each module. Some of the information and/or instruction that you will need will only be available to you in this manner. It is imperative that you come to class on time and that you have someone in class that you can rely on to get information from if you need to be absent. See absent policy.

Classroom Policies: As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, this instructor asks that cell phones, pagers, or similar communication devices be turned off or put into silent mode during class. At the discretion of the instructor, exception to this policy is possible in special circumstances.

The course is organized in five modules, each one has its' own schedule in weeks:

Module 1: Logo Design; Visual Translation/Letter Combination/ Simple Animation	(20%)
Module 2: Typographic Ad Layout; Message Hierarchy/ Text Animation	(20%)
Module 3: B2B Brochure; Audience Directed Strategically	(20%)
Module 4: Logo Animation Branding; Message in a logo/make a statement!	(20%)
Module 5: Commercial B2B Animation; Content + Volume + Motion = How Much?	(20%)
TOTAL =	100%

The course is open to Graphic Design majors or with permission of the instructor.

Course Objectives:

Student will:

1. utilize research in improving their practice in the field of graphic design;
2. demonstrate skills in organizing information hierarchy as it applies to the field of graphic design;
3. demonstrate design brief writing skills for visual design projects;
4. discuss and design their ideas visually within a multimedia digital environment;
5. demonstrate the basic components of design and workflow within text/video animation groups;
6. create an Adobe After Effects project viewable via the web;
7. utilize presentation skills applicable to the field of graphic design.

Learning Outcomes:

Students will be able to:

1. Create a series of visual communication products based on a specific corporate brand based on a given strategy for the intended audience.
2. Create a “comprehensive layout,” in the appropriate print production technique, then translate the concept into a motion-based design based on specific branding concepts of graphic design.
3. Design visual communication projects to be delivered via multi-media channels for intended audiences.

Course Outline:

NOTE: This course layout is a guide only and subject to change depending upon the individual students’ need to prepare each aspect of their course work to finalize their portfolio. However, students are required to make the established deadlines for projects.

Week 01: January 19–21: Class Introduction and Syllabus, Text, class format, materials

January 19–21: Introduce Module 1 / Assignment #1 – Logo Design; Visual Translation/ Simple Animation (2.5 weeks)

Week 02: January 26–28: Module 1

January 26–28: Module 1

Week 03: February 2–4: Module 1 Assignment 1 Due

February 2–4: Introduce Module 2 / Assignment #2 – Typographic Ad Layout; Message Hierarchy (2.5 weeks)

Week 04: February 9–11: Module 2

Week 05: February 16–18: Module 2

February 16–18: Module 2 Assignment 2 Due

Week 06: February 23–25: Introduce Module 3 / Assign. #3 – B2B Brochure; Strategically-Intended Audience (3 wks)

Week 07: March 1 – 3: Module 3

Week 08: March 8 – 10: Module 3 Assignment 3 Due

Week 09: March 15 – 17: Spring Recess

Week 10: March 22 – 24: Introduce Module 4 / Assign. #4 – Commercial B2B Animation;
Content + Volume + Motion = How Much? (3.5 wks)

Week 11: March 29 – 31: Module 4

Week 12: April 5–7: Module 4

Week 13: April 12– 14: Module 4 Assignment 4 Due

Week 13: April 12– 14: Introduce Module 5 / Assign. #5 – Logo Animation Branding;
Message in a logo/make a statement! (3.5 wks)

Week 14: April 19– 21: Module 5

Week 15: April 26– 28: Module 5

Week 16: May 3– 5: Module 5 Assignment 5 Due

Week 17: May 10– 12: Module 6 Assignment 6 Due – Portfolio

May 10– 12: **Submission of course portfolio due: Assignment 6 – no late portfolios are accepted!**
You must submit: all assignments in presentation format / journal / CD with all files saved; packaged from InDesign correctly with all links in place and on the CD. After Effects projects will require original files plus rendered files such as QuickTime movies.

FINAL EXAM TIME: TBD: 10:00 am – 11:50 am

Each student will have an assigned time to review his or her final portfolio during the final exam time. Submission of course portfolio is VERY IMPORTANT. Course portfolio is to organize all your previous assignments (#1 through #5) and present them in a professional manner for review: Assignment #6. There will be no late portfolios accepted. Portfolios must be submitted during the last class period.

Remember, PRESENTATION MATTERS!

INSTRUCTORS' REQUEST:

PLEASE, do not wear cologne, aftershave or any fragrance items (i.e. scented shampoo, etc.) on the days you have my class. I am extremely sensitive to these items or the chemicals in them and it has an adverse effect on me.

THANK YOU for your cooperation

Course Grading Components:

- **Requirements:**
- Prerequisite: GRAP 2230
- Open to graphics majors only
- Assignment due dates as per course outline above;

- **ASSIGNMENT / DUE DATE POINT / VALUE=PERCENTAGE**

Assignment due dates as per course outline above

Assignments and due dates are graded according to the scale and criteria below.

- **Grading Scale** Letter grades of A, B, C, D, and F will be assigned.
- Late work drops 50% for each class period for which it is late. If you miss a class deadline, it is automatically valued 50% less for each class missed starting with the due date.
- Any assignment that is not turned in for two consecutive classes = 0%
- When translating percentages to letter grades the following is used:
100 – 90 = A; 89 – 80 = B; 79 – 70 = C; 69 – 60 = D; 59 or lower = F

Other Classroom Policies:

- **Attendance Policy:** The total unexcused absences for this course will be four for the semester. A fifth unexcused absence is grounds for the instructor to enter a grade of F for the course. Three late arrivals or leaving early (10 minutes or less) equals one absence. More than 10 minutes is a half class absence.
- **Drop Policy:** Refer to the university drop policy
- **Missed Assignments / Make-up Work:** Late work drops 50% of the grade for each class period for which it is late. See “Grading Scale.”

Policy on Academic Honesty:

As members of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. The examples and definitions given below are intended to clarify the standards by which academic honesty and academically honorable conduct are to be judged. The following list is merely illustrative and is not intended to be exhaustive.

- **PLAGIARISM.** Plagiarism is presenting another person’s work as one’s own. It includes paraphrasing or summarizing the works of another person without acknowledgement, including submitting another student’s work as one’s own.
- **CHEATING.** This involves giving or receiving unauthorized assistance before, during or after an examination.
- **UNAUTHORIZED COLLABORATION.** Submission for academic credit for a work, product or a part thereof, represented as being one’s own effort that has been developed in substantial collaboration with or without assistance from another person or source is a violation.
- **FALSIFICATION.** It is a violation to misrepresent material or fabricate information in an academic exercise or assignment.
- **MULTIPLE SUBMISSIONS.** It is a violation of academic honesty to submit substantial portions of the same work for credit more than once without the explicit consent of the instructor(s) to whom the material is submitted for additional credit. In cases where there is a natural development of research or knowledge in a sequence of courses, use of prior work may be desirable or even required.

Academic Honesty, Cheating and Plagiarism:

Any student presenting work as his or her own that was plagiarized from another source will be given a grade of F for the course.

GENERAL COURSE POLICIES:

01. Regular attendance is expected (see above policy plus in student handbook).
02. Students must arrive on time for class.
03. Participation and complete attention during class critiques are expected.
03. All work must be presented in a professional manner, free of smudges, dirt, stray marks, with a cover sheet and always signed and dated on the back or it will be handed back without a grade (or 0) for representation within 24 hours.
04. Students are responsible for making backup copies of their work on CDs.
05. Students are responsible for reviewing and verifying that their work is complete and accurate on their CD backup and the CD submitted to the instructor.
06. In addition to electronic storage of work on CD, students must also provide paper copies on approved archival paper to the instructor on or before project due dates.
07. It is the student's responsibility to verify copyright information on images or written materials that s/he may employ within an assigned project.
08. Students are to refrain from materials or content that could be offensive or harmful.
09. Students are to conduct themselves in a professional manner.
10. Students may not use cell phones during class – turn them off before entering class!
11. Students may not be rude, chat, wear headphones or eat or drink during class.
12. Students must work quietly – noise disrupts productive thinking and working!
13. Incompletes are rarely issued and are not to be expected!
14. Students must keep their work area clean and pick up before leaving each day.
15. If you are having difficulty keeping up with assignments, see me as soon as possible!
Waiting until the semester is half over is probably too late.

All students are required to follow the University Code of Conduct as stated in the student handbook.

My office hours will be posted on my office door.

Course: GRAPH-3336-01 Motion Graphics

Credit Hours: 3

Professor: Associate Professor William Drescher

Office: ET 407

Phone: 304.333.3736

Email: wdrescher@fairmontstate.edu

Office Hours: Tuesday/Thursday: 4:30 – 6:00 PM & Wednesday: 1:00 – 2:30 PM

Course meets: TR: 6:30 pm - 7:45 pm | Engineering Technology 432

ASSIGNMENT #1: Logo Design (2.5 weeks)

1. You will create a logo design for a national brand company.

Select one US company name or create a fictional name and design it as a more **Liberal, cutting edge** design or as a more **Conservative, traditional** design.

Do this by selecting a company in one of the following industries: Aeronautical; Computers; Pharmaceuticals.

Two Design approaches to logo creation:

- One approach is called a “visual interpretation” and this would be based on the core activity of the business. Think in terms of translating the name or business function into an icon that is a visual representation of the business.
- Another approach is for you to work with the initial letters of the company name. Using this approach your intention should be to take two letters and look for a way to combine the two or possibly three letters together to create one unified design.

Logo Criteria: Above all else, when sketching your logo ideas, keep in mind what I presented in class in reference to Paul Rand’s list of criteria for a logo:

“The role of the logo is to point, to designate—in as simple a manner as possible. A design that is complex, like a fussy illustration or an arcane abstraction, harbors a self-destruct mechanism. Simple ideas, as well as simple designs are, ironically, the products of circuitous mental purposes. Simplicity is difficult to achieve, yet worth the effort.

The effectiveness of a good logo depends on:

- a. distinctiveness*
- b. visibility*
- c. useability*
- d. memorability*
- e. universality*
- f. durability*
- g. timelessness”*

Some current thinking about logo design:

<http://www.lynda.com/Logo-Design-tutorials/Science-Logo-Design/149123-2.html>

Other considerations: To be discussed in class. Please take notes.

Sketch a logo concept

Sketch your logo ideas on paper first – create multiple ideas quickly!

Develop your logo ideas in **Adobe Illustrator** and work fast!

Create your final logo in **Adobe Illustrator** and make sure it is built in layers!

Module 1:

Assignment 1 = overarching assignment that must be completed by the deadline listed on the syllabus.

Logo Design

Work through the first two tutorials, while developing a concept based on “Visual Translation” or “Letter/Letter Combination”

Animation Tutorials:

After Effects CC Classroom in a Book / **Getting to Know the Workflow** = Week 1

After Effects CC Classroom in a Book **Creating a Basic Animation Using Effects and Presets**= Week 2

Create a simple logo animation: use your logo design and base it on the first two AE CC CIB tutorials

Course: GRAPH-4435-01 Interactive and Multimedia Design

Credit Hours: 3

Professor: Associate Professor William Drescher

Office: ET 407

Phone: 304.333.3736

Email: wdrescher@fairmontstate.edu

Office Hours: Tuesday/Thursday: 4:30 – 6:00 PM & Wednesday: 1:00 – 2:30 PM

Course meets: W: 2:30 pm - 5:20 pm

Course Location: Engineering Technology 432

Required Text: and Materials:

Text: (available in our bookstore)

Publisher: Pearson Higher Education / Educators

Adobe Dreamweaver CC 2015: The Professional Portfolio

ISBN: 978-1-936201-61-7

Materials:

• A minimum of two (2) rewritable CDs and 1 jump drive are **required**.

One CD will be given to the instructor for evaluation and grading and the second is for your records or portfolio. The CD given to the instructor will not be returned and becomes part of your academic record.

Course Description

Introduction to multimedia authoring. Students will design and publish interactive content employing a variety of native file formats. PR: GRAP 3336

All students are required to take notes in class and follow directions on all assignments for each module. Some of the information and/or instruction that you will need will only be available to you in this manner. It is imperative that you come to class on time and that you have someone in class that you can rely on to get information from if you need to be absent. See absent policy.

Classroom Policies: As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, this instructor asks that cell phones, pagers, or similar communication devices be turned off or put into silent mode during class. At the discretion of the instructor, exception to this policy is possible in special circumstances.

The course is organized in ten modules, each one has its' own schedule in weeks:	GRADE %
Module 01: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "The Dreamweaver CC User Interface"	(02%)
Module 02: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 1; Bistro Site Organization"	(06%)
Module 03: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 2; Digital Book Chapter"	(06%)
Module 04: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 3; Photographer's Web Site"	(06%)
Module 05: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project4; Yosemite CSS Layout"	(06%)
Module 06: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 5; Cupcake Bakery CSS Site"	(06%)

Module 07: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 6; Kayaking HTML5 Site"	(06%)
Module 08: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 7; Vintage Car JavaScript Site"	(06%)
Module 09: <i>Adobe Dreamweaver CC 2015: The Professional Portfolio</i> (1 week) "Project 8; Bootstrap Responsive Site"	(06%)
Module 10: <i>Adobe Dreamweaver CC 2015: Your Professional Portfolio</i> (6 weeks) "Project 9; Individual Student Site"	(50%)

GRADE TOTAL = 100%

The course is open to Graphic Design majors or with permission of the instructor.

Course Objectives:

Student will:

- utilize research in improving their practice in the field of graphic design;
- demonstrate skills in organizing information hierarchy as it applies to the field of graphic design;
- demonstrate design brief writing skills for visual design projects;
- discuss and design their ideas visually within a digital interactive environment;
- demonstrate the basic components of design and workflow within web site design;
- create an Adobe Dreamweaver project viewable via the web;
- utilize presentation skills applicable to the field of graphic design.

Learning Outcomes:

Students will be able to:

- 1 Compile, assess, and prepare written information in an organized hierarchy for use in a web site structure.
- 2 Create a design concept including preparation of their portfolio images for use in their web site structure or "information architecture."
- 3 Design and create a Dreamweaver web site for their information/portfolio presentation based on qualitative comparative research and professional "information architecture."

Course Outline:

NOTE: This course layout is a guide only and subject to change depending upon the course development. However, students are required to make the established deadlines for Module assignments from the required text as per the schedule below, test dates, research assignments, and the individual student site unless instructed otherwise. This is the schedule we will follow unless the instructor informs you of a change.

Week 01: January 20: Class Introduction and Syllabus, Required Text, class format, materials.

Introduce Module 1

Assignment #1 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

"The Dreamweaver CC User Interface" – complete the exercise before the next class

Week 02: January 27: Module 1–

Brief Test on "DW CC Interface" = First 20 minutes of class

Introduce Module 2

Assignment #2 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

"Project 1; Bistro Site Organization" – start in class, complete the exercise before the next class

Week 03: February 3: Module 2–

Brief Test on “Project 1; Bistro Site Organization” = First 20 minutes of class

Introduce Module 3

Assignment #3 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 2; Digital Book Chapter” – start in class, complete the exercise before the next class

Start research: professional graphic design web sites

Week 04: February 10: Module 3–

Brief Test on “Project 2; Digital Book Chapter” = First 20 minutes of class

Introduce Module 4

Assignment #4 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 3; Photographer’s Web Site” – start in class, complete the exercise before the next class

Continue research: professional graphic design web sites

Start image selection for individual web site

Week 05: February 17: Module 4–

Brief Test on “Project 3; Photographer’s Web Site” = First 20 minutes of class

Introduce Module 5

Assignment #5 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 4; Yosemite CSS Layout” – start in class, complete the exercise before the next class

Continue research and image selection for individual web site

Week 06: February 24: Module 5–

Brief Test on “Project 4; Yosemite CSS Layout” = First 20 minutes of class

Introduce Module 6

Assignment #6 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 5; Cupcake Bakery CSS Site” – start in class, complete the exercise before the next class

Start content development for individual web site (bio, resume, project descriptions)

Week 07: March 2: Module 6–

Brief Test on “Project 5; Cupcake Bakery CSS Site” = First 20 minutes of class

Introduce Module 7

Assignment #7 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 6; Kayaking HTML5 Site” – start in class, complete the exercise before the next class

Week 08: March 9: Module 7–

Brief Test on “Project 6; Kayaking HTML5 Site” = First 20 minutes of class

Introduce Module 8

Assignment #8 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 7; Vintage Car JavaScript Site” – start in class, complete the exercise before the next class

Continue research and image selection and content development for individual web site

Week 09: March 16: Spring Recess

Week 10: March 23: Module 8–

Brief Test on “Project 7; Vintage Car JavaScript Site” = First 20 minutes of class

Introduce Module 9

Assignment #9 – *Adobe Dreamweaver CC 2015: The Professional Portfolio* (1 week)

“Project 8; Bootstrap Responsive Site” – start in class, complete the exercise before the next class

Week 11: March 30: Module 9–

Brief Test on “Project 8; Bootstrap Responsive Site” = First 20 minutes of class

Introduce Module 10

Assignment #10 – *Adobe Dreamweaver CC 2015: Your Professional Portfolio* (6 weeks)

“Project 9; Individual Student Site” Discussed in class, web site must be complete before week 16 class starts.

Week 12: April 6: Module 10/Project 9 continues

Week 13: April 13: Module 10/Project 9 continues

Week 14: April 20: Module 10/Project 9 continues

Week 15: April 27: Module 10/Project 9 continues

Week 16: May 4: Module 10/Project 9 DUE

“Project 9; Individual Student Site” *Adobe Dreamweaver CC 2015: Your Professional Portfolio* Due

Week 17: May 11: Open class/TBD

May 4: **Submission of “Project 9; Individual Student Site” – no late projects are accepted! You must submit: all assignments in presentation/working website format on CD with all files saved properly.**

FINAL EXAM TIME: TBD: 10:00 am – 11:50 am

Each student will have an assigned time to review his or her final portfolio during the final exam time.

INSTRUCTORS’ REQUEST:

PLEASE, do not wear cologne, aftershave or any fragrance items (i.e. scented shampoo, etc.) on the days you have my class. I am extremely sensitive to these items or the chemicals in them and it has an adverse effect on me.

THANK YOU for your cooperation

Course Grading Components:

- **Requirements:**
- Prerequisite: GRAP 3336
- Open to graphics majors only
- Assignment due dates as per course outline above;

- **ASSIGNMENT / DUE DATE POINT / VALUE=PERCENTAGE**
Assignment due dates as per course outline above
Assignments and due dates are graded according to the scale and criteria below.

- **Grading Scale** Letter grades of A, B, C, D, and F will be assigned.
- **NO Make-up tests** will be given: If you miss a test you receive a zero.
- Late work drops 50% for each class period for which it is late. If you miss a class deadline, it is

automatically valued 50% less for each class missed starting with the due date.

- Any assignment that is not turned in for two consecutive classes = 0%
- When translating percentages to letter grades the following is used:
100 – 90 = A; 89 – 80 = B; 79 – 70 = C; 69 – 60 = D; 59 or lower = F

Other Classroom Policies:

- **Attendance Policy:** The total unexcused absences for this course will be two for the semester. Two classes equals two weeks of this course and based on the structure of the content for the first ten weeks, a student could miss 25% of the course content by missing two classes. A third unexcused absence is grounds for the instructor to enter a grade of F for the course. Three late arrivals or leaving early (10 minutes or less) equals one absence. More than 10 minutes equals one half-class absence.
- **Drop Policy:** Refer to the university drop policy
- **Missed Assignments / Make-up Work:** Late work drops 50% of the grade for each class period for which it is late. See “Grading Scale.”

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- **UNAUTHORIZED COLLABORATION.** Submission for academic credit for a work, product or a part thereof, represented as being one’s own effort that has been developed in substantial collaboration with or without assistance from another person or source is a violation.
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Academic Honesty, Cheating and Plagiarism:

Any student presenting work as his or her own that was plagiarized from another source will be given a grade of F for the course.

GENERAL COURSE POLICIES:

01. Regular attendance is expected (see above policy plus in student handbook).
02. Students must arrive on time for class.
03. Participation and complete attention during class critiques are expected.
03. All work must be presented in a professional manner, free of smudges, dirt, stray marks, with a cover sheet and always signed and dated on the back or it will be handed

- back without a grade (or 0) for representation within 24 hours.
04. Students are responsible for making backup copies of their work on CDs.
 05. Students are responsible for reviewing and verifying that their work is complete and accurate on their CD backup and the CD submitted to the instructor.
 06. In addition to electronic storage of work on CD, students must also provide paper copies on approved archival paper to the instructor on or before project due dates.
 07. It is the student's responsibility to verify copyright information on images or written materials that s/he may employ within an assigned project.
 08. Students are to refrain from materials or content that could be offensive or harmful.
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 12. Students must work quietly – noise disrupts productive thinking and working!
 13. Incompletes are rarely issued and are not to be expected!
 14. Students must keep their work area clean and pick up before leaving each day.
 15. If you are having difficulty keeping up with assignments, see me as soon as possible!
Waiting until the semester is half over is probably too late.

All students are required to follow the University Code of Conduct as stated in the student handbook.

My office hours will be posted on my office door.

Course: GRAPH-3330-01 Branding & Identity Design

Credit Hours: 3

Professor: Associate Professor William Drescher

Office: ET 407

Phone: 304.333.3736

Email: wdrescher@fairmontstate.edu

Office Hours: Tuesday/Thursday: 4:30 – 6:00 PM & Wednesday: 1:00 – 2:30 PM

Course meets: TR: 1:30 pm - 2:45 pm

Course Location: Engineering Technology 432

Required Text(s): (available in our bookstore) **and Materials:**

1. Publisher: Against the Clock

Adobe InDesign CC 2015: The Professional Portfolio Series

ISBN: 978-1-936201-57-0

2. Publisher: Peachpit at Pearson HigherEd

Adobe Photoshop CC Classroom in a Book (2015 release)

Andrew Faulkner | Conrad Chavez

ISBN-10: 0134308131 • ISBN-13: 9780134308135

©2016 • Adobe Press • Paper Bound with Access Card, 384 pp

Published 08/26/2015

Materials:

• A minimum of two (2) rewritable CDs and 1 jump drive are **required**.

One CD will be given to the instructor for evaluation and grading and the second is for your records or portfolio. The CD given to the instructor will not be returned and becomes part of your academic record.

Course Description

Through lectures, demonstrations and studio work students are introduced to all aspects of Branding and Identity design from its historical precedents to its current use. Creative thinking is encouraged, along with prescribed techniques and media. Course activities include Branding and Identity Design projects. PR: OFAD 2250

All students are required to take notes in class and follow directions on all assignments for each module. Some of the information and/or instruction that you will need will only be available to you in this manner. It is imperative that you come to class on time and that you have someone in class that you can rely on to get information from if you need to be absent. See absent policy.

Classroom Policies: As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, this instructor asks that cell phones, pagers, or similar communication devices be turned off or put into silent mode during class. At the discretion of the instructor, exception to this policy is possible in special circumstances.

The course is organized in five modules, each one has its' own schedule in weeks:

Module 1: Typographic Hierarchy & Technology; Thinking Swiss Design Today	(20%)
Module 2: Spread the News; Thinking Globally	(20%)
Module 3: Museum-worthy; Thinking Strategically	(20%)
Module 4: Annual Report Brand Identity; Thinking Swiss Design Structurally	(20%)
Module 5: Community Communications; Thinking Multi-media	(20%)
TOTAL =	100%

The course is open to Graphic Design majors or with permission of the instructor.

Course Objectives:

Student will:

1. utilize research in improving their practice in the field of graphic design
2. demonstrate skills in organizing information hierarchy as it applies to the field of graphic design
3. demonstrate skills in collecting, analyzing, and evaluating information to be used in a variety of formats and techniques in a visual design solution
4. create type and image compositions to explore their visual relationship within assigned projects of graphic design
5. utilize presentation skills applicable to the field of graphic design

Learning Outcomes:

Students will be able to:

1. Create a series of visual communication products based on a specific corporate brand based on a given strategy for the intended audience
2. Design an eight-page “comprehensive layout,” in the appropriate production technique, based on specific branding design concepts of graphic design
3. Design visual communication projects to be delivered via multi-media channels for various intended audiences

Course Outline:

NOTE: This course layout is a guide only and subject to change depending upon the individual students’ need to prepare each aspect of their course work to finalize their portfolio. However, students are required to make the established deadlines for projects.

Week 01: January 19–21: Class Introduction and Syllabus, Text, class format, materials
January 19–21: Introduce Module 1 / Assignment #1 – Swiss Design Poster (2.5 weeks)

Week 02: January 26–28: Module 1
January 26–28: Module 1

Week 03: February 2–4: Module 1 Assignment 1 Due
February 2–4: Introduce Module 2 / Assignment #2 – Newsletter Design (2.5 weeks)

Week 04: February 9–11: Module 2

Week 05: February 16–18: Module 2
February 16–18: Module 2 Assignment 2 Due

Week 06: February 23–25: Introduce Module 3 / Assign. #3 – Museum Brochure Design (3 wks)

Week 07: March 1 – 3: Module 3

Week 08: March 8 – 10: Module 3 Assignment 3 Due

Week 09: March 15 – 17: Spring Recess

Week 10: March 22 – 24: Introduce Module 4 / Assign. #4 – Annual Report Comp. (3.5 wks)

Week 11: March 29 – 31: Module 4

Week 12: April 5–7: Module 4

Week 13: April 12– 14: Module 4 Assignment 4 Due

Week 13: April 12– 14: Introduce Module 5 / Assign. #5 – Community Communications (3.5 wks)

Week 14: April 19– 21: Module 5

Week 15: April 26– 28: Module 5

Week 16: May 3– 5: Module 5 Assignment 5 Due

Week 17: May 10– 12: Module 6 Assignment 6 Due Portfolio

May 10– 12: **Submission of course portfolio due: Assignment 6 – no late portfolios are accepted! You must submit: all assignments in presentation format / journal / CD with all files saved; packaged from InDesign correctly.**

FINAL EXAM TIME: TBD: 10:00 am – 11:50 am

Each student will have an assigned time to review his or her final portfolio during the final exam time. Submission of course portfolio is VERY IMPORTANT. Course portfolio is to organize all your previous assignments (#1 through #5) and present them in a professional manner for review: Assignment #6. There will be no late portfolios accepted. Portfolios must be submitted during the last class period. Remember, PRESENTATION MATTERS!

INSTRUCTORS' REQUEST:

PLEASE, do not wear cologne, aftershave or any fragrance items (i.e. scented shampoo, etc.) on the days you have my class. I am extremely sensitive to these items or the chemicals in them and it has an adverse effect on me.

THANK YOU for your cooperation

Course Grading Components:

- **Requirements:**
- **Prerequisite:** GRFX 2234
- Open to graphics majors only
- Assignment due dates as per course outline above;

- **ASSIGNMENT / DUE DATE POINT / VALUE=PERCENTAGE**
Assignment due dates as per course outline above
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Course: Advanced Topics in Graphics – 3016 -GRAP 4410-01 – Spring 2016

“Graphic Design Senior Seminar”

Credit Hours: 3

Professor: Associate Professor William Drescher

Office: ET, RM.#407

Phone: 304.333.3736

Email: wdrescher@fairmontstate.edu

Office Hours: Tuesday/Thursday: 4:30 – 6:00 PM & Wednesday: 1:00 – 2:30 PM

Course meets: Tuesday & Thursday 3:00PM to 4:15PM

Course Location: Engineering Technology 432

Required Text(s) and Materials:

Library and Internet reference material as it pertains to the individuals’ assignments and research projects.

Course Description: This self-paced course is an opportunity to investigate and produce a senior project in a field not included in the regular listing of graphic communications courses, or in greater depth in an area currently offered. Baccalaureate Graphics Technology majors only. PR: ENGL 1108. Instructor approval required.

Synopsis: This course is an examination of current topics in graphic design with conceptual and theoretical approaches for analyzing visual communication. Emphasis is placed on critical reading, research and writing in a seminar atmosphere.

The course is organized in two units:

- I. The field and practice of graphic design
- II. Individual Research Projects

The course is open to Graphic Design majors only.

Course Objectives:

Student will:

1. utilize research in improving their practice in the field of graphic design
2. demonstrate skills in conducting research pertinent to the field of graphic design
3. demonstrate skills in collecting, analyzing, evaluating and reporting information using a variety of formats and techniques
4. demonstrate familiarization with journals, periodicals, websites and other reliable sources of information pertinent to the field of graphic design
5. compare and analyze current issues, challenges, practices, historical developments and innovations in the field of graphic design;
6. utilize presentation skills applicable to the field of graphic design

Learning Outcomes:

Students will be able to:

1. Prepare an 8-10 page research paper, in the appropriate style, highlighting an issue, challenge, innovation, practice, theory or historical development in the field of graphic design.
2. demonstrate presentation skills prepared from research information on a given topic in graphic design to an audience in a seminar setting
3. *Use the information garnered in this course, *GRAP 4410: Advanced Topics in Graphics*, to guide the development of a proposed visual communication project in a future (proposed) course, (*GRAP 4411 Graphic Design Applied Theory*).

* Will apply to restructured program.

Course Outline:

Unit I: The Field and Practice of Graphic Design

Through course readings, case studies, projects, research, fieldwork, discussions and other classroom experiences students will analyze varying perspectives on given topics relevant to the field of graphic design. Topics include, but are not limited to:

- i. Ethics in Graphic design
- ii. Business Practices
- iii. Resources
- iv. Inspiration
- v. Spec work

They will analyze multiple perspectives on the issues, challenges and innovations related to each topic and take a position on the value of each to their development as graphic designers. For each topic discussed students will present a 2-page research paper outlining their position. They will also present their research to the class using an appropriate format

Unit II. Individual Research Projects

Students will develop and produce individual research projects based on one of the following broad areas:

- i. innovations and new developments in the field of graphic design
- ii. historical developments
- iii. pioneers in the field
- iv. ethics and values
- v. challenges and issues
- vi. theories and best practice in the field

NOTE: This course outline is a good guide, but subject to change depending upon the individual students' development and success on the assigned work projects.

Note: students graduating at the end of the current semester will have to complete all required work prior to the due date for graduating senior grades.

Unit I consists of five topics with each on a one-week schedule. Each student will be responsible for one topic per week/one presentation per week. For each topic you are required to take a "position." Do not simply report information. Research information and take a stand, make that your thesis statement. The body of your paper will be to support the thesis only. Make a conclusion at the end. Refrain from including extraneous information.

Week 01: January 19–21: Class Introduction and review Syllabus, class format, materials needed, etc.
– Discuss first topic:
1. Ethics in Graphic Design
First ref: AIGA website.

Week 02: January 26–28: Seminar: Student presentations on Topic 1 = 4 Minutes Each Student

Submit 2-page paper on Topic 1
Discuss second topic: Business Practices; IE. Estimating projects

Week 03: February 2–4: Seminar: Student presentations on Topic 2 = 4 Minutes Each Student
Submit 2-page paper on Topic 2
Discuss third topic: Resources

Week 04: February 9–11: Seminar: Student presentations on Topic 3 = 4 Minutes Each Student
Submit 2-page paper on Topic 3
Discuss fourth topic: Inspiration

Week 05: February 16–18: Seminar: Student presentations on Topic 4 = 4 Minutes Each Student
Submit 2-page paper on Topic 4
Discuss five topic: Spec Work– define it and decide how to deal with it!

Week 06: February 23–25: Seminar: Student presentations on Topic 5 = 4 Minutes Each Student
Submit 2-page paper on Topic 5
Discuss Unit II: Individual Research projects

Week 07: March 1 – 3: Commence Individual Project 6.
Individual project for each student as senior project.
This will continue for the remainder of the semester.
* See notes below outline “Project 6”

Week 08: March 8 – 10: Continue Topic 6 Individual Project = Open dialogue

Week 09: March 15 – 17: Spring Recess

Week 10: March 22 – 24: (2nd 8-week Classes Begin)
Continue Topic 6 Individual Project = Open dialogue

Week 11: March 29 – 31: Continue Topic 6 Individual Project = Open dialogue

Week 12: April 5–7: Continue Topic 6 Individual Project = Open dialogue

Week 13: April 12– 14: Continue Topic 6 Individual Project = Open dialogue

Week 14: April 19– 21: **Topic 6 Individual Project is due during two weeks**
Student presentations on **Individual Project** = 10–15 Minutes Each Student
Schedule: Three students per class period

Week 15: April 26– 28: **Topic 6 Individual Project is due during two weeks**
Student presentations on **Individual Project** = 10–15 Minutes Each Student
Schedule: Three students per class period

Week 16: May 3– 5: open classes/TBD

Week 17: May 10– 12: open classes/TBD

*** Project 6**

Your “Individual Project” starts simultaneously with the first five topics by initiating class discussion on two potential starting points. One is the reason(s) that brought you individually as a student to graphic design/technology, and two, where would you like it to take you in the near future either academically or professionally. In other words, what area of graphic design/technology would you like to work in during the next five to ten years.

Discussion points for the research paper and research skills and process possibilities.

- **Search in the library for current graphic design periodicals. Use them as a source for current topics and/or info on areas of interest.**
- **Use of internet resources are permitted and encouraged. Cite them properly.**
- **Do not use only one source.**
- **Practice triangulation: multiple sources of information to develop a point of view.**

During weeks seven through 12, we will meet and discuss the progress each student has made in an open dialogue format. This benefits all students and therefore all are expected to participate for full credit in the course.

FINAL EXAM TIME: TBD

INSTRUCTORS’ REQUEST:PLEASE, do not wear perfume, cologne, aftershave or any fragrance items (i.e. scented shampoo, etc.) on the days you have my class. I am extremely sensitive to these items or the chemicals in them and it has an adverse effect on me.

THANK YOU for your cooperation

Course Grading Components:

- **Requirements:**
- Open to graphic design majors only
- Prerequisite: ENGL 1108
- Assignment due dates as per course outline above;
- Each student must submit a written document topics 1 – 5 (each = 7% of Grade / total = 35%)
- Each student must submit a written research paper of eight to ten pages on their individual project – topic 6 (research project = 65% of total grade)

• **ASSIGNMENT / DUE DATE POINT / VALUE=PERCENTAGE**

Assignment due dates as per course outline above

Assignments and due dates are graded according to the scale and criteria below.

- **Grading Scale** Letter grades of A, B, C, D, and F will be assigned.
- Late work drops 50% for each class period for which it is late. If you miss a class deadline, it is automatically valued 50% less for each class missed starting with the due date.
- Any assignment that is not turned in for two consecutive classes = 0%
- When translating percentages to letter grades the following is used:
100 – 90 = A; 89 – 80 = B; 79 – 70 = C; 69 – 60 = D; 59 or lower = F

Other Classroom Policies:

- **Attendance Policy:** The total unexcused absences for this course will be four for the semester. A fifth unexcused absence is grounds for the instructor to enter a grade of F for the course. Three late arrivals or leaving early (10 minutes or less) equals one absence. More than 10 minutes is one half class absence.
- **Missed Assignments / Make-up Work:** Late work drops 50% of the grade for each class period for which it is late. See “Grading Scale.”
- **Drop Policy:** Refer to the university drop policy

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Appendix 7

With the request of the Curriculum Committee to initiate a different prefix and number system for the graphics curriculum proposal, we have identified the following courses that need to have the prefix changed from GRAP to GRFX only. No other change is needed for these courses.

GRAP 1199 Special Topics in Graphic Communications 1-12 hrs.

Changes to:

GRFX 1199 Special Topics in Graphic Communications 1-12 hrs.

GRAP 2299 Special Topics in Graphic Communications 1-12 hrs.

Changes to:

GRFX 2299 Special Topics in Graphic Communications 1-12 hrs.

GRAP 4998 Undergraduate Research 0-6 hrs.

Changes to:

GRFX 4998 Undergraduate Research 0-6 hrs.