MEMORANDUM

TO: Faculty Senate

FROM: Jack Kirby

DATE: April 2, 2018

SUBJECT: Curriculum Proposal #17-18-12 REV #1

                    Graphic Design Technology Minor

    I recommend approval of the attached Curriculum Proposal 17-18-12 REV #1. This proposal seeks to create a Graphic Design Technology minor.

        Dr. Christina Lavorata
        Dr. Don Trisel
        Mr. William Drescher
        Mr. Michael Waide
        Ms. Laura Ransom
        Ms. Cheri Gonzalez
        Ms. Lori Schoonmaker

MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby

DATE: February 27, 2018

SUBJECT: Curriculum Proposal #17-18-12 REV #1

             Graphic Design Technology Minor

I recommend approval of the attached Curriculum Proposal 17-18-12 REV #1. This proposal seeks to create a Graphic Design Technology minor.

             Dr. Christina Lavorata
             Dr. Don Trisel
             Mr. William Drescher
             Mr. Brian Floyd
             Ms. Laura Ransom
             Ms. Cheri Gonzalez

MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby

DATE: November 6, 2017

SUBJECT: Curriculum Proposal #17-18-12

                Graphic Design Technology Minor

       I recommend approval of the attached Curriculum Proposal 17-18-12. This proposal seeks to create a Graphic Design Technology minor.

       Dr. Christina Lavorata
       Dr. Don Trisel
       Mr. William Drescher
       Mr. Brian Floyd
       Ms. Laura Ransom
       Ms. Cheri Gonzalez

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

Proposal Number:	
School/Department/Program:	School of Science & Technology/ Dept. of Architecture + Graphics / Graphic Design Technology Program
Preparer/Contact Person:	William P. Drescher
Telephone Extension:	3736
Date Originally Submitted:	11/1/2017
Revision (Indicate date and label it Revision #1, #2, etc.):	02/16/2018 Revision #1 *17-18-12 REV #1*
Implementation Date Requested:	Spring 2018

I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

Creating a Graphic Design Technology Minor (GDT). The purpose of the GDT Minor is to prepare students from other Major Disciplines with a foundational knowledge of the skills of graphic design useful in the visual communication of ideas and information.

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)

   N/A

   Total hours deleted.   None

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

   N/A

   Total hours added.   None

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

   N/A

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

   N/A

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

                                        None

F. Creation of new course(s). For each new course
                                        None

    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.

            N/A

    2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.
            N/A
    3. Include, as an appendix, a detailed course outline consisting of at least two levels.
            N/A

    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.

            N/A

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.

        N/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 GDT minor was developed as a compliment to the Architecture Major Discipline, our sister program in the Architecture + Graphics Department. Students from the Architecture program have expressed interest to their faculty in obtaining a minor in GDT. Further, we recognize the following major programs at FSU that could benefit from obtaining a minor in the GDT program and requisite skills: Business Majors including Business Administration, Business, Management, and Marketing; Computer Science Majors; Fine Arts Majors including Art Education, Studio Art and Communication.

   No additional faculty will be required to implement this minor.

   The GDT minor follows the approved GDT program including outcomes and is agreed upon after review by the two GDT full-time faculty, the A+GD Chair, Presentation to the Dean of the School of Science & Technology.

   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?

   No Curricular Change

   The addition of students from the major disciplines listed above into our classes will also benefit our GDT majors by bringing their skills into our classes.

   During the current academic year, we have had approximately eight to 10 students taking GDT courses as electives. These students are from various majors such as Architecture, Marketing, and Studio Art but the data has not been captured. It is believed we have an interest in the GDT program with the recent restructure (2015 – 2016) and first appearance as fully approved in the catalog last year (2016 – 2017) and this year with our first full year in its current department with Architecture.

   Please see two attached documents:
   1. Graphic Design Technology (GDT) Minor Proposal – 4-Year Program (With Options Key)
   2. Graphic Design Technology Program Outcomes (Updated 2_16_2018)

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.
   N/A

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

College/School	Dean	Signature
Sci Tech	Don Trisel	Don Trisel

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.
   N/A

VI.   ADDITIONAL COMMENTS.

   Proposal for the GDT Minor follows:

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Graphic Design Technology (GDT) Minor Proposal
Based on 4-Year Program

Recommended 21 Hour sequence for any FSU Major to meet requirements for GDT Minor

This includes the Graphics Model Schedule info to use as a reference for advising.

First Year First Semester	Outcomes	CH	Pre-Requisite
GRFX 1111 Imaging I Foundations	[O#1+2]	(3)	None
First Year Second Semester			
GRFX 1220 Master Document/Design	[O#1]	(3)	Imaging I Foundations GRFX 1111
GRFX 1222 Internet Animation	[O#2]	(3)	None
Second Year First Semester			
GRFX 2121 Graphic Design I Foundations	[O#3]	(3)	Master Document/Design GRFX 1220
Second Year Second Semester			
GRFX 2222 Typography I Foundations	[O#1]	(3)	Master Document/Design GRFX 1220
Third Year First Semester			
See options			
Third Year Second Semester			
GRFX 3230 Interactive & Multimed. Design	[O#2]	(3)	Internet Animation GRFX 1222
Fourth Year First Semester			
See options			
Fourth Year Second Semester			
See options			

Key: "O"=outcomes from GDT program outcome sheet

Options: Take one of the following four courses to total 21 hours

GRFX 1113 Multimedia Concepts	[O#2+3](3)		None / Take in first year first semester
GRFX 2125 History of Graphic Design	[Context]	(3)	None / Take in second year first semester
GRFX 2123 Photography I Foundations	[Skill]	(3)	None / Take in second year first semester
GRFX 4242 Career and Portfolio Development	[Portfolio]	(3)	None / Take in fourth year second semester

Graphic Design Technology Program Outcomes

From the approved program proposal 2015-16:

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 course 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 they 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.

PROGRAM OUTCOMES:

The program has three primary outcome skill areas: (Updated Fall 2017)

Outcomes:
1. **Print Design and Technology:**

    Outcomes:

    A. Design and produce technically correct master documents based on student-executed companion design briefs that are specific in defining the client; project parameters; clients' audience; clients' intended message
    Mapping: (Course: Master Document / Design)
    B. Design and produce technically correct master documents based Multi-platform Communications to include "color-managed print, digitally distributed PDF with interactive slideshow, an e-book that can be used on popular e-reader devices.
    Mapping: (Course: Typography II / Branding and Identity Design)

2. **Website Design and Technology:**

    Outcomes:

    A. Design and produce technically correct "responsive websites" based on student-executed companion design briefs that are specific in defining the client; project parameters; clients' audience; clients' intended message
    Mapping: (Course: Interactive / Multimedia Design)
    B. Develop interactive content for varying platforms using appropriate systems and technologies Mapping: (Internet Animation/ Interactive Multimedia Design)

3. **Motion Graphics and Technology:**

    Outcomes:

    A. Design and produce technically correct master documents based on student-executed companion design briefs that are specific in defining the client; project parameters; clients' audience; clients' intended message and translate the content to a "kinetic typography" piece.
    Mapping: (Course: Graphic Design I Foundations)
    B. Design elements in 3D space for application in media projects.
    Mapping: (Motion Graphics I & II)

GDT Minor Assessment:

The GDT minor will be set up in TaskStream on its own with the course-level outcomes the same as for the GDT major course-level outcomes. Professor Vijay Raol, who is maintaining the GDT major program in TaskStream, will implement the GDT minor. The GDT minor will be available for the assessment team to review it separately in TaskStream.