Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: 
- LAW
- MSB
- CAS
- CPA

CONTACT NAME: Julie Simon
PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design
DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: 
- fall
- spring
YEAR: 2012

TYPE OF ACTION: 
- add (new)
- deactivate
- modify
- other

LEVEL OF ACTION: 
- noncredit
- undergraduate
- graduate
- other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**

<table>
<thead>
<tr>
<th>Original Subject Code/Course Number:</th>
<th>CMAT 374</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Course Title:</td>
<td>Magazine Design</td>
</tr>
</tbody>
</table>

**PROGRAM ACTIONS**

<table>
<thead>
<tr>
<th>Original Program Title:</th>
</tr>
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</table>

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

- 1. Experimental Course
- 2. Course Title
- 3. Course Credits
- 4. Course Number
- 5. Course Level
- 6. Pre- and Co-Requisite
- 7. Course Description
- 8. New Course
- 9. Deactivate Course
- 10. Program Requirements
- 11a. Undergraduate Specialization (24 credits or fewer)
- 11b. Master's Specialization (12 credits or fewer)
- 11c. Doctoral Specialization (18 credits or fewer)
- 12. Minor (add or delete)
- 13. Closed Site Program
- 14. Program Suspension
- 15. Program Reactivation
- 16a. Certificate Program (UG/G) exclusively within existing degree program
- 16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
- 17. Off-Campus Delivery of Existing Programs
- 18a. Undergraduate Concentration (exceeds 24 credits)
- 18b. Master’s Concentration (exceeds 12 credits)
- 18c. Doctoral Concentration (exceeds 18 credits)
- 19. Program Title Change
- 20. Program Termination
- 21. New Degree Program
- 22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

- summary proposal (O)
- course definition document (P)
- full five-page MHEC proposal (Q)
- financial tables (MHEC) (R)
- other documents as may be required by MHEC/USM (S)
- other (T)
IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Admissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>11/23/11</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. University Council (Chair)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>9/9/10</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University's mission is changed by the action</td>
<td></td>
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1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
**SCHOOL:** LAW, MSB, CAS, CPA

**CONTACT NAME:** Julie Simon

**PHONE:** 410-837-6061

**DEPARTMENT/DIVISION:** School of Communications Design

**DATE PREPARED:** 11/11/11

**PROPOSED SEMESTER OF IMPLEMENTATION:** fall, spring, **YEAR:** 2012

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- [ ] COURSE ACTIONS
- [ ] PROGRAM ACTIONS

**Original Subject Code/Course Number:** CMAT 374

**Original Course Title:** Magazine Design

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For changes to existing courses:

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The School of Communications Design proposes a new course (CMAT 374: Magazine Design).

This design-intensive course teaches applied and conceptual skills important for students' careers in a wide range of communications disciplines. It will serve as a major elective for the Corporate Communication, English, and Integrated Arts programs, as well as for the future Digital Communication program.
1. DATE PREPARED
11/11/2011

2. PREPARED BY
Julie Simon

3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 374

5. COURSE TITLE
Magazine Design

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
A study of design strategies, techniques, and decisions for company, trade, mass-market (consumer), print and digital magazines. The course also examines the contributions of each department and relationships among major staff positions. Students will conceive of, and design, a new print or digital magazine. Prerequisite: CMAT 357 Principles of Design. Laboratory fee required.

8. PREREQUISITES
CMAT 357 Principles of Design

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Major elective for Digital Communication, English, and Integrated Arts majors; general elective for other undergraduates

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
N/A

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry)
Lecture

Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE
Amy Pointer, Ed Gold, multiple adjuncts

13. CONTENT OUTLINE
Unit 1: Introduction
- History of magazine publishing
- Anatomy of a magazine
- Relationship between Editorial and Business functions

Unit 2: Designing Editorial Content
- Covers
- Spreads

Unit 3: Designing Advertising/Marketing Content

Unit 4: Designing Public Relations/Promotional Content

Unit 5: Project work and presentations

14. LEARNING GOALS
By the end of the course, students should be able to:
- Identify a magazine's component parts and describe the function of each.
- Research a magazine's distinct verbal and visual voice.
- Analyze and explain ways that magazines use those distinct voices to attract and build their audiences.
- Design covers, spreads, and marketing materials for a new magazine.
- Mount and present work in a professional manner.

15. ASSESSMENT STRATEGIES
Short design assignments demonstrating an understanding of design theory and design practice in the 21st century
Short research paper analyzing an existing magazine's content, audience, delivery mode (print/digital), and visual and verbal voice,
Design, or redesign of an existing magazine, synthesizing print and/or digital design principles, audience, and visual and verbal voice,
An oral presentation of the final project that explains the students' final design choices and content to a peer audience.

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)
Before and After Page Design (McWade/Peachpit Press/2011), Art Direction and Editorial Design (Zappaterra/Abrams Books/2008), x-acto knife, mounting board, etc.

17. SPECIAL GRADING OPTIONS (if applicable)

18. SUGGESTED CLASS SIZE
20

19. LAB FEES (if applicable)
$50

Summer 2010