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: Julian Simon  
PHONE: 410-837-6061

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

PROPOSED SEMESTER OF IMPLEMENTATION:  
- fall  
- spring  
YEAR: 2013

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

Original Subject Code/Course Number: CMAT 459

Original Course Title: Advanced Digital Design

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

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experimental Course</td>
</tr>
<tr>
<td>2. Course Title</td>
</tr>
<tr>
<td>3. Course Credits</td>
</tr>
<tr>
<td>4. Course Number</td>
</tr>
<tr>
<td>5. Course Level</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
</tr>
<tr>
<td>7. Course Description</td>
</tr>
<tr>
<td>8. New Course</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
</tr>
<tr>
<td>22. Other</td>
</tr>
</tbody>
</table>

- PROGRAM ACTIONS

Original Program Title:

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

<table>
<thead>
<tr>
<th>PROGRAM ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Program Requirements</td>
</tr>
<tr>
<td>11a. Undergraduate Specialization (24 credits or fewer)</td>
</tr>
<tr>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
</tr>
<tr>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>14. Program Suspension</td>
</tr>
<tr>
<td>15. Program Reactivation</td>
</tr>
<tr>
<td>16a. Certificate Program (UG/G) exclusively within existing degree program</td>
</tr>
<tr>
<td>16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)</td>
</tr>
<tr>
<td>17. Off-Campus Delivery of Existing Programs</td>
</tr>
<tr>
<td>18a. Undergraduate Concentration (exceeds 24 credits)</td>
</tr>
<tr>
<td>18b. Master's Concentration (exceeds 12 credits)</td>
</tr>
<tr>
<td>18c. Doctoral Concentration (exceeds 18 credits)</td>
</tr>
<tr>
<td>19. Program Title Change</td>
</tr>
<tr>
<td>20. Program Termination</td>
</tr>
<tr>
<td>21. New Degree Program</td>
</tr>
<tr>
<td>22. Other</td>
</tr>
</tbody>
</table>

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)

Summer 2010
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>□ no impact □ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>b. OTS</td>
<td>□ no impact □ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>c. University Relations</td>
<td>□ no impact □ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>d. Admissions</td>
<td>□ no impact □ impact statement attached</td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td>□ no impact □ impact statement attached</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></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></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>
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<tr>
<td>K. MHEC (notification only)</td>
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<tr>
<td>L. MHEC (approval)</td>
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<tr>
<td>M. Middle States Association notification Required only if the University's mission is changed by the action</td>
<td></td>
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</tr>
</tbody>
</table>

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.

Summer 2010
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### School/Old Name
- LAW  
- MSB  
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- 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:** 2013

**Action Being Requested** (select one category, either Course Actions or Program Actions):

**Course Actions**

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. Other

**Program Actions**

10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master's Specialization (32 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
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19. Program Title Change
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21. New Degree Program
22. Other

### For Changes to Existing Courses:

<table>
<thead>
<tr>
<th>Old Title</th>
<th>Subject Code/Course No.</th>
<th>Credits</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>New Title</th>
<th>Subject Code/Course No.</th>
<th>Credits</th>
</tr>
</thead>
</table>

**Summer 2010**
The School of Communications Design proposes a new course, CMAT 459: Advanced Digital Design.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The proposed course will be a major elective for Digital Communication, English, and Integrated Arts majors and a general elective for other UB undergraduates.

It will fill a long-time void in School of Communications Design's design offerings. Formerly, students who wanted to take advanced design courses could only do so as seniors by taking Publications Design courses for which they weren't always qualified. Now that we offer a four-year undergraduate program, students interested in design are often ready for advanced work earlier in their academic careers. This course will allow them to progress appropriately.

Specifically, the course offers more sophisticated interactive development techniques, such as using advanced CSS for various digital environments (including mobile platforms), code validation, front-end implementation of scripts, and search engine optimization. These areas are not taught in any other CMAT course, and yet there is a huge demand in the professional digital community for individuals with such skills. Since course work in these specialties will help prepare students for future employment, there is a need within the BS program in Digital Communication to establish a stronger presence in the interactive digital development arena. This course will contribute to fulfilling this goal.
1. DATE PREPARED
11/11/11

2. PREPARED BY
Julie Simon

3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 459

5. COURSE TITLE
Advanced Digital Design

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
This course builds upon the skills and fundamental Web design concepts introduced in CMAT 358 Digital Design. Students will learn advanced standards techniques and design skills and strategies for building complex websites and mobile applications. Prerequisite: CMAT 358 Digital Design. Laboratory Fee.

8. PREREQUISITES
CMAT 358

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 UB undergraduates.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
None

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)
Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE
A Pointer, various adjuncts

13. CONTENT OUTLINE

Module 1: Web-standards and Industry Best Practices
Module 2: Advanced Extensible Hyper Text Mark-up Language (XHTML) and Cascading Style Sheets (CSS)
Module 3: Digital Media and Scripts
Module 4: Back-end Components
Module 5: Usability and Testing

14. LEARNING GOALS
By the end of the course, students should be able to:

• Apply standards-based code validation and testing to websites
• Demonstrate advanced (X)HTML and CSS techniques and execute complex specifications
• Incorporate a variety media into a website
• Demonstrate an understanding of audience
• Implement usability and testing strategies
• Organizing design projects in portfolio form

15. ASSESSMENT STRATEGIES
Written proposals articulating that student understands the client’s wants and needs, a series of digital design projects demonstrating the student’s understanding of the design aesthetics and technical standards in web design, project presentations, and portfolio reviews.

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)
Due to the nature of the course, the most current textbooks in the field will be chosen.

17. SPECIAL GRADING OPTIONS (if applicable)
None.

18. SUGGESTED CLASS SIZE
20

19. LAB FEES (if applicable)
$50

Summer 2010