

UNIVERSITY OF BALTIMORE

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	<b>Contact Name:</b> Jon Shorr	<b>Phone:</b> x6059
<b>DEPARTMENT / DIVISION:</b> English & Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):		
NEW COURSE: CMAT 215 Introduction to Design (FSP, CORPORATE COMMUNICATION, AND ENGLISH)		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year:		

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) <input checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b>	Non-Credit <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCD
X	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDEHIK
	13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>				
X	N. This Cover Sheet		Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal		R. Financial Tables (MHEC)	
X	P. Course Definition Document		S. Contract	

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
<b>NEW COURSE:</b> CMAT 215 Introduction to Design (FSP, CORPORATE COMMUNICATION, AND ENGLISH)

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a 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.

<b>Box 5: IMPACT REVIEW</b>	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

<b>Box 6: APPROVAL SEQUENCE</b>	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Jonathan YSL</i>	11/20/06
B. Final faculty review body within each School	Chair: <i>Margaret J. Pritchett</i>	12/18/06
C. College Dean	Dean: <i>July W. Perry</i>	1/3/07
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Judith M. Randall</i>	1/18/07
E. Curriculum Review Committee (UFS subcommittee)	Chair:	
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		

M. Middle States Association notification	Required only if the mission of the University is changed by the action	
---	---	--

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA X <input checked="" type="checkbox"/>	<b>Contact Name:</b> Jon Shorr	<b>Phone:</b> x6059
<b>DEPARTMENT / DIVISION:</b> English & Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
CMAT 215: Introduction to Design		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

We are proposing a new course, CMAT 215/*Introduction to Design*, which may be used as a lower-level elective by freshmen and sophomores and which will fulfill the fine arts general education requirement. The course will provide a foundation for more advanced study of design and visual communication.

For new courses or changes in existing courses (needed by Registrar)

<b>OLD Title:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>
<b>NEW Title:</b> Introduction to Design	<b>Course # / HEGIS Code:</b> CMAT 215	<b>Credits:</b> 3

O-2: Set forth the rationale for the proposal:

As a four-year institution, we must offer lower-level courses which will fulfill state general education requirements. This course will do that by introducing the basic principles of design—contrast, repetition, alignment, and proximity—and by examining the work of famous designers, along with important design styles of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

## **Document P: Required Format for Course Definition Document**

---

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs  
Effective Date: September 14, 2006  
Reviewed by: University Faculty Senate

Include in your course definition items one through 15 using as much space as needed.

1. Date Prepared: November 14, 2006
2. Prepared by: Bert Smith
3. Department: English & Communications Design
4. Course Number(s), including HEGIS code(s): CMAT 215
5. Course Title: Introduction to Design
6. Credit Hours: 3
7. Catalog Description:

**THIS COURSE SATISFIES THREE-CREDITS OF THE HUMANITIES/FINE ARTS  
GENERAL EDUCATION REQUIREMENT.**

This course introduces the basic principles of design—contrast, repetition, alignment, and proximity—and applies them through a series of assignments. Students will examine the work of famous designers, along with important design styles of the 19<sup>th</sup> and 20<sup>th</sup> centuries. Other topics covered include color theory, grids, and the design process.

8. Prerequisites: None
9. Faculty qualified to teach course: Bert Smith, Ed Gold, Amy Pointer, and qualified adjuncts.
10. Course Type / Component: Lecture
11. Suggested approximate class size: 20

12. Content Outline:
- Weeks 1 & 2: Design as a medium for persuasion. Examples and discussion of advertising and editorial design.
  - Week 3: Contrast in size, texture, color, etc. Symbols, Identities, and Letterforms.
  - Week 4: Contrast and Repetition.
  - Week 5: Repetition and Alignment.
  - Week 6: Alignment and Proximity. Renaissance books.
  - Week 7: Proximity and Hierarchies.
  - Week 8: The Design Process: Paul Rand's advice.
  - Weeks 9 & 10: Color Theory: How we see color, describe color. The psychology of color. The color wheel.
  - Weeks 11 & 12: Simple Grids for Publications. The Golden Section and the Swiss grid.
  - Weeks 13-15: Final Projects.
13. Learning Goals: This course will teach students how to:
- a. Observe and analyze their environment.
  - b. Be able to identify and apply the basic principles of design.
  - c. Become aware of design history.
  - d. Be able to research, organize, and write a paper with correctly cited sources.
14. Assessment Strategies:
- a. Weekly graded assignments in applying the basic principles.
  - b. Quizzes on reading assignments, class discussions.
  - c. Commonplace book (i.e, collection of examples) containing annotated examples of the principles, the color theories, and grids presented throughout the course.
15. Suggested Text(s) and Materials:
- Information from any or all of these books could be used:
- a. Notes on Graphic Design, Greg Berryman, Crisp Publishing, 1990
  - b. What Is Graphic Design?, Quentin Newark, Roto Vision, 2002
  - c. 2D: Basics for Designers, Landa, Gonnella, & Brower, Thompson, 2006