

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 MSB YGCLA X	<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 216 designing With Type (FSP and Corporate Communication)		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

<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 checked="" type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		<b>DOCUMENTS REQUIRED</b> (see box 4 below)	<b>IMPACT REVIEWS</b> (see box 5 on back)	<b>APPROVAL SEQUENCE</b> (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	ABCDHIK
	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 216 designing With Type (FSP and Corporate Communication)

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 Y. [Signature]</i>	11/20/06
B. Final faculty review body within each School	Chair: <i>Margaret J. Pothorst</i>	12/18/06
C. College Dean	Dean: <i>July W. [Signature]</i>	1/3/07
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>John A. [Signature]</i>	4/18/07
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Michael Gulligan</i>	1/23/07
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 MSB YGCLA X	<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):		
(NEW COURSE) CMAT 216 <i>designing With Type</i> (FSP and Corporate Communication)		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX Spring Year: 2007		

O-1: Briefly describe what is being requested:

We are proposing a new course, CMAT 216/*Designing With Type*, 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 Corporate Communication majors and others 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> Designing With Type	<b>Course # / HEGIS Code:</b> CMAT 216	<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 examining differences between art and design and ways that typography has played a key role in design's evolution. Areas of emphasis will include historical periods, key movements, significant events and preeminent designers.

## **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 2, 2006
2. Prepared by: Amy M. Pointer
3. Department: English & Communication Design
4. Course Number(s), including HEGIS code(s) CMAT 216
5. Course Title: Designing with Type
6. Credit Hours: 3
7. Catalog Description: (Paragraph should reflect general aims and nature of the course)  

THIS COURSE SATISFIES THREE-CREDITS OF THE  
HUMANITIES/FINE ARTS GENERAL EDUCATION  
REQUIREMENT.  
An introduction to the art of typography. This course will address the  
difference between art and design and ways that typography has played a  
key role in design's evolution. Areas of emphasis will include historical  
periods, key movements, significant events and preeminent designers.
8. Prerequisites: None
9. Faculty qualified to teach course: Bert Smith, Amy Pointer, Ed Gold, qualified adjuncts
10. Course Type / Component ( clinical, continuance, discussion, field studies, independent study, laboratory, lecture, seminar, supervision, thesis research, workshop) Lecture
11. Suggested approximate class size: 20

12. Learning Goals:

By the end of this course, students should be able to:

- Identify major periods in typographic development
- Identify the different typographic elements of each period
- Identify significant, influential art movements
- Write clearly and coherently about typographic subjects

13. Assessment Strategies:

Student progress will be assessed by the quality of their work in two papers, a class presentation, a series of short exercises, and class participation.

14. Suggested Text(s) and Materials: (example: textbooks, equipment, software, etc.):

*Megg's History of Graphic Design/4e*

*Probably to be supplemented by articles by individual instructors*

Supplies

Graph Paper  
Tracing Paper  
HB Pencil  
Staedtler Eraser

## Content Outline:

Grades:

2 Papers 35%

Presentation 20%

Exercises 35%

Participation, willingness to learn and good jokes 10%

Suggested Assignments: Paper on Typographer from approved list, Paper on approved subject to be turned into class presentation at end of semester, Class Presentation to include graphic display (print or electronic), Three photocopy collages for identification exercises, Anatomy Tracing Exercise

- Wk 1 The Invention of Writing: Caves & Hieroglyphs/ First Alphabets/Asia/The Illuminated Manuscript
- Wk 2 Printing in Europe/Germany Mid 1400's-Early 1500's
- Wk 3 Design and Typography in the Renaissance Mid 1400's-Late 1600's/Birth of Serifs
- Wk 4 The Industrial Revolution
- Wk 5 The Arts and Crafts Movement
- Wk 6 Art Nouveau
- Wk 7 The Beginning of 20<sup>th</sup> Century Design Late 1800's to Early 1900's
- Wk 8 Modern Art's Influence/The Poster Early 1900's
- Wk 9 Russia/De Stijl/Constructivism/The Bauhaus
- Wk 10 Modernism in America Mid 1920's-Early 1950's/The Swiss Emergence Mid 1950's-Late 1960's
- Wk 11 The New York School 1940's-1970's/Logos and Visual Systems in the Modern Era 1940's-1980's
- Wk 12 The Conceptual Image – what does it mean for typography?/Global dialogue through Design
- Wk 13 Postmodernism Early 1960's- Mid 1990's/Digital Revolution Mid 1980's to Present
- Wk 14 Student Presentations
- Wk 15 Student Presentations

## General Education Approval Record

## College of Liberal Arts

*(to be used for "certifying" new and existing courses; use information about proposed course)*

Course: Subject and Number (e.g., MATH 208) CMAT 216

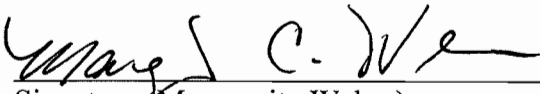
Course Name: Designing with Type

Division sponsoring the course: Corporate Communications

THIS COURSE SATISFIES 3 CREDITS OF THE HUMANITIES- Fine Arts GENERAL EDUCATION REQUIREMENT.

This course meets the following learning objectives of that general education requirement:

- Engage [effectively] in oral and written expression
- Read and listen [with comprehension]
- Reason abstractly and think critically
- Recognize and appreciate cultural diversity
- Nurture good citizenship and personal responsibility
- Analyze [written, visual art, or performing art] [by reasoning abstractly and thinking critically]
- Demonstrate a capacity for and exercise of creativity (including new and original interpretations)
- Appreciate forms of expression (written, visual art, or performing art)
- Understand and apply formal terms and concepts used in the study of works of art
- Demonstrate an awareness of relevant intellectual, social, and historical circumstances of artistic works
- Demonstrate critical and independent thinking in the interpretation of artistic works
- Recognize the value of art in supporting or challenging culturally dominant assumptions about moral and political issues
- Write analytically about artistic works, using, as appropriate, research and documentation.

  
\_\_\_\_\_  
Signature (Marguerite Weber)

11/18/07  
\_\_\_\_\_  
date