

UNIVERSITY OF BALTIMORE

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW MSB YGCLA XX	Contact Name: Ed Gold	Phone: 6024
DEPARTMENT / DIVISION: School of Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
#8: New Course: DESN 615/Integrated Design Studio 1: Principles		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring Year: 2010		

DESN Prop

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

Box 3: ACTION ITEM (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 ¹	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 ⁹	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

Box 4: DOCUMENTATION (check boxes of documents included)				
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)

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
#8: New Course: PBBS 615/Integrated Design Studio 1: Principles <i>JESN</i>

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - 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.

Box 5: IMPACT REVIEW	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:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Jonathan L. St...</i>	10/2/08
B. Final faculty review body within each School	Chair: <i>Margaret J. Pothout</i>	10/27/08
C. College Dean	Dean: <i>Ryan W. ...</i>	10/27/08
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Marquies C. Weber</i>	10/30/08
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Dusty D. ...</i>	11/5/08
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		

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW MSB YGCLA X	Contact Name: Ed Gold	Phone: 6024
DEPARTMENT / DIVISION: Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
#8: New Course: DESN 615/Integrated Design Studio 1: Principles		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall X Spring Year: 2010		

DESN

O-1: Briefly describe what is being requested:

We propose adding a new course, DESN 615/*Design Studio I: Principles*, which will be a requirement in the MFA program in Integrated Design.

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

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Integrated Design Studio I: Principles	Course # / HEGIS Code: DESN 615	Credits: 3

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

Students enter the MFA/ID program from a variety of disciplines—art, print design, web design, video, etc. They're used to thinking and creating materials primarily within their medium of choice. This course, along with DESN 616/*Integrated Design Studio II: Typography* and DESN 617/*Creative Concepts*, will together form a foundation for thinking about and applying design concepts, techniques, and skills across multiple design media.

The proposed course will give students a theoretical foundation in the principles of design.

Document P: Required Format for Course Definition Document

1. Date Prepared: August 21, 2008
2. Prepared by: Ed Gold and Amy M. Pointer
3. Department: School of Communications Design
4. Course Number(s), including HEGIS code(s): DESN 615
5. Course Title: Integrated Design Studio I: Principles
6. Credit Hours: 3
7. Prerequisites: NONE
8. Course Purpose: MFA/Integrated Design requirement.
9. Rationale: One of two foundation requirements that will ground all students in design principles that cross genre boundaries.
10. Catalog Description: An intensive studio experience addressing visual perception and the principles of design through readings on visual theory. Using primary texts, students will explore design principles from key historic, psychological, abstract, and artistic points of view. Students will complete a major project in their area of specialization.
11. Suggested approximate class size: 15
12. Content Outline:
[NOTE: THIS IS A REPRESENTATIVE BUT NOT DEFINITIVE OUTLINE.]

Weeks 1-5 Unit 1: The Psychology of Design Principles

-
- | | |
|------|---|
| Wk 1 | Balance: Visual research, psychological & physical factors, intention & accident
Shape: Perceptual organization, subjectivity & simplification |
| Wk 2 | Form: The visible shape of content
Growth: Visual and spatial development as humans age |
| Wk 3 | Space: The three dimensions, figure & ground, depth & convergence
Light: What we don't see enables us to see |
| Wk 4 | Color: The division of light, interactions, reactions
Movement: A visual appeal to attention |
| Wk 5 | Dynamics: Stimulation of perceived visual tension
Expression: Modes of behavior as applied to visual stimulation |

Wks 6-8

Unit 2: The Experience of Design Principles

Wk 6 Plastic Organization: The image as living organism, the laws of its growth and structure

Wk 7 Visual Representation: The image and its relationship to the visible feature in our environment

Wk 8 Toward a dynamic iconography: Integrating experience into image

Wks 9-12

Unit 3: The Process of Design Principles

Wk 9 The transformation of the static dot into linear dynamics

Wk 10 Dimension and balance

Wk 11 Tension and Gravity

Wk 12 Forces that create optical sensation

Wks 13-14

Final Project Presentations

13. Learning Goals: By the end of the course, students should be able to:

- discuss the connections between seeing, perceiving, and the creation process;
- demonstrate their knowledge of design theory and principles, specifically the psychology, experience, and process of design.

14. Assessment Strategies: Short assignments and a final project, that is an in-depth version of one of the short assignments, will demonstrate the degree to which students attained the learning goals.

15. Suggested Texts:

Art and Visual Perception, Rudolf Arnheim

Language of Vision, Gyorgy Kepes

Pedagogical Sketchbook, Paul Klee

16. Lab Fee: Standard School of Communications Design graduate lab fee.
