

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Ed Gold	Phone: 410-837-6024
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 793/ProSeminar in Integrated Design		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

Box 1: TYPE OF ACTION	ADD(NEW) <input checked="" type="checkbox"/>	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"/>	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		ABCDEF
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	ABCDEFGHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
	18. Program Termination	NO, 10	d, e	ABCDEFGHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
	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 X
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
#8-DESN 793: ProSeminar in Integrated Design

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. Sh</i>	10/21/08
B. Final faculty review body within each School	Chair: <i>Margaret J. Potthack</i>	10/27/08
C. College Dean	Dean: <i>Luis W. Thur</i>	10/27/08
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Marquenda C. Wa</i>	10/30/08
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Dety J. Yu</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		
M Middle States Association notification	Required only if the mission of the University is changed by the action	

DOCUMENT O: SUMMARY PROPOSAL

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SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Ed Gold	Phone: 410-837-6024
DEPARTMENT / DIVISION: School of Communication Design		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
#8/NEW COURSE—DESN 793/Proseminar in Integrated Design		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

O-1: Briefly describe what is being requested:

We are proposing a new required course in the MFA program in Integrated Design, DESN 793/*ProSeminar in Integrated Design*.

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

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: ProSeminar in Integrated Design	Course # / HEGIS Code: DESN 793	Credits: 3

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

DESN 793/*ProSeminar in Integrated Design* will prepare MFA students to create an appropriately rigorous and professional thesis proposal. It will provide a background in research design focused in the field of graphic design for the various media addressed in the degree. Students must attain MFA candidacy before enrolling in the course.

Required Format for Master Course Document (Document P)

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs
Effective Date: September 6, 2006
Reviewed by: University Faculty Senate

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

1. Date Prepared 12 September 2008
2. Prepared by Ed Gold and Stephanie B. Gibson
3. Department School of Communications Design
4. Course Numbers DESN 793
5. Course Title ProSeminar in Integrated Design
6. Credit Hours 3
7. Prerequisites MFA/ID candidacy
8. Course Purpose (example: general education, laboratory, elective)
Advanced requirement in the MFA/ID
9. Rationale Prepare students to write MFA thesis proposal and do appropriate thesis research
10. Catalog Description (Paragraph should reflect general aims and nature of the course)
Provides an overview of proposal development and design research in integrated design anchored in the literature and practice of the field. The student will develop the requisite skills for bringing the proposal to completion. The end product of the course is a research proposal that may be presented to the division as a thesis proposal. Prerequisite: MFA/ID candidacy and permission of program director.
11. Suggested approximate class size 12
12. Content Outline
[NOTE: THIS IS A REPRESENTATIVE AND NOT A BINDING SYLLABUS]

Unit One	(Wks 1-2)	Introduction to Proposal Writing
Unit Two	(Wks 3-4)	Developing the Research Question/Creative Concept
Unit Three	(Wks 5-6)	Literature Searches: Where to Look and How to Find It
Unit Four	(Wks 7-8)	Quantitative Research Techniques Common to Design Theses

Unit Five (Wks 9-10) Qualitative Research Techniques Common to Design Theses

Unit Six (Wks 11-12) Market and Audience Research

Unit Seven (Wks 13-15) Polishing and Presenting the Proposal

13. Learning Goals

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

- **List and describe the parts of a thesis proposal.**
- **Compose an appropriately clear, rigorous, and unique MFA/ID thesis proposal.**
- **Demonstrate how their proposal grew out of existing literature in the field.**
- **Demonstrate how their proposal would advance the knowledge or concepts in the field.**
- **Justify their choice of research design and methodology or creative approaches to their thesis project.**

14. Assessment Strategies

- **Proposals will be assessed as to whether they have met the thesis proposal guidelines**
- **The successful approval of thesis proposals**
- **Proposal will be evaluated to ascertain if they are unique contributions to the field**

15. Text(s) and Materials (example: textbooks, calculator): Any of several hundred generic proposal writing/research design textbooks; individual, project-specific print and electronic resources.

16. Lab Fee: None