

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

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|---|
| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX Contact Name: ED GOLD Phone: X6024 |
| 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 797-INTEGRATED DESIGN THESIS |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2010 |

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

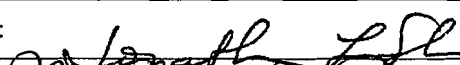

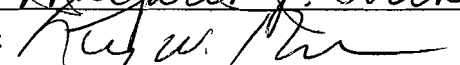

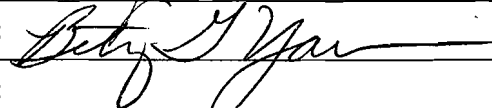
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before 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)

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| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): |
| #8: NEW COURSE: DESN 797-INTEGRATED DESIGN THESIS |

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.

| 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:  | 10/21/08 |
| B. Final faculty review body within each School | Chair:  | 10/27/08 |
| C. College Dean | Dean:  | 10/27/08 |
| D. Provost and Senior Vice President for Academic Affairs | Provost:  | 10/30/08 |
| E. Curriculum Review Committee (UFS subcommittee) | Chair:  | 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

See Course and Program Development Policy and Procedures for Instructions

| | | |
|---|------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX | Contact Name: ED GOLD | Phone: x6024 |
| DEPARTMENT / DIVISION: SCHOOL OF COMMUNICATIONS DESIGN | | |
| SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected): | | |
| #8: NEW COURSE—DESN 797-INTEGRATED DESIGN THESIS | | |
| 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 course, DESN 797-Integrated Design Thesis.

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

| | | |
|---|---|----------------------|
| OLD Title: | Course # / HEGIS Code: | Credits: |
| NEW Title: INTEGRATED DESIGN THESIS | Course # / HEGIS Code: DESN 797 | Credits: 6 |

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

It's not really a new course. MFA/ID students are currently required to complete a three-credit thesis, currently PBDS 797. We want to increase it to six credits. Because the MFA is a terminal degree, the thesis is akin to a doctoral dissertation and must be an appropriately serious terminal project. We estimate that in order to produce this level of work, students must devote at least the equivalent of two courses worth of time, effort, and attention to producing a project that stands on its own in originality, creativity, and integration of design forms. If we're asking them to do six credits of work, we should give them six credits for doing it.

Because the six-credit thesis will only apply to student applying after the change takes effect, we need to continue offering the three-credit thesis to students already enrolled in the program. Based on advice from the Dean's Office, rather than either changing the credits on the current course from three to six or making the credits variable (which creates havoc in PeopleSoft), we're going to leave the three-credit PBDS 797 as is for current students. Once they've all completed the program, we'll delete that one, leaving this new six-credit 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: September 8, 2008
2. Prepared by: Ed Gold and Jon Shorr
3. Department: School of Communications Design
4. Course Number: DESN 797
5. Course Title: Integrated Design Thesis
6. Credit Hours: 6
7. Prerequisites: All other Integrated Design coursework
8. Course Purpose: MFA Integrated Design requirement
9. Rationale: Capstone experience in MFA/ID allows student to develop sophisticated, high-level design project.
10. Catalog Description (Paragraph should reflect general aims and nature of the course)
Independent and original design project supervised by one or more faculty members. This work should reflect an understanding of graphic design principles and demonstrate excellence in conceptualizing and executing design solutions to communication problems. Finished work is reviewed by a faculty committee. Pass/fail grading. *prerequisite: program director's approval of the topic prior to registration.* Eligible for continuing studies (CS) grade.
11. Suggested approximate class size: 10
12. Content Outline
VARIES DEPENDING ON INDIVIDUAL ASSIGNMENT. .
Learning Goals
13. By the end of the course, students should be able to
 - Demonstrate mastery of problem solving and graphic design principles and techniques, as well as audience analysis, as those things apply to one specific project.
 - Defend their various choices and decisions—from concept and structure, to audience and medium, to design, production, and distribution.
14. Assessment Strategies:
The successful defense and committee approval of the quality of the students' thesis projects.
15. Text(s) and Materials: Depends on individual student's work assignment
16. Lab Fee: Standard School of Communications Design graduate lab fee.