

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 X	Contact Name: Ed Gold	Phone: 6024
DEPARTMENT / DIVISION: Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):		
#10: CHANGE IN MFA/INTEGRATED DESIGN PROGRAM REQUIREMENTS		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

Box 1: TYPE OF ACTION	ADD(NEW)	DEACTIVATE <input type="checkbox"/>	MODIFY <input checked="" 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		ABCD
	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
X	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

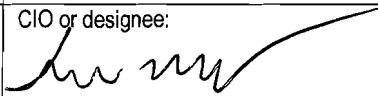
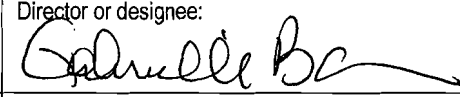
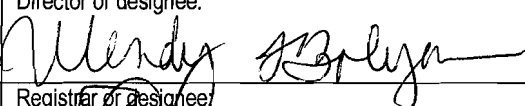

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
	P. Course Definition Document	S. Contract	


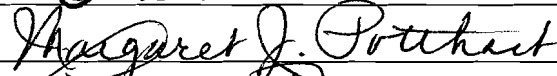
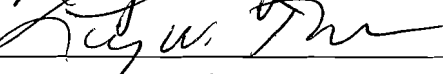
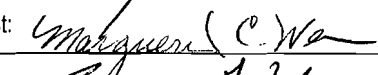

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before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

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 checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee: 	10/3/08
c. University Relations <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: 	10.2.08
d. Admissions <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee: 	10/2/08
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: 	10/3/08

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	10/2/08
B. Final faculty review body within each School	Chair: 	10/27/08
C. College Dean	Dean: 	10/29/08
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	

Impact Statement From the Office of University Relations

These changes could potentially affect the undergraduate and graduate catalogs—which the Office of University Relations currently manages and produces—as well as other recruitment publications that contain this type of specific academic material. The timing of the final approval for these changes will be a determining factor in our ability to incorporate the new information in a timely fashion in any related materials that are on our production schedule.

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):		
#10: CHANGE IN MFA/ID PROGRAM REQUIREMENTS		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2010		

O-1: Briefly describe what is being requested:

We are proposing the following changes to the MFA/Integrated Design's program requirements:

- Increase the major from 48 to 60 credits
- Add the following course requirements: DESN 615, 616, 791, 793 (new course proposals attached)
- Delete the following course requirements: PBDS 600, 601, 639, 640, 645, 650, 671, 688, 705, and hypermedia requirement (PBDS 662, 664, or 665).
- Change "One advanced writing course" to "One of the following advanced writing courses: PBDS 615/Editorial Style, PBDS616/Writing for the Marketplace, PBDS617/Public & Private Language, PBDS606/Creating Tech Documents, PBDS610/Visual/Verbal Rhetoric, PBDS611/Craft of Popularization, PBDS625/Scriptwriting, PBDS628/Screenwriting
- Change "PBDS 705/Design-Business Link" to "One of the following business practices courses: PBDS 700/Publications Mgmt; PBDS 704/Copyright & Publishing; PBDS 705/Design-Business Link; PBDS 706/The Business of Graphic Design; PBDS 708/Promotional Strategies.
- Increase the number of elective credits from three to 30
- Add MFA Candidacy requirements:
 - competency in print, video, and electronic design, as demonstrated by a portfolio evaluation and an oral examination over the portfolio;
 - completion of all coursework except Proseminar and Thesis;
 - successful completion of written examinations over the history, theory, and concepts of design, as presented in several key books in the field;
 - 3.0 GPA.

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

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title:	Course # / HEGIS Code:	Credits:

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

Overview

I Background

In the late 1990's, the School of Communications Design faculty realized that being a good print designer, web designer, or video designer was no longer enough. *Good* designers in the 21st Century need to be skilled in all three areas. Based on this premise, the faculty, in consultation with an advisory board and members of the professional community, developed the MFA in Integrated Design, which we began offering in 2003.

During the intervening five years, 134 students have applied for admission to the program, and 81 have been admitted. We've learned that much about the program works well. We've also learned that various components of the program need revising.

This proposal constitutes a major revision to that program.

II Rationale

In response to feedback we've received from students, from faculty, from the administration, and from the design community, we are proposing several revisions to the MFA in Integrated Design.

- A. We want to differentiate more clearly the MFA program from the MA/publications design program.

In the original design, approved by the university and the state, students would begin the MA/publications design program; at some point, the best and most motivated design students would transfer into the MFA, moving their publications design credits with them, and completing the degree. We did this for two reasons:

- It was an opportunity to provide our best students additional coursework and a "value added" degree.
- Because most courses for MFA students were already being offered to MA/publications design students, we didn't have to worry about enrolling large numbers of students in the program; courses were generally not dependent on MFA enrollments. Consequently, we were able to be much more selective in our MFA admissions.

That plan worked well on paper. The following factors, though, made that design increasingly problematic and less necessary.

- Due to a new interpretation of university policy, it has become virtually impossible over the past couple years for publications design students to transfer more than 12 credits into the MFA program, meaning that many students who want to transfer lose three to 18 credits in the process.
- Each year, we get more applicants than the previous year from outside the publications design program, thus making the pubdesign "feeder" program less of an issue.
- As the quality of entering MFA students increases, there's a wider gap within classes between the skill level of MA and MFA students, causing frustration for both sets of students, as well as for instructors.
- The increase in the number of students entering the program each year now makes it possible to begin designating courses exclusively for MFA students, with relative confidence that those courses will have sufficient enrollment.

To further distinguish MFA courses from publications design courses, MFA requirements will have a new *DESN* HEGIS code.

- B. We need to expand the program from 48 to 60 credits. When we developed the program, MFAs ranged from 48 to 72 credits. Because ours was a "value-added" course package for publications design students, 48 credits seemed sufficient and at the time was perfectly acceptable and respectable within the professional community. At the present time, virtually all reputable MFA degrees have moved to 60 credits. In order for our degree to be taken seriously in the design and education communities, therefore, we need to do the same.

We need to offer students more electivity. The original program was requirement-heavy; most students had room in their schedules for only one elective. Since many of our MFA students come into the program highly experienced and skilled in some, but not all, of the different media we expect them to learn, they would prefer to concentrate on the skills they were less proficient in rather than those that they were already strong in. Consequently, we plan to reduce the number of requirements from 45 to 30 credits and increase the number of electives from three to 30 credits, relying on strong advising to help students take those courses which will serve them best in their careers as designers and/or educators.

We plan to add four new courses as requirements—two foundation courses and two capstone courses—and increase the thesis requirement from three to six credits. In addition, we are expanding the number of courses that will satisfy the “business practices” requirement and are formalizing the choices that advisors have been giving students as to their choice of “advanced writing” courses.

- C. We want to build into the program enhanced opportunities for career preparation, either in teaching or in professional design. The MFA, the terminal degree for artists, provides the academic credential most sought after by colleges and universities when they are hiring design faculty. When we originally developed the program, we considered including some teacher training courses but decided that (1) most of our students would not be interested in teaching, and (2) we didn’t have enough room in the curriculum for such courses. We’ve discovered over the past five years that a significant percentage of our MFA students do want to teach and are looking for ways to prepare for careers in education. We are, therefore, proposing changes to the curriculum that will better prepare those students who are pursuing the degree in hopes of teaching design. Other students want to move into careers as professional designers. We believe that a stronger internship program will enhance that career training. Further, since most designers actually get hired by the firms they have interned with, our ability to help our students find jobs would be a strong incentive to choose our program.
- D. We want to build into the program a more rigorous threshold for MFA candidacy. Before students move into the final phase of their MFA experience—writing their thesis proposals and then producing their theses—they will have to demonstrate their mastery of appropriate knowledge and skills, not only through GPA, but through three other measures: a written examination over the history, theory, and concepts of design, as presented in several key books in the field; a portfolio review, which will test their ability as designers; and an oral defense of their portfolio.

III Program Comparison

<i>CURRENT MFA</i>	<i>PROPOSED MFA</i> [Bold] = new course	<i>NOTES</i>
Required Courses—45 credits	Required Courses—30 credits	
PBDS 540/Creative Concepts PBDS 723/ Theory of Visual Comm	DESN615/Int Design Studio I (3) DESN616/Int Design Studio II (3) DESN617/Creative Concepts (3) DESN723/Theory of Visual Comm (3)	New DESN HEGIS code more clearly differentiates MFA courses from publications design courses. Course renumbering makes the sequencing more logical.
PBDS600/Media Design (3) PBDS601/ Words & Images (6) PBDS639/Video Aesthetics... (3) PBDS640/Design Principles... (3) PBDS645/Typographic Form... (3) PBDS650/Adv. Graphic Design (3) PBDS671/Adv. Motion Graphics (3) PBDS660/Intro to Hypermedia (3)		These skills courses, currently required, will become electives in the proposed curriculum.
One Advanced Writing Course	One of the following writing Courses: PBDS615/Editorial Style (3) PBDS616/Wrtg for Marketplace (3) PBDS617/Public & Private Lang (3) PBDS606/Creating Tech Docs (3) PBDS610/Visual/Verbal Rhetoric (3) PBDS611/Craft of Popularization (3) PBDS625/Scriptwriting (3) PBDS628/Screenwriting (3)	Although the current requirement allows students to take <i>any</i> advanced writing course, advisors steer students toward courses that are more applicable to designers and away from poetry and other less market-oriented writing courses. The proposed curriculum merely formalizes that advisor function into a list.
One of the following Hypermedia courses: IDIA612/Interaction&Interface... (3) IDIA619/Interactive Multimedia (3) IDIA616/Hypermedia Production (3) IDIA618/Dynamic Web Sites (3)		These skills courses, currently required, will become electives in the proposed curriculum. <i>(*IDIA 618 prereq: permission of IDIA program director)</i>
PBDS 705/ Design-Business Link	One of the following business practices courses: PBDS 700/Publications Mgmt (3) PBDS 704/Copyright & Publishing (3) PBDS 705/Design-Business Link (3) PBDS 706/Businn of Grphc Desgn (3) PBDS 708/Promotional Strategies (3)	Increased choice allows students to choose a course that is more related to their interests and also allows for more flexible scheduling.

CURRENT MFA	PROPOSED MFA	NOTES
	DESN 791/Practicum in I.D. (3)	This is a supervised "real world" experience, either as a designer or as a teacher, depending on the student's career goals.
	DESN 793/Pro-Seminar in I.D. (3)	A research design course culminating in a thesis proposal. (prereq: MFA candidacy)
PBDS 797/ Integrated Design Thesis (3)	DESN 797/ Integrated Design Thesis (6) (prereq: DESN 793)	Expansion from three to six credits allows for higher expectations and higher quality work, more in keeping with an MFA.
Electives—3 credits	Electives—30 credits	All students in the revised program must demonstrate proficiency in print, video, and web design. Most enter the program strong in one area, maybe with some experience in a second. Working with an advisor, they will choose courses that will strengthen their skills in the other design areas and in many cases have a few credits for "other" electives that interest them.
TOTAL: 48 credits	TOTAL: 60 credits	

IV Summary of Attached Proposals

New Courses

- DESN 615 Integrated Design Studio I
- DESN 616 Integrated Design Studio II
- DESN 791 Practicum in Integrated Design
- DESN 793 Pro Seminar in Integrated Design
- DESN 797 Integrated Design Thesis

Minor Changes

- DESN 617 Creative Concepts (change in course code and number)
- DESN 723 Theory of Visual Communication (change in course code and number)