

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX	<b>Contact Name:</b> Stephanie B. Gibson	<b>Phone:</b> 6050
<b>DEPARTMENT / DIVISION:</b> Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> #8: New course: PBDS 670/Motion Graphics for Interactive Media		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX Spring <input type="checkbox"/> Year: 2010		

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) XX	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 type="checkbox"/>	Graduate XX	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>	N, O, P	a, c, e	AC
	2. Course Title	N, O		ACD
	3. Course Credits	N, O, (P)		ACD
	4. Course Number	N, O		ACD
	5. Course Level	N, O		ACD
	6. Pre & Co-Requisite	N, O		ACD
	7. Course Description	N, O, P		ABCDEF
X	8. New Course	N, O, P		ABCDEF
	9. Deactivate a Course	N, O		ACDEF
	10. Program Requirements	N, O	(b, c, d, e)	ACDEF
	11a. UG Specialization (24 credits or less)	N, O	a, b, c, d, e	ACDEF
	11b. Masters Specialization (12 credits or less)	N, O	a, b, c, d, e	ACDEF
	11c. Doctoral Specialization (18 credits or less)	N, O	a, b, e	ACDEF
	12. Minor (add or delete)	N, O	a, b, c, d, e	ACDEF
	13. Closed Site Program	N, O	e	ACDEIL
	14. Program Suspension	N, O, S	a, e	ACDEFGIJL
	15. Program Reactivation	N, O		
	16a. Certificate Program (ug/g) exclusively within existing degree program	N, O	a, c, e	ACDEFJIM
	16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	N, O, Q, R, S	a, c, e	ACDEFIKM
	17. Off-Campus Delivery of Existing Program	N, O, S	a, b, c, e	ACDEJM
	18a. UG Concentration (exceeds 24 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18b. Masters Concentration (exceeds 12 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	18c. Doctoral Concentration (exceeds 18 credit hrs)	N, O, S	a, c, d, e	ACDEFGIKM
	19. Program Title Change	N, O, S	a, c, d, e	ACDEFGIKM
	20. Program Termination <sup>2</sup>	N, O, S	d, e	ACDEFGIKM
	21. New Degree Program <sup>3</sup>	N, O, Q, R, S	a, c, d, e	ACDEFGIKM
	22. 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. Other documents as may be required by MHEC/ USM. See <a href="http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx">http://www.ubalt.edu/downloads/program_approval_Grid_8-3-09.docx</a>	

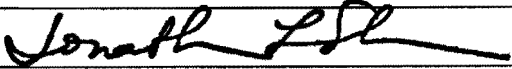
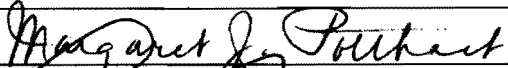

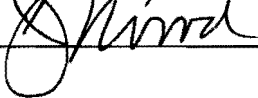
<sup>1</sup> Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.

<sup>2</sup> See USM Policy on the Review and Abolition of Academic Programs (<http://www.usmd.edu/regents/bylaws/SectionIII/III702.html>) for list of information that must be provided for this action.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

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<b>DEPARTMENT / DIVISION:</b> Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> #8: New course: PBDS 670/Motion Graphics for Interactive Media		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX Spring <input type="checkbox"/> Year: 2010		

<b>Box 5: IMPACT REVIEW</b>	<b>SIGNATURES (see procedures for authorized signers)</b>	<b>DATE</b>
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>	<b>APPROVAL SIGNATURES</b>	<b>DATE</b>
A. Department / Division	Chair: 	12/9/09
B. General Education (as required for #7, #8)		
C. Final faculty review body within each School	Chair: 	12/11/09
D. College Dean	Dean: 	12/14/09
E. Provost and Senior Vice President for Academic Affairs	Provost: 	12/15/09
F. Curriculum Review Committee (UFS subcommittee)	Chair:	
G. University Faculty Senate (UFS option)	Chair:	
H. University Council <sup>4</sup>	Chair:	
I. President	President:	
J. Board of Regents – notification only		
K. Board of Regents – approval		
L. MHEC – notification only		
M. MHEC – approval		
N. Middle States Association notification	Required only if the mission of the University is changed by the action	

<sup>4</sup> University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues

UNIVERSITY OF BALTIMORE

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX	<b>Contact Name:</b> Stephanie Gibson	<b>Phone:</b> 6050
<b>DEPARTMENT / DIVISION:</b> Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (State Document N, Box 3, action item and program name OR course name, code, & number as applicable): New Course: <sup>670 YAP</sup> PBDS672/Motion Graphics for Interactive Media		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2010		

O-1: Briefly describe what is being requested:

This new course will teach the production of timeline-based motion graphics for interactive media. It will cover the basic history and fundamentals of animation, conceptualizing, storyboarding, and technical and aesthetic critique. The course will use industry standard software and teach students how to apply the basic principles of graphic design to design in motion.

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> Motion Graphics for Interactive Media	<b>Course # / HEGIS Code:</b> PBDS <del>672</del> 670 YAP	<b>Credits:</b> 3

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

We currently offer one course, PBDS671 (Advanced Motion Graphics, soon to be renamed Motion Graphics for Film & Video) that covers the creation of motion graphics for certain traditional media and applications. Since that course was developed, interactive media has skyrocketed, and with it, many new applications for motion graphics. The proposed course will complement PBDS 671, providing students with background and skills for creating graphic for these interactive applications.

University of Baltimore

**DOCUMENT P: Required Format for Course Definition Document**

1. Date Prepared Nov. 17, 2009
2. Prepared by Stephanie Gibson & Sarah Verville
3. Department/Division Communications Design
4. Course Number(s) PBDS ~~672~~ 670 ALP.
5. Course Title Motion Graphics for Interactive Media
6. Credit Hours 3
7. Catalog Description (Paragraph should reflect general aims and nature of the course)

PBDS 670 Motion Graphics for Interactive Media (3). This course will explore the relationship between graphic design and time-based interactive media, while examining the history and fundamentals of animation. Students will use current industry software to produce a range of motion graphics projects for the Web and other interfaces. Special attention will be given to the creative processes and developing an appropriate conceptual, technical, and aesthetic critical sense within the language of motion design for dynamic media.

8. Prerequisites
  - A) Adobe CS4 competence;
  - B) One of the following:
    - a. PBDS 645/Typography Form & Function;
    - b. DESN 616/Integrated Design Studio II/ Typography; or
    - c. permission from the instructor
9. Course Purpose (How the course is to be used in the curriculum, e.g. required for major) Elective, primarily for PBDS and MFA/ID majors
10. General Education area, if applicable (i.e., social sciences, humanities, science, etc.) NA
11. Course Type / Component Lecture & lab
12. Faculty qualified to teach the course Sarah Verville; various adjunct instructors

### 13. Content Outline

The course will cover the basic history and fundamentals of animation, the groundwork of timeline-based narratives, conceptualizing, and storyboarding, the application of basic graphic design principles to kinetic typography, and the production of moving graphics for interactive media.

Students will execute several projects in the current industry standard software (at the moment: Flash) that will demonstrate their ability to produce visually effective and compelling time-based experiences. They will learn to use appropriate delivery methods and multi-media formats for digital motion graphics and develop a keen critical sensibility with regard to technical and aesthetic aspects of motion design.

Students will also learn audio-visual synchronization for the interactive environment. Finally, coursework will also result in the production of portfolio quality projects.

### 14. Learning Goals

Students will be expected to:

1. Demonstrate an understanding of linear and non-linear narrative structure.
2. Demonstrate technical aptitude in industry standard software.
3. Design visually effective and compelling time-based experiences.
4. Create design solutions to communicate effectively with motion graphics in interactive media.
5. Critically analyze kinetic digital compositions for aesthetic and technical purposes.

[These objectives are derived from the Learning Goals established for the PBDS program, particularly Goal One: "Demonstrate the conceptual, aesthetic, and technological skills required of practicing communication professionals," and Goal 4: "Apply the principles of graphic design, media design, and/or professional writing to a range of communication problems."]

### 15. Assessment Strategies

Students will be evaluated through major and minor projects and software tests, as well as class participation. Assessments will require students to demonstrate their achievement of the above learning goals through projects and questions that call for analyzing and applying the skills and concepts learned through assigned projects and creative problem-solving.

### 16. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc., that student must purchase)

Flash software (available in the SCD's Digital Design Studio), one of a number of various Flash software texts, such as Flash Professional: Visual QuickStart Guide, and storage media. Photoshop and Illustrator software are used in a supporting role, but these programs are also available in the lab.

17. Suggested class size                      15-20

18. Lab Fees

~~\$65~~ required  
MJP.