

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 XX	Contact Name: ED GOLD	Phone: X6024
DEPARTMENT / DMSION: SCHOOL OF COMMUNICATIONS DESIGN		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / orocrem affected):		
#4: CHANGE COURSE NUMBER FROM PBDS 723 TO DESN 723		
#9: DEACTIVATE PBDS 723		
PROPOSED SEMESTER OF IMPLEMENTATION:	Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/>	Year: 2009

Box 1: TYPE OF ACTION	ADD(NEW) <input type="checkbox"/>	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
X	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre&Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCDEF
	8. New Course	NOP		ABCDEF
X	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,S	a,e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a,c,e	ABCDEFHIK
	14b. Certificate Program (uglg) where degree programs do not exist or where courses are selected across dearee orograms (12 or more credits)	NOQR,6	a,c,e	ABCDEFH.IL
	15. Off-Campus Delivery of Existing Program	NO,4	a,b,c,e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO,S	a,c,d,e	ABCDEFGHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO,S	a,c,d,e	ABCDEFGHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO,S	a,c,d,e	ABCDEFGHJL
	17. Program Title Change	NO,S	a,c,d,e	ABCDEFGHJL
	18. Program Termination	NO, 10	d,e	ABCDEFGHJK
	19. New Degree Program	NOQR,3,B	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)	
	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 Mure direction; time not to exceed two years. Nonnew students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

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10. Pros/cons:
- 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="radio"/> 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="radio"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="radio"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Joseph P. De</i>	10/2/08
B. Final faculty review body within each School	Chair: <i>Margaret J. Fitzthum</i>	10/27/08
C. College Dean	Dean: <i>Richard W. Thur</i>	10/27/08
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Margaret J. Fitzthum</i>	10/30/08
E. Curriculum Review Committee (UFS subcommittee)	Chair:	
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 0: SUMMARY PROPOSAL

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DEPARTMENT / DIVISION: SCHOOL OF COMMUNICATIONS DESIGN		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
#4: CHANGE COURSE NUMBER FROM PBDS 723 TO DESN 723		
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PROPOSED SEMESTER OF IMPLEMENTATION:	Fall <input type="checkbox"/> Spring <input checked="" type="checkbox"/>	Year: 2009

0-1: Briefly describe what is being requested:

We would like to change ~~paos~~ 723 to OESN 723. The course description is as follows:

*Theory of Visual Communication*--This course will examine the fundamental characteristics that differentiate visual images from other modes of communication. It will consider ways that visual elements convey meaning in isolation and in combination. Students will study real-world cases to better understand how theoretical concepts and constructs are used to solve communication problems.

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

OLD Title: THEORY OF VISUAL COMMUNICATION	Course # / HEGIS Code: PBDS723	Credits: 3
NEW Title: THEORY OF VISUAL COMMUNICATION	Course # / HEGIS Code: DESN 723	Credits: 3

0-2: Set forth the rationale for the proposal:

Currently, all MFAIID courses have PBDS HEGIS codes. In order to more clearly differentiate MFA courses from MAIPublications Design courses, we would like to identify MFAIID courses with their own, unique HEGIS code. This will make course selection and registration less confusing for students in both programs and will also allow potential students to get a better sense of our course offerings.

When this change takes place, PBDS 723 will cease to exist.