

UNIVERSITY OF BALTIMORE

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 X	Contact Name: Stephanie B. Gibson	Phone: 410-837-6050
DEPARTMENT / DIVISION: Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): Change in catalog course description. Action 7. PBDS 735		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall X Spring <input type="checkbox"/> Year: 2007		

Box 1: TYPE OF ACTION	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY X	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
x	7. Course Description	NOP		ABCD
	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	

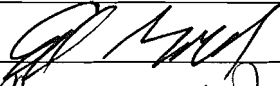
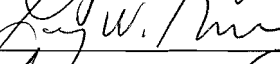

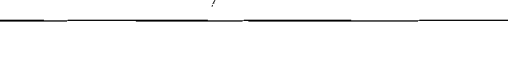
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before 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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Change in catalog course description. Action 7. PBDS 735

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: 	11/6/06
B. Final faculty review body within each School	Chair: Margaret J. Potthast	11/14/06
C. College Dean	Dean: 	11/20/06
D. Provost and Senior Vice President for Academic Affairs	Provost: 	11/27/06
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 O: SUMMARY PROPOSAL

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DEPARTMENT / DIVISION: Communications Design		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
Change in catalog course description. Action 7. <i>PBDS 735</i>		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

Current course description is: **PBDS 735 Portfolio (3)** A capstone experience during which each student prepares a professional portfolio that demonstrates mastery of the skills in writing and design emphasized throughout the program. In addition to refining work produced in earlier courses, each student conceptualizes and completes a new integrative project in a print or electronic medium. Lab fee required.

Change to:

PBDS 735 Portfolio (3) A capstone experience during which each student prepares a professional portfolio that demonstrates mastery of the skills in writing and design emphasized throughout the program. In addition to refining work produced in earlier courses, each student will produce a personal identity package and an electronic version of the portfolio. Lab fee required.

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:

When the new capstone course, Seminar in Publications Design, is added to our requirements the individual project segment of Portfolio will be moved into that class.

Document P: Required Format for Course Definition Document

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs

Effective Date: September 14, 2006

Reviewed by: University Faculty Senate

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

1. Date Prepared: 6 October 2007
2. Prepared by: Stephanie B. Gibson
3. Department: Communications Design
4. Course Number(s), including HEGIS code(s): PBDS735
5. Course Title: Portfolio
6. Credit Hours: 3
7. Catalog Description (Paragraph should reflect general aims and nature of the course)
A capstone experience during which each student prepares a professional portfolio that demonstrates mastery of the skills in writing and design emphasized throughout the program. Lab fee required.
8. Prerequisites: this is the capstone course, it should be taken in the final semester.
9. Faculty qualified to teach course: Gold, Smith, Pointer, Gibson, Magida, and others
10. Course Type / Component: seminar, workshop
11. Suggested approximate class size: no more than 15
12. Content Outline: See attached sample syllabus
13. Learning Goals: See attached sample syllabus
14. Assessment Strategies: See attached sample syllabus
15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.): none at the moment, but may vary by semester.
16. Lab Fee required.

PBDS.735
Sample Syllabus

Overview & Objectives

The capstone course in Publications Design, the culminating course in the Master's Program in Publications Design, puts to work all the knowledge and skills students have been learning and honing in their course work. During the course of the semester each student will prepare a professional portfolio consisting of work done for other classes in the program and original work prepared outside the program. Each piece in the portfolio will be carefully evaluated and refined in order to meet professional standards. After an evaluation of the portfolio, the student and instructor will agree on a range of pieces necessary to complete the portfolio selections. You are free to decide on the weight writing and design will have in your portfolio. You may produce a graphic design portfolio consisting of all print pieces, you may integrate print and electronic design, or you may produce a writing portfolio. You should make this determination based on what sort of job you wish to obtain when you leave the program. Writers should have writing portfolios (appropriate collections of writing samples), designers design portfolios.

The portfolio will be prepared to professional standards in both print and electronic media. During the course of the semester students will also prepare a professional résumé, also print and electronic. If a student is preparing a web portfolio, all pieces will be prepared for presentation through a local web site running from CD. CD packaging and presentation will be a requirement for web portfolios. An identity package consisting of your coordinated design for résumé, letterhead, and envelope (and any other appropriate materials) will also be required.

The portfolio you will produce must be of professional quality. This means you must (with input from the instructors) select and include pieces of appropriate quality, number, and depth. Each piece must be revised to raise it to professional standards. You must produce (and mount) each piece professionally, select and obtain an appropriate container in a timely manner, and submit all work on time and in the correct format.

During the course of the class, a student must demonstrate the

following:

- Mastery of both writing and design and the ability to integrate the two.
- The conceptual skills necessary to develop and translate – via words and images
– a coherent, creative idea.

We emphasize that Portfolio is not a traditional class. Faculty members serve as advisors, coaches, and critics – not as instructors in the strict sense of the term. Students are expected to rely on their own resources, to schedule their own time effectively and productively, and to produce sophisticated projects of professional stature.

Requirements

By the end of the semester each student will have produced:

- A professional portfolio consisting of numerous pieces that integrate writing and design
- A professional set of writing clips for a "writing portfolio" (for writing portfolios)
- A professional résumé, acceptable to those in one's desired field
- A professional companion electronic portfolio and résumé (for design portfolios)
- CD packaging and presentation for web portfolios
- An identity package consisting of letterhead, envelope, and business card

Grading

In determining grades, we will take into account your ability to work to a schedule, use critique, and the quality of the following:

- o Portfolio (all elements)
- o Electronic portfolio
- o Résumé
- o Identity package