**Document N: Course and Program Development:**

**IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- | LAW | MSB | CAS | CPA |

**CONTACT NAME:** Julie Simon  
**PHONE:** 410-837-6061

**DEPARTMENT/DIVISION:** School of Communications Design  
**DATE PREPARED:** 11/11/11  
**YEAR:** 2013

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- | fall | spring |

**TYPE OF ACTION:**
- | add (new) | deactivate | modify | other |

**LEVEL OF ACTION:**
- | noncredit | undergraduate | graduate | other |

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- **COURSE ACTIONS**

  **Original Subject Code/Course Number:** CMAT 457
  **Original Course Title:** Advanced Print Design

- **PROGRAM ACTIONS**

  **Original Program Title:**

  Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

  **COURSE ACTIONS**
  1. Experimental Course
  2. Course Title
  3. Course Credits
  4. Course Number
  5. Course Level
  6. Pre- and Co-Requisite
  7. Course Description
  8. New Course
  9. Deactivate Course
  10. Other

  **PROGRAM ACTIONS**
  10. Program Requirements
  11a. Undergraduate Specialization (24 credits or fewer)
  11b. Master's Specialization (12 credits or fewer)
  11c. Doctoral Specialization (18 credits or fewer)
  12. Minor (add or delete)
  13. Closed Site Program
  14. Program Suspension
  15. Program Reactivation
  16a. Certificate Program (UG/G) exclusively within existing degree program
  16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
  17. Off-Campus Delivery of Existing Programs
  18a. Undergraduate Concentration (exceeds 24 credits)
  18b. Master's Concentration (exceeds 12 credits)
  18c. Doctoral Concentration (exceeds 18 credits)
  19. Program Title Change
  20. Program Termination
  21. New Degree Program
  22. Other

**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):
- summary proposal (O)  
- course definition document (P)  
- full five-page MHEC proposal (Q)  
- financial tables (MHEC) (R)  
- other documents as may be required by MHEC/USM (S)  
- other (T)

Summer 2010
### IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>a. Library</td>
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<td>b. OTS</td>
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<td>c. University Relations</td>
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### APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>11/23/11</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
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<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>D. Dean</td>
<td></td>
<td>1/29/12</td>
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<td>E. University Faculty Senate (Chair)</td>
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<td>F. University Council (Chair)</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td>Beverly Schnell</td>
<td>2/9/2012</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
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<tr>
<td>I. Board of Regents (notification only)</td>
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<td>J. Board of Regents (approval)</td>
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<td>K. MHEC (notification only)</td>
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<td>L. MHEC (approval)</td>
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<td>M. Middle States Association notification Required only if the University’s mission is changed by the action</td>
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1 University Council review (for 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.
See Course and Program Development Policy and Procedures (www.ybalt.edu/provost) for instructions.

SCHOOL: LAW  MSB  CAS  CPA

CONTACT NAME: Julie Simon  PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design  DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall  spring  YEAR: 2013

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
  
  Original Subject Code/Course Number: CMAT 457
  
  Original Course Title: Advanced Print Design

- PROGRAM ACTIONS
  
  Original Program Title: 

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

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</table>

For changes to existing courses:

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<tr>
<th>OLD TITLE</th>
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<table>
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<tr>
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Summer 2010
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

The School of Communications Design proposes a new course, CMAT 457: Advanced Print Design.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The proposed course will be a major elective for Digital Communication, English, and Integrated Arts majors and a general elective for other UB undergraduates.

It will fill a long-time void in School of Communications Design’s design offerings. Formerly, students who wanted to take advanced design courses could only do so as seniors by taking Publications Design courses for which they weren’t always qualified. Now that we offer a four-year undergraduate program, students interested in design are often ready for advanced work earlier in their academic careers. This course will allow them to progress appropriately.
3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 457

5. COURSE TITLE
Advanced Print Design

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
An advanced design course emphasizing the integration of typography and images in a series of projects of moderate and increasing complexity. Building on the foundation learned in CMAT 357, this course will focus on critical thinking and execution of ideas for a variety of audiences. Prerequisite: CMAT 357. Laboratory fee.

8. PREREQUISITES
CMAT 357

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Requirement for all Digital Communication majors specializing in the Media Design & Production track.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
None

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry)
Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE

Pointer, Gold, many current design adjuncts

13. CONTENT OUTLINE

Weeks 1-3: Needs Analysis: Audience Definition, Expectations and Project Goals
Weeks 4-7: Conceptualization and Creative Thinking
Week 8: Initial Project execution and client consultation
Weeks 9-14 Project work
Week 15: Project presentation

14. LEARNING GOALS

By the end of the course, students should be able to:

- Define an audience within project parameters.
- Explain and demonstrate design strategies for reaching an intended audience.
- Apply conceptual thinking to creative problems.
- Execute and present projects in a professional manner demonstrating a mastery of design skills.
- Organization of material in portfolio form

15. ASSESSMENT STRATEGIES

Written proposals, student understands the client's needs and limitations, a series of projects demonstrating the student's mastery of design principles and aesthetics, portfolio reviews

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)

The Brand Gap, Marty Neumeier.

17. SPECIAL GRADING OPTIONS (if applicable)

None

18. SUGGESTED CLASS SIZE

20

19. LAB FEES (if applicable)

$50.

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