**SHORT TITLE OF PROPOSAL:** Digital Photography

**COURSE #:** PBDS 638

<table>
<thead>
<tr>
<th>Box 1: TYPE OF ACTION</th>
<th>ADD(NEW)</th>
<th>DEACTIVATE</th>
<th>MODIFY</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box 2: LEVEL OF ACTION</strong></td>
<td>Non-Credit</td>
<td>Undergraduate</td>
<td>Graduate</td>
<td>OTHER</td>
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<tr>
<td><strong>Box 3: ITEM OF ACTION</strong></td>
<td>EXPERIMENTAL COURSE</td>
<td>COURSE TITLE / DESCRIPTION</td>
<td>Course Credits</td>
<td>Course Number</td>
</tr>
<tr>
<td><strong>Box 4: APPROVAL SEQUENCE</strong></td>
<td>Department</td>
<td>Final faculty review body within each school</td>
<td>College Dean</td>
<td>Provost and Senior Vice President for Academic Affairs</td>
</tr>
<tr>
<td><strong>INFO COPY</strong></td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
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</tbody>
</table>
1. Approval automatically lapses after two offerings unless permanently approved by Action 9.
2. Codes: a) Director of Library Services (Langsdale or Law) b) College Dean c) Planning Office d) EMSA.
3. 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.
4. 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.
5. One-page letter with description and rationale.
6. 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.
7. Learning objectives, assessment strategies; fit with UB strategic plan.
8. Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal.
9. 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.
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.
12. If a specific topic is offered twice as a Special Topic then must go through the approval process.
13. Example internships, working on journals, clinics.

* Required by MHEC

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<table>
<thead>
<tr>
<th>Box 5: DOCUMENTATION (check boxes of documents included)</th>
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<tbody>
<tr>
<td>X. N. This Cover Sheet</td>
</tr>
<tr>
<td>X. O. Summary Proposal</td>
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<tr>
<td>X. P. Syllabus</td>
</tr>
</tbody>
</table>

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DOCUMENT O - SUMMARY PROPOSAL

College: YGCLA  Department: English and Communications Design  Cost Code:  
Contact Person: Julie Simon  Phone: 410-837-6061  Effective Semester: Summer 2006

O-1: Briefly describe what is requested: Add new course: PBDS 638 Digital Photography.

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

<table>
<thead>
<tr>
<th>New Title: Digital Photography</th>
<th>Title #: PBDS 638</th>
<th>Credits: 3</th>
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</thead>
</table>

Course Abbreviation: Digital Photo

Old Title:  Title #:  Credits:

O-2: Set forth the rationale for the proposal:
1. Shooting and manipulating digital images is becoming an increasingly important skill for graphic designers and electronic media producers.
2. The proposed course adds to the division's complement of digital media production courses, the others being PBDS 639/Video Aesthetics and Technique and PBDS 671/Advanced Motion Graphics.
3. The course has been successfully taught three times as a Special Topics Course.

O-3 Resources Needed: Current staffing and production lab resources are sufficient.

<table>
<thead>
<tr>
<th>Personnel</th>
<th>Equipment</th>
<th>Expendables</th>
<th>Facility Costs</th>
<th>TOTAL COSTS</th>
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<tbody>
<tr>
<td>Start-up First Year</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Annual Thereafter</td>
<td>$</td>
<td>$</td>
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Indicate probable source of additional funds, if needed:

O-4 Impact including CTS and Library resources (Complete a or b)

a) Impact was reviewed. All impacted units were contacted and understandings worked out. No unit objects to the proposal as currently submitted. The units contacted were:

______________________________
Department Chair Signature

12/12/05
Date

b) Impact was reviewed. All objections were worked out except those documented in attachments. Units contacted were:

______________________________
Department Chair Signature

Date
Digital Photography

Date: October 20, 2005
Prepared by: Julie Simon
Department: English and Communications Design
Course Number: PBDS 638
Course Title: Digital Photography
Credit Hours: 3
Course Fees: $65.
Prerequisites: Working knowledge of Adobe Photoshop
Catalog Description: Explore the endless possibilities of digital imaging. Beginning with acquisition, students learn about composition, lighting, depth of field, and the substantive differences between digital and more traditional methods of photography. Students follow their images through the digital darkroom stage, exploring a variety of digital manipulation techniques to produce material for print and web distribution. Emphasis will be placed on the development of portfolio quality pieces.
Class size: 18
Content Outline: (see attached syllabus)
Learning goals: By the end of the course, each student should be able to:
- Students will be able to produce portfolio quality images using digital photo acquisition and printing process.
- Students will be proficient at exporting their images to a number of digital printers and for web application.
- Students will be capable of digitally manipulating images and creating non-camera special effects.
- Students will be able to explain the differences between photo print, printing press, and web distribution and how to produce material for all three media.
Assessment Strategies: Final project is designed to meet/measure all learning goals. Passing grade on the final project indicates measure of student's success.
Grading Options: A, B, C, F, CS