

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

COURSE REVISION

1. Name of Department: Media Arts & Technology (MEA)
2. Name and Number of course: VAT 152: Introduction to Media Applications
3. This course is being withdrawn. (Go to 5)
4. Course revised. Check appropriate items.
 Change course number from _____ to _____
 Change course title from _____
to _____
 Change course hours from _____ to _____
 Change course credit from _____ to _____
 Change basic skills requirements from _____
to _____
 Change prerequisites from ENG 095 or ESL 095; ACR 095; Speech 100 or SPE 102
To ENG 095 or ESL 095; ACR 095
 Change corequisites from _____
To _____
 Change course description. Attach a copy of old and new description.
 Other (Specify): _____

5. Reason(s) for change(s): While VAT students need to take Speech 100 in order to graduate, it is not, pedagogically, necessary for students to succeed in VAT 152. Further, the standing requirement of three 100 level courses (Speech 100, VAT 100, & VAT 151-or-VAT152) is inhibiting VAT students from graduating within a possible 4-semester sequence.

6. Date effective: _____

	Signatures	
1.	<u>Cynthia Karasik</u> 4/28/10 Department Chairperson or Program Director	_____ Date
2.	_____ Scheduling Officer (Advised as to Course Code)	<u>4/28/10</u> Date
3.	<u>Sabri Dugg</u> Dean of Academic Affairs (Advised as to format)	<u>4/29/10</u> Date
4.	_____ Chairperson of Curriculum Committee	_____ Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

COURSE REVISION

1. Name of Department: Media Arts and Technology Department
2. Name and Number of course: Multimedia Project Lab MMP 460
3. This course is being withdrawn. (Go to 5)
4. Course revised. Check appropriate items.
 Change course number from _____ to _____
 Change course title from _____
to _____
 Change course hours from _____ to _____
 Change course credit from _____ to _____
 Change basic skills requirements from _____
to _____
 Change prerequisites from MMP 200 & ART 354 for MMA majors
To MMP200 & either ART 215 ART 225 or ART 235
 Change corequisites from _____
To _____
 Change course description. Attach a copy of old and new description.
 Other (Specify): _____

5. Reason(s) for change(s): ART 354 is no longer offered.

6. Date effective: Fall 2010

Signatures

1. Cynthia Karasch 4/29/10
Department Chairperson or Program Director Date
2. Tareci Williams 4-29-10
Scheduling Officer (Advised as to Course Code) Date
3. John Argy 4/29/10
Dean of Academic Affairs (Advised as to format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

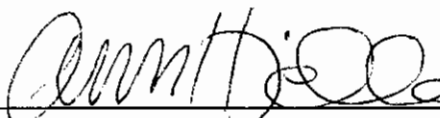
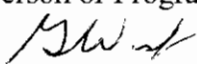

Curriculum Proposal

COURSE REVISION

1. Name of Department: Music and Art Department
2. Name and Number of course: Foundations of Digital Graphic Design ART 100
3. This course is being withdrawn. (Go to 5)
4. Course revised. Check appropriate items.
 Change course number from _____ to _____
 Change course title from _____
to _____
 Change course hours from _____ to _____
 Change course credit from _____ to _____
 Change basic skills requirements from _____
to _____
 Change prerequisites from _____
to _____
 Change corequisites from _____
To _____
 Change course description. Attach a copy of old and new description.
 Other (Specify): cross list course as MMA 100

5. Reason(s) for change(s): This course is a core course in the MMA area specialization of the Multimedia Program, part of the Media Arts and Technology Department.

6. Date effective: Fall 2010

	Signatures	Date
1.	<u> <u>Christina Karasik</u></u>	<u>4/14/10</u>
	Department Chairperson or Program Director	Date
2.	<u></u>	<u>4/29/10</u>
	Scheduling Officer (Advised as to Course Code)	Date
3.	<u> <u>for Stracy</u></u>	<u>5/4/10</u>
	Dean of Academic Affairs (Advised as to format)	Date
4.	_____	_____
	Chairperson of Curriculum Committee	Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

NEW COURSE

Attach proposed course syllabus to this form. Also attach a copy of the course description as it will appear in the catalog.

1. Name of Department: Media Arts and Technology
2. Name of New Course: Foundations of Digital Graphic Design (same as ART 100)
3. Course Number: MMA 100
4. Prerequisites: _____
Corequisites: _____
Basic Skills: ENG088 ACR094 ESL062 MATXXX
5. Hours per week: 4 Lecture: 2 Lab: 2
6. Credits: 3
7. Course is required in the following curricula: MMA, elective for MMP, MMV,
Liberal Arts
8. Will special materials, space, and/or equipment be required? Yes No
9. Course articulation with the senior college(s): _____
Attach copy of letter(s) of support from senior college(s)
10. Estimated enrollment per semester: 200
11. Date effective: Fall 2010

Signatures

1. Cynthia Karasch 4/28/10
Department Chairperson or Program Director Date
2. [Signature] 4/29/10
Scheduling Officer (Advised as to Course Code) Date
3. [Signature] 5/4/10
Dean of Academic Affairs (Advised as to Format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Department of Media Arts and Technology

Foundations of Digital Design

MMA 100

Semester xxxx

3 Credit Hours

2 Hrs. Lecture, 2 Hrs. Lab

Course Description

This image-based course will introduce graphic design as the foundation upon which effective visual communication is built. Investigation of the elements and principles of graphic design will lead to specific design problems and their solution. The development of ideas and the ability to communicate them effectively will be covered. Discussion of both vector and bitmap-based digital graphic platforms will begin progress toward industry-standard computer proficiency. (same as ART 100)

Prerequisites/Co-requisites

ACR 094, ENG 088, and ESL 062.

Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Demonstrate the possibilities of line, plane, mass, tone, shape and texture, relating these elements of plastic expression to concepts of space and form.	1. Student assignments
2. Synthesize the fundamentals of sensory perception and their relationship to spatial design concepts.	2. Student assignments
3. Evaluate the meaning of graphic elements, ideas and images, and their transformation in effective vehicles of communication.	3. Student assignments
4. Solve relevant problems in advertising design, utilizing formats that lead to media advertising outcomes	4. Midterm Project
5. Develop a graphic strategy for commercial editorial use from initial idea to final output	5. Final Project
6. Demonstrate the software and conceptual skills necessary to translate creative ideas into visual solutions.	6. Student assignments

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

<input type="checkbox"/>	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column)
<input checked="" type="checkbox"/>	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Student presentations
<input type="checkbox"/>	Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	
<input type="checkbox"/>	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
<input type="checkbox"/>	Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	
<input checked="" type="checkbox"/>	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Student assignments
<input checked="" type="checkbox"/>	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Student assignments
<input type="checkbox"/>	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

Required Text & Readings

"Graphic Design Solutions," 3rd Edition, By Robin Landa, Onword Press, ISBN #0-8273-6352-4

Other Resources

- USB Removable Flash Drive for file storage
- 9" x 12" Sketchbook
- 2B, 3B, and/or 4B Sketch pencils
- Art Eraser
- Color Drawing Media – Color Pencils or Crayons
- Scissors
- Stick Glue

Use of Technology

The computer component is organized around Adobe Illustrator and Photoshop CS3. Adobe Illustrator is widely used by artists in the fields of graphic design, commercial advertising and desktop publishing to create logos, symbols, and sharp-edged text. Illustrator also allows users to develop images and text for Internet and multimedia usage. Adobe Photoshop is universally used by artists in the fields of graphic design, commercial advertising and desktop publishing for image creation, image editing, and color correction. Photoshop also allows users to develop and adjust images for Internet and multimedia usage. Projects and concepts will be facilitated by use of the Internet.

Evaluation & Requirements of Students

- Participation in class discussions and taking notes on key terms and concepts.
- Application of skills and techniques in exercises and design problems.
- Demonstration of concentration, discipline, effort and ongoing evaluation of work in progress oriented towards the successful realization of an idea.
- Timely completion of course assignments utilizing creative problem solving.
- A quiz, exam and/or paper may be required.

Outline of Topics

- Managing Effective Design: Visual Organization of the Picture Plane
- Visual Relationships: Figure/Ground
- Elements of Design: Building Blocks
- Language of Design: Fundamental Principles
- Language of Design: Supporting Principles
- Imagery in Design: Representational and Symbolic
- Designing with Color: Additive, Subtractive
- Aspects of Color: Perception
- Midterm Written and Hands-on Exam
- Typography in Design: Introduction to Basic Terms and Usage
- Typography in Design: Text as Major Graphic Page Design Component
- Design as Process: Image and Idea Development
- Final Written Exam
- Final Class Critique

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web side, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

Computer Lab Location and Hours

Computers are available for student usage in the following locations:

- S-500c, 199 Chambers–Lab w/4 Macs, 1 color printer–8am-10pm M-Th, F 8am-7pm, Sat9-5, Su10-5
 - Rm. N-212, 199 Ch.–Lab w/2 Macs, 1 Scanner, 1 Color Printer –8am-12midnight M-Th, F-Sat 9-12
 - Rm. M-1109, Murray Street – Lab with 4 Macs and 1 Color Printer –10am-8pm M-Th, F 10-3
 - Rm. S-172, 199 Chambers - Computer Lab with PC Computers and Laser Printer
- Check with Professor regarding tutoring services and one-day borrowing of digital cameras.



College Courses Course Equivalencies Articulation Agreements Registered Programs Transfer Policies

CUNY College Course Catalog Information

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 100	Course Title:	Foundations of Digital Graphic Design *	Credits: 3.0
is Equivalent to				
BARUCH COLLEGE				
Course:	ART 2050	Course Title:	Basic Graphic Communication: Design and Advertising Layout *	Credits: 3.0
Start Date: 10/06/2009		End Date:		

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 100	Course Title:	Foundations of Digital Graphic Design *	Credits: 3.0
is Equivalent to				
CITY COLLEGE				
Course:	ART 10100	Course Title:	Studio Orientation to the Visual Arts *	Credits: 3.0
Start Date: 03/05/2009		End Date:		

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 100	Course Title:	Foundations of Digital Graphic Design *	Credits: 3.0
is Equivalent to Elective Credit at				
COLLEGE OF STATEN ISLAND				
Start Date: 04/03/2009		End Date:		

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 100	Course Title:	Foundations of Digital Graphic Design *	Credits: 3.0
is Equivalent to				
NEW YORK CITY COLLEGE OF TECHNOLOGY				
Course:	HU E010	Course Title:	Art Elective	Credits: 3.0
Comments:	<ul style="list-style-type: none"> • May apply as an elective depending on major. 			
Start Date: 01/11/2010		End Date:		

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 100	Course Title:	Foundations of Digital Graphic Design *	Credits: 3.0

is Equivalent to Elective Credit at

YORK COLLEGE

Start Date: 10/20/2008

End Date:

CUNY/CIS/Web Group 2005


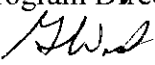
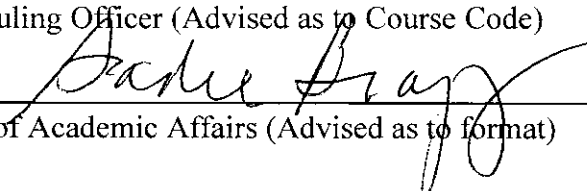
BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

COURSE REVISION

1. Name of Department: Music and Art Department
 2. Name and Number of course: Typography and Layout ART 215
 3. This course is being withdrawn. (Go to 5)
 4. Course revised. Check appropriate items.
 Change course number from _____ to _____
 Change course title from _____
to _____
 Change course hours from _____ to _____
 Change course credit from _____ to _____
 Change basic skills requirements from _____
to _____
 Change prerequisites from _____
to _____
 Change corequisites from _____
To _____
 Change course description. Attach a copy of old and new description.
 - Other (Specify): Cross list course as MMA 215.
5. Reason(s) for change(s): This course is a core course in the MMA area specialization of the Multimedia Program, part of the Media Arts and Technology Department.
6. Date effective: Fall 2010

Signatures

- | | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 1. | <u></u>
Department Chairperson or Program Director | <u>4/14/10</u>
Date |
| 2. | <u></u>
Scheduling Officer (Advised as to Course Code) | <u>4/29/10</u>
Date |
| 3. | <u></u>
Dean of Academic Affairs (Advised as to format) | <u>5/4/10</u>
Date |
| 4. | _____
Chairperson of Curriculum Committee | _____
Date |

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

NEW COURSE

Attach proposed course syllabus to this form. Also attach a copy of the course description as it will appear in the catalog.

1. Name of Department: Media Arts and Technology
2. Name of New Course: Typography and Layout (same as ART 215)
3. Course Number: MMA 215
4. Prerequisites: MMA100/ART 100
Corequisites: _____
Basic Skills: _____
5. Hours per week: 4 Lecture: 2 Lab: 2
6. Credits: 3
7. Course is required in the following curricula: MMA, elective for MMP, MMV,
Liberal Arts
8. Will special materials, space, and/or equipment be required? Yes No
9. Course articulation with the senior college(s): _____
Attach copy of letter(s) of support from senior college(s)
10. Estimated enrollment per semester: 50
11. Date effective: Fall 2010

Signatures

1. Cynthia Karavel 4/29/10
Department Chairperson or Program Director Date
2. [Signature] 4/27/10
Scheduling Officer (Advised as to Course Code) Date
3. [Signature] 5/4/10
Dean of Academic Affairs (Advised as to Format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York
Department of Media Arts and Technology

MMA 215 - TYPOGRAPHY AND LAYOUT

3 credits
2 hours lecture
2 hour lab

COURSE DESCRIPTION

This course will explore type design and its application in visual communication. Students will study the formal qualities of typefaces and their historical origin. Students will learn to manipulate type properties to design meaningful and effective graphic communication. The use of industry-standard desktop publishing software will be covered as well and will be applied to a range of typographic solutions. (same as ART 215)

PREREQUISITES:

MMA100 Foundations of Digital Graphic Design

Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Recognize and classify type based on form, usage and historical origin.	1. Student assignments
2. Apply typographic design principles in a series of design assignments.	2. Student assignments
3. Design and print a multi-page publication that incorporates the purposeful organization of type and image, using industry-standard desktop publishing software.	3. Final Project

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

<input type="checkbox"/>	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column)
<input checked="" type="checkbox"/>	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Student presentations
<input type="checkbox"/>	Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	

<input type="checkbox"/>	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
<input type="checkbox"/>	Social and Behavioral Science- Students will be able to apply the concepts and methods of the social sciences	
<input checked="" type="checkbox"/>	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Student homework assignments
<input checked="" type="checkbox"/>	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Student homework assignments
<input type="checkbox"/>	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

SUGGESTED TEXT

Designing with Type: The Essential Guide to Typography. By James Craig. 5th Edition. ISBN 0-8230-1413-4.

Thinking with Type. By Ellen Lupton. ISBN 1-56898-448-0.

OTHER REQUIRED RESOURCES

A USB drive.

For mounting work: cardboard, paper cutter, glue, ruller, scissor.

USE OF TECHNOLOGY

- Students will use Macintosh computers and Adobe Indesign software to work on design projects in class.
- A class website is available on Blackboard

REQUIREMENTS & EVALUATION OF STUDENTS

- Assignments 40%
- Final Project 30%
- Journal 10%
- Research Paper 10%
- Teacher evaluation and class participation 10%

OUTLINE OF TOPICS

1. Origins of the Alphabet

2. Anatomy of type
3. Historic classification of type
4. Type measurements
5. Introduction to Adobe Indesign
6. Designing for readability
7. Grid Design
8. Using typography for visual impact
9. Designing with display type
10. Type and color
11. Type and image
12. Graphic production techniques

COLLEGE ATTENDANCE POLICY

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC POLICY ON PLAGIARISM AND ACADEMIC INTEGRITY STATEMENT

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WEEKLY BREAKDOWN

Week 1

Introductions and course overview
What is typography?
Origins of the Alphabet

Week 2

Anatomy of type
Type measurements

Introduction to Adobe Indesign
Hands-on exercise 1

Week 3

Historic classification of type
Production techniques in Adobe Indesign
Hands-on exercise 2

Week 4

Letterspacing and wordspacing
Leading
Line length
Production techniques in Adobe Indesign
Hands-on exercise 3

Week 5

Readability and legibility
Production techniques in Adobe Indesign
Design Project 1

Week 6

Production techniques in Adobe Indesign
Design Project 1 critique

Week 7

Type arrangements (alignment)
Paragraph indication
Creating emphasis
Hands-on exercise 3

Week 8

Grid Design
Integrating image and type
Design Project 2

Week 9

Production techniques in Adobe Indesign
Design Project 2 critique

Week 10

Selecting display type
Arranging display type
Optical consideration
Modyfing type
Design Project 3

Week 11

Spot colors

process colors

Projected colors

Selecting color in Indesign and Photoshop.

Design Project 3 critique

Week 12

Approaching complex layout

The multi-page publication

Week 13

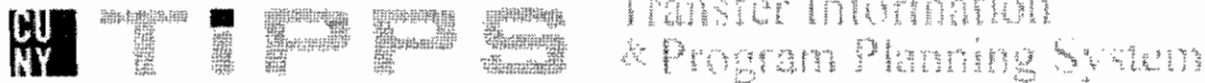
Final project workshop

Week 14

Final project workshop

Week 15

Presentation and critique of final Project



College Courses Course Equivalencies Articulation Agreements Registered Programs Transfer Policies

CUNY College Course Catalog Information

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 215	Course Title:	Typography and Layout *	Credits: 3.0
is Equivalent to				
BARUCH COLLEGE				
Course:	ART 2050	Course Title:	Basic Graphic Communication: Design and Advertising Layout *	Credits: 3.0
Comments:	<ul style="list-style-type: none"> Meets Baruch College's General Education Category: Group I: Humanities for Degrees in: All Bach (All Undergraduate Degrees) 			

Start Date: 05/26/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 215	Course Title:	Typography and Layout *	Credits: 3.0
is Equivalent to				
CITY COLLEGE				
Course:	ART E010	Course Title:	Art Elective	Credits: 3.0

Start Date: 03/05/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 215	Course Title:	Typography and Layout *	Credits: 3.0
is Equivalent to				
HUNTER COLLEGE				
Course:	ARTCR 208	Course Title:	Lettering and Typography *	Credits: 3.0

Start Date: 05/12/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 215	Course Title:	Typography and Layout *	Credits: 3.0
is Equivalent to				
NEW YORK CITY COLLEGE OF TECHNOLOGY				
Course:	ADV 1117	Course Title:	Typographic Design I *	Credits: 2.0
Comments:	<ul style="list-style-type: none"> Students receive only the 2.0 credits attached to New York City College of Technology's course; the remaining credit may transfer as elective. 			

Start Date: 01/11/2010

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

Course:	ART 215	Course Title:	Typography and Layout *	Credits:	3.0
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is Equivalent to Elective Credit at

YORK COLLEGE

Start Date: 10/20/2008

End Date:

CUNY/CIS/Web Group 2005

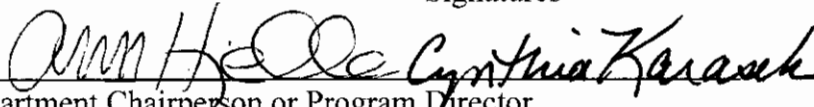
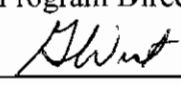
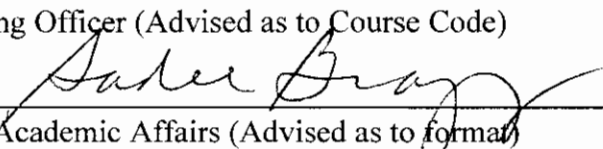
BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

COURSE REVISION

1. Name of Department: Music and Art Department
2. Name and Number of course: Digital Imaging for Graphic Design ART 225
3. _____ This course is being withdrawn. (Go to 5)
4. X Course revised. Check appropriate items.
- _____ Change course number from _____ to _____
- _____ Change course title from _____
to _____
- _____ Change course hours from _____ to _____
- _____ Change course credit from _____ to _____
- _____ Change basic skills requirements from _____
to _____
- _____ Change prerequisites from _____
to _____
- _____ Change corequisites from _____
To _____
- _____ Change course description. Attach a copy of old and new description.
- X Other (Specify): Cross list course as MMA 225
5. Reason(s) for change(s): This course is a core course in the MMA area specialization of the Multimedia Program, part of the Media Arts and Technology Department
6. Date effective: Fall 2010

Signatures

- | | | |
|----|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| 1. | <u></u>
Department Chairperson or Program Director | <u>4/14/10</u>
<u>4/14/10</u>
Date |
| 2. | <u></u>
Scheduling Officer (Advised as to Course Code) | <u>4/29/10</u>
Date |
| 3. | <u></u>
Dean of Academic Affairs (Advised as to format) | <u>5/4/10</u>
Date |
| 4. | _____
Chairperson of Curriculum Committee | _____
Date |

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
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Curriculum Proposal

NEW COURSE

Attach proposed course syllabus to this form. Also attach a copy of the course description as it will appear in the catalog.

1. Name of Department: Media Arts and Technology
2. Name of New Course: Digital Imaging for Graphic Design (same as ART 225)
3. Course Number: MMA 225
4. Prerequisites: MMA 100/ART 100
Corequisites: _____
Basic Skills: _____
5. Hours per week: 4 Lecture: 2 Lab: 2
6. Credits: 3
7. Course is required in the following curricula: MMA, elective for MMP, MMV,
Liberal Arts _____
8. Will special materials, space, and/or equipment be required? Yes No
9. Course articulation with the senior college(s): _____
Attach copy of letter(s) of support from senior college(s)
10. Estimated enrollment per semester: 50
11. Date effective: Fall 2010

Signatures

1. Cynthia Karasik 4/29/10
Department Chairperson or Program Director Date
2. [Signature] 4/29/10
Scheduling Officer (Advised as to Course Code) Date
3. [Signature] 5/4/10
Dean of Academic Affairs (Advised as to Format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York
Department of Media Arts and Technology

Digital Imaging for Graphic Design

MMA 225

Credits: 3

2 hours Lecture

2 hours lab

Prerequisites

MMA 100 Foundation of Digital Graphic Design

Course Description: This course continues the study of Digital Imaging as it relates to graphic design. A core philosophy of this class is the introduction of photographic images as a basis for approaching 2D design concepts. During the semester, this class covers digital input, editing, archiving, and begins to study digital output. Artistic, theoretical, and technical aspects of digital imaging will be considered. Conceptual and technical digital shooting assignments will be assigned to expand students' skills and support topics covered in class. Reading and writing will focus on the use of technology in propelling digital imaging and design. (same as ART 225)

Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Create images that illustrate their understanding of composition, design, and light	1. Student assignments
2. Employ terms and specific technical language associated with digital photography	2. Quiz
3. Digitize images using a flatbed scanner, negative scanner, digital camera and on-screen image capturing techniques.	3. Student assignments
4. Explore, critique, and evaluate basic composition and aesthetic elements of photographic images.	4. Written assignment
5. Edit and manipulate digital images using the industry-standard image editing software.	5. Student assignments
6. Convert and compress digital images into appropriate file formats and store or archive correctly.	6. Student assignments
7. Output digital still images for on-screen and printed presentations.	7. Student assignments
8. Comply with industry ethics and standards related to the use of photographic materials.	8. Student assignments

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

<input type="checkbox"/>	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column)
<input type="checkbox"/>	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Student presentations
<input type="checkbox"/>	Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	
<input type="checkbox"/>	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
<input type="checkbox"/>	Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	
<input type="checkbox"/>	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Student assignments
<input type="checkbox"/>	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Student assignments
<input type="checkbox"/>	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

Required Text & Readings

Light and Lens: Photography in the Digital Age

Robert Hirsch

ISBN-10: 024080855X

ISBN-13: 978-0240808550

Adobe Photoshop CS3 One-On-One

by Deke McClelland

ISBN-10: 0596529759

ISBN-13: 978-0596529758

Additional supplemental texts may be assigned by the Instructor.

Evaluation & Requirements of Students:

Tardiness, participation, and attitude will be reflected in your grade.

Weekly assignments 30%

Midterm project 20%

Final Project 25%

Writing assignments 15%

Active Participation 10%

College Attendance Policy: At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

BMCC Policy on Plagiarism and Academic Integrity Statement: Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

Academic Adjustments for Students with Disabilities: Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

Outline of Topics

- Digital camera considerations
- Resolution, image size, quality
- File extensions
- Digital Input: Scanning, Digital Camera Download, RAW files
- Digital Camera Controls
- Digital Archiving: Storage/Organization for digital media
- Digital Editing
- Basic Photoshop skills: tools palette
- Advanced imaging techniques: layers, compositing, retouching
- Digital Output
- Preparing images for output
- Types of digital output: printing, web, digital, output to film

Weekly Breakdown

Week One: Introductions and Course Overview

Digital camera considerations
Sketchbook Assignment 1

Week Two: Resolution, image size, quality

File Extensions
Scanning and Digital Input Devices
Preparing images for output
Reading Chapter 1 of textbook
Sketchbook Assignment 2

Week Three: Basic Photo Editing, Storage/Organization for digital media

Reading Assignment: Chapters 2
Imaging Problem 1 due
Sketchbook Assignment 3

Week Four: Retouching basics

Reading Assignment: Chapter 3
Imaging Problem 2 due
Sketchbook Assignment 4

Week Five: Selection Tools

Imaging Problem 3 due
Sketchbook Assignment 5
Reading Assignment: Chapter 4

Week Six: Midterm Project Workshop

Week Seven: Midterm Project Due

Week Eight: Layers

Reading Assignment: Chapter 5
Imaging Problem 4 due
Sketchbook Assignment 6

Week Nine: Masks & Channels

Imaging Problem 5 due
Sketchbook Assignment 7
Reading Assignment: Chapter 6

Week Ten: Designing with Type

Integrating text & image
Discussion of Final Project
Imaging Problem 6 due

Sketchbook Assignment 8
Reading Assignment: Chapter 8

Week Eleven: Vector Drawing

Imaging Problem 7 due
Final Project Concept Statements and Thumbnails Due
Sketchbook Assignment 9
Reading Assignment: Chapter 9

Week Twelve: digital output: printing, web, digital, output to film

Imaging Problem 8 due
Sketchbook Assignment 10
Reading Assignment: Chapter 14

Week Thirteen: Final Project Workshop

Week Fourteen: Final Project Workshop

Organize Portfolio on paper and disc
Sketchbook - be sure it's ready to turn in

Week Fifteen: Final Project Presentations

The final must be turned in on time to be counted for credit.

Materials:

Required:

USB Removable Flash Drive for file storage

9" x 12" Sketchbook

2B, 3B, and/or 4B Sketch pencils

Art Eraser

Color Drawing Media – Color Pencils or Crayons

Scissors

Stick Glue

Paper. Our printers are Epson and only made for ink jet printers is acceptable. Color photos look best with Glossy Photo or Premium Glossy Photo paper. B/W images look best on Matte Paper-Heavyweight

Students will use the sketchpad all semester for creating thumbnails and developing ideas for assignments.

In addition, students will need to make arrangements for computer printing at home or at an off-campus service bureau. An average cost for printing over the semester is approximately \$25-\$50.

Suggested: A digital camera.

A tripod

photographic 18% gray card

Use of Technology: This section of the digital imaging sequence is devoted to using Adobe Photoshop CS3, Bridge, and ImageReady. These programs are widely used by artists and professionals in the fields of graphic design, commercial advertising and desktop publishing for image creation, image editing, and color correction. Photoshop allows users to develop and adjust images for Internet and multimedia usage. Adobe Bridge will be used as part of the production process. ImageReady is used as a pre-web production tool to process images correctly, create image-based animations and plan web projects.

During the semester digital slideshows and presentations, as well as Internet resources will be utilized to augment class discussion and provide background information on specific artists, museums and galleries and techniques. Additionally, Internet resources will be used to give students access to resources and information.

All course materials will be stored on Blackboard. Students will upload assignments that are digital files to Blackboard.

Podcasts will be assigned as learning tools.

Hardware: There is a Nikon D80 for student use. Students may check out the camera for 24 hours, to use on their own. Epson printers and scanners are used for digital printing and to scan print media. Nikon slide scanners are used to scan negative materials and slides. A film scanner will be used to create slides from digital images.

Computer Lab Location and Hours:

Computers are available for student usage in the following locations:

S-500c, 199 Chambers: Lab w/4 Macs, 1 color printer

Hrs 8am-10pm M-Th, F 8am-7pm, Sat9-5, Sun10-5

Rm. N-212, 199 Chambers: Lab w/2 Macs, 1 Scanner, 1 Color Printer

Hrs. 8am-12midnight M-Th, F-Sat 9-12

Rm. M-1109, Murray Street: Lab with 4 Macs and 1 Color Printer

Hrs. 10am-8pm M-Th, F 10-3

Rm. S-172, 199 Chambers: Computer Lab with PC Computers and Laser Printer

Check with Professor regarding tutoring services and one-day borrowing of digital cameras.



College Courses Course Equivalencies Articulation Agreements Registered Programs Transfer Policies

CUNY College Course Catalog Information

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 225	Course Title:	Digital Imaging for Graphic Design *	Credits: 3.0
is Equivalent to				
CITY COLLEGE				
Course:	ART E010	Course Title:	Art Elective	Credits: 3.0
Start Date: 03/05/2009			End Date:	

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 225	Course Title:	Digital Imaging for Graphic Design *	Credits: 3.0
is Equivalent to Elective Credit at				
COLLEGE OF STATEN ISLAND				
Start Date: 04/03/2009			End Date:	

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 225	Course Title:	Digital Imaging for Graphic Design *	Credits: 3.0
is Equivalent to				
NEW YORK CITY COLLEGE OF TECHNOLOGY				
Course:	ADV 1260	Course Title:	Digital Imaging *	Credits: 2.0
Comments:	<ul style="list-style-type: none"> Students receive only the 2.0 credits attached to New York City College of Technology's course; the remaining credit may transfer as elective. 			
Start Date: 01/08/2010			End Date:	

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 225	Course Title:	Digital Imaging for Graphic Design *	Credits: 3.0
is Equivalent to Elective Credit at				
YORK COLLEGE				
Start Date: 10/20/2008			End Date:	

CUNY/CIS/Web Group 2005

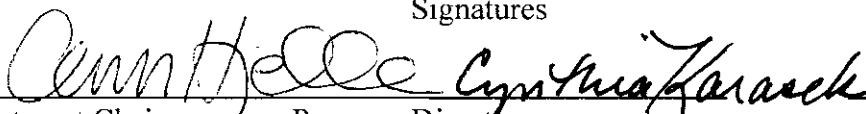

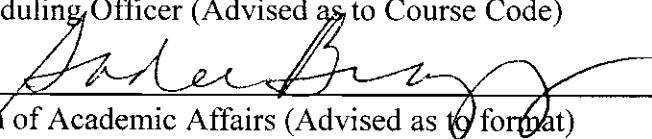
BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

COURSE REVISION

1. Name of Department: Music and Art Department
2. Name and Number of course: Visual Communication and Design ART 235
3. _____ This course is being withdrawn. (Go to 5)
4. X Course revised. Check appropriate items.
- _____ Change course number from _____ to _____
- _____ Change course title from _____
to _____
- _____ Change course hours from _____ to _____
- _____ Change course credit from _____ to _____
- _____ Change basic skills requirements from _____
to _____
- _____ Change prerequisites from _____
to _____
- _____ Change corequisites from _____
To _____
- _____ Change course description. Attach a copy of old and new description.
- X Other (Specify): Cross list course as MMA 235
5. Reason(s) for change(s): This course is a core course in the MMA area specialization of the Multimedia Program, part of the Media Arts and Technology Department
6. Date effective: Fall 2010

Signatures

1.  4/14/10
Department Chairperson or Program Director Date
2.  4/29/10
Scheduling Officer (Advised as to Course Code) Date
3.  5/4/10
Dean of Academic Affairs (Advised as to format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

NEW COURSE

Attach proposed course syllabus to this form. Also attach a copy of the course description as it will appear in the catalog.

1. Name of Department: Media Arts and Technology
2. Name of New Course: Visual Communication and Design (same as ART 235)
3. Course Number: MMA 235
4. Prerequisites: MMA 100/ART 100
Corequisites: _____
Basic Skills: _____
5. Hours per week: 4 Lecture: 2 Lab: 2
6. Credits: 3
7. Course is required in the following curricula: MMA, elective for MMP, MMV,
Liberal Arts _____
8. Will special materials, space, and/or equipment be required? Yes No
9. Course articulation with the senior college(s): _____
Attach copy of letter(s) of support from senior college(s)
10. Estimated enrollment per semester: 50
11. Date effective: Fall 2010

Signatures

1. Cynthia Karavek 4/29/10
Department Chairperson or Program Director Date
2. M. Wood 4/29/10
Scheduling Officer (Advised as to Course Code) Date
3. Eric May 5/4/10
Dean of Academic Affairs (Advised as to Format) Date
4. _____
Chairperson of Curriculum Committee Date

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Department of Media Arts and Technology

Visual Communication and Design	
MMA235	
	2 Hours Lecture
Credits: 3	2 Hour Lab

Prerequisites:

MMA100 Foundation of Digital Graphic Design

Course Description:

This class builds upon principles and skills learned in Foundations of Digital Design. Students will apply the principles underlying effective visual communication to increasingly complex design problems. Projects may include poster design, symbols and logos, editorial design, information design, visual identity and branding and other design systems. Critical analysis of design problems and the creative design process will be emphasized. Students will complete reading and writing assignments in addition to problems in visual communications and design. (same as ART 235)

Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Demonstrate skill in applying the principles of visual communication	1. Student assignments
2. Analyze complex communication design problems in various media	2. Student assignments
3. Create effective visual communication solutions using typography and imagery	3. Student assignments
4. Demonstrate an advanced understanding of concepts of visual identity and branding	4. Student assignment
5. Design effective symbols, logos and visual iconography	5. Student assignments
6. Demonstrate intermediate and advanced skills with software used professionally in graphic design	6. Student assignments

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

<input type="checkbox"/>	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column)
<input type="checkbox"/>	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Student presentations
<input type="checkbox"/>	Quantitative Reasoning: Students will be	

<input type="checkbox"/>	able to use quantitative skill and the concepts and methods of mathematic to solve problems.	
<input type="checkbox"/>	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
<input type="checkbox"/>	Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	
<input type="checkbox"/>	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Student assignments
<input type="checkbox"/>	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Student assignments
<input type="checkbox"/>	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

Required Texts and/or Supplemental Material:

Graphic Design: The New Basics
 Ellen Lupton (Author), Phillips Jennifer Cole (Author)
 Publisher: Princeton Architectural Press (May 1, 2008)
 ISBN-10: 1568987021
 ISBN-13: 978-1568987026

Recommended Text:

The Design of Everyday Things (Paperback)
 Donald A. Norman (Author)
 Publisher: Basic Books (September 17, 2002)
 ISBN-10: 0465067107
 ISBN-13: 978-0465067107

Additional supplemental texts may be assigned by the Instructor.

Evaluation and Requirements:

Grades will be based on on-time attendance, timely completion of assignments, class participation, evaluation of effort, achievement and development of skills in addition to:

Assignments 50%
 Midterm Project: 15%

Final Project: 25%

Teacher evaluation and class performance 10%

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

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Disability Accommodation Policy

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (Room N769; Telephone # 220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

Outline of Topics

- Principles of visual communication
- Analysis of complex communication design problems
- Creating design systems to solve real world communication problems
- Poster Design and Signage: using images with typography to create meaning
- Editorial design: combining content and visual expression
- Designing logos, symbols and visual iconography
- Visual identity and branding and their application
- Information design: organizing content effectively
- Components of the design process from inception to completion

Weekly Breakdown

Week One

Introductions and Course Overview

What is Visual Communication?

Point, Line and Plane

Rhythm and Balance

Figure/Ground

Reading Assignment: Chapters 1 & 2 of textbook

Week Two

Scale, Depth and Motion

Color: Selective Emphasis

Reading Assignment: Chapters 3 & 4

Design Problem 1 due

Week Three

Texture: Physical and Virtual

Visual Hierarchy

Visual Expression: Creating Meaning

Reading Assignment: Chapters 5 & 6

Design Problem 2 due

Week Four

Revisiting the Grid

Framing: Margins and Bleeds

Reading Assignment: Chapters 7 & 8

Design Problem 3 due

Week Five

Layers: Combine and Contrast

Typographic Layers

Reading Assignment: Chapters 9 & 10

Design Problem 4 due

Week Six

Midterm Project Workshop

Week Seven

Midterm Project Due

Week Eight

Modularity: Systems

Expanding Typographic Systems

Visual Identity and Branding

Reading Assignment: Chapter 11

Design Problem 5 due

Week Nine

Information Design

Reading Assignment: Chapter 12

Written Design Analysis Due

Week Ten

Diagrams: Making Connections

Discussion of Final Project

Design Problem 6 Due

Week Eleven

Transparency: Graphic, Physical, Digital

Design Problem 7 Due

Final Project Concept Statements and Thumbnails Due

Week Twelve

Pattern: Randomness and Repetition

Design Problem 8 Due

Week Thirteen

Final Project Workshop

Week Fourteen

Final Project Workshop

Week Fifteen

Final Project Presentations

Materials

All purpose Sketchbook 100 sheets 10.5" x 13.5"

Sketch Pencils, such as 2B, 3B or 4B

A Flash Drive or some other media to store computer files. Students are advised to keep multiple copies of all computer files, on a variety of media.

Students will use the sketchpad all semester for creating thumbnails and developing ideas for assignments.

Use of Technology

We will work with the Adobe Creative Suite 3.0, specifically Adobe Illustrator to create illustrations and one-page layouts and Adobe InDesign for multi-page layouts and typography problems. Adobe Photoshop will be used as needed for digital imaging problems. Adobe Bridge will be used as part of the production process.

All course materials will be stored on Blackboard. Students will upload assignments that are digital files to Blackboard.

Class will frequently look at examples of visual communication on the Internet. Podcasts will be assigned as learning tools.



Transfer Information
& Program Planning System

College Courses Course Equivalencies Articulation Agreements Registered Programs Transfer Policies

CUNY College Course Catalog Information

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 235	Course Title:	Visual Communication and Design *	Credits: 3.0
is Equivalent to				
BARUCH COLLEGE				
Course:	ART 3050	Course Title:	Intermediate Graphic Communication: Layout and Publication Design *	Credits: 3.0
Comments:	<ul style="list-style-type: none"> Meets Baruch College's General Education Category: Group I: Humanities for Degrees in: All Bach (All Undergraduate Degrees) 			

Start Date: 05/26/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 235	Course Title:	Visual Communication and Design *	Credits: 3.0
is Equivalent to				
CITY COLLEGE				
Course:	ART E010	Course Title:	Art Elective	Credits: 3.0

Start Date: 03/05/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 235	Course Title:	Visual Communication and Design *	Credits: 3.0
is Equivalent to Elective Credit at				
COLLEGE OF STATEN ISLAND				

Start Date: 04/03/2009

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE				
Course:	ART 235	Course Title:	Visual Communication and Design *	Credits: 3.0
is Equivalent to				
NEW YORK CITY COLLEGE OF TECHNOLOGY				
Course:	ADV 2300	Course Title:	Advertising Design I *	Credits: 3.0

Start Date: 01/08/2010

End Date:

Click on the course title to link to the full course description

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

Course:	ART 235	Course Title:	Visual Communication and Design *	Credits:	3.0
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is Equivalent to Elective Credit at

YORK COLLEGE

Start Date: 10/20/2008

End Date:

CUNY/CIS/Web Group 2005

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York

Curriculum Proposal

CURRICULUM REVISION

Attach a copy of the new and old curricula to this sheet as well as any new course or course revisions required as part of this curriculum revision. Use a two column format comparing the old and new curricula.

1. Name of Department: **Media Arts and Technology**
2. Name of old curriculum: **Multimedia Programming and Design Program**
3. Name of new curriculum: **Multimedia Programming and Design Program**
4. Degree to be granted: **Associate in Applied Science**
5. Semester curriculum revision will first be effective: **FALL 2010**
6. Estimated enrollment in curriculum (number of students estimated to begin this curriculum per academic year): **520**
7. Will this curriculum revision require special materials, equipment or space that were not required for the old curriculum? Yes _____ No X If yes, attach an explanation.
8. Number of new courses: 5 courses will be ^{added to} the electives list
9. Number of old courses being dropped: 4 courses will be ^{removed from} the electives list
10. Number of course revisions required as part of this revision: **0**

Signatures

- | | | |
|----|-----------------------------------------------------------------------------|------------------------|
| 1. | <u><i>Cynthia Karasik</i></u>
Department Chairperson or Program Director | <u>4/28/10</u>
Date |
| 2. | <u><i>GW</i></u>
Scheduling Officer (Advised as to Course Code) | <u>4/29/10</u>
Date |
| 3. | <u><i>Andee Gray</i></u>
Dean of Academic Affairs (Advised as to format) | <u>5/4/10</u>
Date |
| 4. | _____
Chairperson of Curriculum Committee | _____
Date |

REQUIRED COURSES: No Change

OLD CURRICULUM

General Requirements (20 cr)

ENG 101 English Composition I
MAT 150 Introduction to Statistics
SPE 100 Fundamentals of Speech
ENG 201 English Composition II
XXX xxx Science Elective
XXX xxx Social Science Elective

Curriculum Requirements (20 cr)

ART 105 Color and Design
CED 345 Multimedia Internship I
CIS 100 Introduction to Computer Applications
MMP 100 Introduction to Multimedia
MMP 200 Multimedia Design
MMP 460 Multimedia Project Lab
VAT 152 Introduction to Media Applications

Area Specialization (12 cr) pick one

Multimedia Programming (MMP)

MMP 220 Programming for Multimedia
MMP 320 Multimedia Networks
MMP 420 Distributed Multimedia Applications

Computer Art and Design (MMA)

ART 100 Foundations of Digital Graphic Design **AND**
ART 103 History of Western Art **OR**
ART 113 History of Graphic Design
AND 2 of the following
ART 215 Typography and Layout
ART 225 Digital Imaging for Graphic Design
ART 235 Visual Communication and Design

Multimedia Video Production (MMV)

VAT 171 Remote Production/Video Editing I
VAT 271 Remote Production/Video Editing II
VAT 301 Introduction to Video Graphics
SPE 245 Mass Media

ADVISED ELECTIVES (8 cr) New in bold, removed with line through

OLD CURRICULUM

Computer Information Systems

~~CIS 180 Introduction to the Internet~~
~~CIS 280 Advanced Internet~~
~~CIS 370 Database Driven Web Site Prog.~~
~~CIS 380 Java Programming~~
~~CIS 482 Java Programming II~~

Multimedia

MMP 230 Interaction Design with Multimedia Prog.
MMP 240 Web Design
MMP 280 Type in Motion
MMP 340 Content Development for the Web
MMP/VAT 401 Introduction to 3D Animation
VAT 100 Introduction to Video Technology

Drawing, Painting, Sculpture Photography:

ART 161 Drawing I, ART 302 Drawing II, ART 164 Life Drawing,
ART 171 Intro Painting, ART 271 Painting I, ART 371 Painting II,
ART 181 Intro Sculpture, ART 281 Sculpture I, ART 381 Sculpture II,
ART 234 Photo I, ART 315 Portfolio

NEW CURRICULUM

General Requirements (20 cr)

ENG 101 English Composition I
MAT 150 Introduction to Statistics
SPE 100 Fundamentals of Speech
ENG 201 English Composition II
XXX xxx Science Elective
XXX xxx Social Science Elective

Curriculum Requirements (20 cr)

ART 105 Color and Design
CED 345 Multimedia Internship I
CIS 100 Introduction to Computer Applications
MMP 100 Introduction to Multimedia
MMP 200 Multimedia Design
MMP 460 Multimedia Project Lab
VAT 152 Introduction to Media Applications

Area Specialization (12 cr) pick one

Multimedia Programming (MMP)

MMP 220 Programming for Multimedia
MMP 320 Multimedia Networks
MMP 420 Distributed Multimedia Applications

Computer Art and Design (MMA)

ART 100 Foundations of Digital Graphic Design **AND**
ART 103 History of Western Art **OR**
ART 113 History of Graphic Design
AND 2 of the following
ART 215 Typography and Layout
ART 225 Digital Imaging for Graphic Design
ART 235 Visual Communication and Design

Multimedia Video Production (MMV)

VAT 171 Remote Production/Video Editing I
VAT 271 Remote Production/Video Editing II
VAT 301 Introduction to Video Graphics
SPE 245 Mass Media

NEW CURRICULUM

Computer Information Systems

CIS 180 Introduction to the Internet
CIS 155 Computer Hardware
CSC 110 Computer Programming I
CSC 210 Computer Programming II
CIS 385 Web Programming I
CIS 395 Database Systems I

Multimedia

MMP 230 Interaction Design with Multimedia Prog.
MMP 240 Web Design
MMP 280 Type in Motion
MMP 340 Content Development for the Web
MMP/VAT 401 Introduction to 3D Animation
VAT 100 Introduction to Video Technology

Drawing, Painting, Sculpture Photography:

ART161 Drawing I, ART302 Drawing II, ART164 Life Drawing,
ART171 Intro Painting, ART271 Painting I, ART371 Painting II,
ART181 Intro Sculpture, ART281 Sculpture I, ART381 Sculpture II,
ART234 Photo I, ART315 Portfolio

Reasons for Changes to the CIS electives for the Multimedia Program

The Computer Information Systems Department has made many changes to their curriculum to bring it in line with current industry standards. Many of the CIS courses that are currently electives for the Multimedia Program are no longer being offered. This change in electives reflects the changes to the CIS curriculum and also makes the most appropriate choices for advised electives for Multimedia students.