Curriculum Committee

New Course Proposal

School or Division	School of Arts, Humanities, and Social Sciences
Program or Certificate	Digital Arts and Multimedia Production AS / Digital Media and Multimedia Production Certificate
Proposed by (faculty only)	Dr. Ryan Wurst
Presenter (faculty only)	Dr. Ryan Wurst
Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or the proposal will be returned to the School or Division and must be submitted for a later date.	
Submission date	10/8/20 – updated 11/12/2020
Course prefix, number, and title	GRA2103C - Digital Graphic Design

Section I: Important Dates and Endorsements Required

NOTE: Course and Program changes must be submitted by the dates listed on the published Curriculum Committee Calendar. Exceptions to the published submission deadlines must receive prior approval from the Provost's Office.

Term in which approved action will take place	Fall 2021
Provide an explanation below for the requested exception to the effective **date.**	
N/A	

List all faculty endorsements below.   **Note:** Proposals will be returned to the School if faculty endorsements are not provided.
Dr. Ryan Wurst, Profesor Dana Roes, Professor Shimul Chowdhury
Has the Libraries' Collection Manager been contacted about the new course and discussed potential impacts to the libraries' collections?
No – N/A

Section II: New Course Information (must complete all items)

List course prerequisite(s) and minimum grade(s) (must include minimum grade if higher than a "D").	ART 2600C, Grade of "C" or better
Provide justification for the proposed prerequisite(s).	Intro to Electronic Art (ART2600C) will teach the students how to utilize various programs to create digitally as well as supply a historical context for their creations.
Will students be taking any of the prerequisites listed for this course in different parts of the same term (ex. Term A and Term B)?	No
List course co-requisites.	None
Provide justification for the proposed co-requisite(s).	N/A
Is any co-requisite for this course listed as a co-requisite on its paired course? (Ex. CHM 2032 is a co-requisite for CHM 2032L, and CHM 2032L is a co-requisite for CHM 2032)	No
Course credits or clock hours	3 credits
Contact hours (faculty load)	4 contact hours
Are the Contact hours different from the credit/lecture/lab hours?	Yes. This is a combined lab class.
Select grade mode	Standard Grading (A, B, C, D, F)
Credit type	College Credit
Possible Delivery Types (Online, Blended, On Campus)	On Campus
Course description (provide below)	
This course is designed for any student who is interested in learning how to create and edit well-designed digital graphics for professional use. Topics include skills related to developing vector and pixel-based graphics for print and web using commercial-grade graphics software as well as fundamental 2-D design principles. Gauged for beginners who are computer competent.	

General topic outline (type in outline below)

- Use of industry-standard software to create and edit digital graphics
- Bitmap and vector graphics development and editing
- 2-D design principles, including color theory, typography, and layout
- Online sharing and distribution of digital graphics
- Print production and presentation of digital graphics using desktop publishing software
- Applications of digital graphics to web page design

Course Learning Objectives (for information purposes only)

IV. Course Competencies, Learning Outcomes and Objectives

A. General Education Competencies and Course Outcomes

1. Listed here are the course outcomes/objectives assessed in this course which play an *integral* part in contributing to the student's general education along with the general education competency it supports.

General Education Competency: Think

Course Outcomes or Objectives Supporting the General Education Competency Selected:

1) Successfully understand and utilize digital media as a tool within the larger context of fine art and understand how it compares to other traditional fine art media.

2) Effectively utilize digital media/image manipulation skills for the purposes of artistic creative expression.

3) Understand how to utilize symbolism, iconography, and metaphor in the creation of digitally created artistic imagery.

4) Learn the MAC or PC operating system and be able to navigate between applications.

5) Utilize graphic design toolsets provided in industry-standard software to develop and edit bitmap and vector graphics.

6) Apply proper 2-D design principles including color theory, typography, and layout when creating and editing digital graphics.

7) Effectively communicate an idea, theory, or principle related to the student's discipline using vector graphics.

8) Capture and edit digital photographs to document an event, communicate an idea, or make a statement.

9) Combine vector and bitmap graphics to produce a collage.

10) Share and distribute digital graphics online utilizing proper formats and software tools.

11) Present digital graphics for print production utilizing desktop publishing software.

12) Create digital graphics to complement web page design or as a webpage design.

13) Critique digital graphic designs utilizing established 2-D design principles and providing constructive suggestions.

Revised: 11/11, 6/12, 6/13, 7/14, 8/15, 8/16, 8/17, 5/18, 6/18;10/18;7/19

Copy and Paste the SCNS Course Profile Description below (http://scns.fldoe.org/scns/public/pb_index.jsp).

Introduction to the principles of good visual communication and the computer as a tool for creating graphic design materials and products using professional level software packages.

ICS code for this course	ADVANCED AND PROFESSIONAL - 1.12.10 - FINE AND APPLIED ARTS
Institutional Reporting Code	11210 FINE AND APPLIED ARTS
Degree Attributes	AA - AA COURSE
Degree Attributes (if needed)	DIGITAL ART AND MULTIMEDIA PRODUCTION AS
Degree Attributes (if needed)	DIGITAL MEDIA AND MULTIMEDIA PRODUCTION CERTIFICATE
Should any major restriction(s) be listed on this course? If so, select "yes" and list the appropriate major restriction code(s) or select "no".	No
Is the course an "International or Diversity Focus" course?	No
Is the course a General Education course?	No
Is the course a Writing Intensive course?	No
If Replacing a course, combining a Lecture/Lab or splitting a C course – Is there a course equivalency?	No
Is the course repeatable*? (A repeatable course may be taken more than one time for additional credits. For example, MUT 2641, a 3 credit hour course can be repeated 1 time and a student can earn a maximum of 6 credits). *Not the same as Multiple Attempts or Grade Forgiveness	No
Do you expect to offer this course three times or less (experimental)?	No

Impact of Course Proposal	
Will this new course proposal impact other courses, programs, departments, or budgets?	No
If the answer to the question above is "yes", list the impact on other courses, programs, or budgets?	N/A
Have you discussed this proposal with anyone (from other departments, programs, or institutions) regarding the impact? Were any agreements made? Provide detail information below. Discussed with Dr. Deborah Teed	

Section III: Justification for proposal

Provide justification (below) for this proposed curriculum action.
This is the second part in a two part process. The first is a discontinuation of DIG 2118C. Below is a justification for the two steps: It was brought to our attention by the Florida Department of Education that DIG 2118C is marked as an upper division course in the state numbering system. The state is requiring that we change this as it must be a lower division course. The goal of the course is to introduce students to design and visual communication principles utilizing the computer as their main tool. The choice to move from a DIG to a GRA prefix does not change the goals or learning outcomes of the course. Below are the course descriptions in the state numbering system: **DIG 2118C:** INTRODUCTION TO THE PRINCIPLES OF GOOD VISUAL COMMUNICATION AND THE COMPUTER AS A TOOL FOR CREATING GRAPHIC DESIGN MATERIALS AND PRODUCTS USING PROFESSIONAL LEVEL SOFTWARE PACKAGES. **GRA 2103C:** THIS COURSE IS DESIGNED FOR ANY STUDENT WHO IS INTERESTED IN LEARNING HOW TO CREATE AND EDIT WELL-DESIGNED DIGITAL GRAPHICS FOR PROFESSIONAL USE. TOPICS INCLUDE SKILLS RELATED TO DEVELOPING VECTOR AND PIXEL BASED GRAPHICS FOR PRINT AND WEB USING COMMERCIAL-GRADE GRAPHICS SOFTWARE AS WELL AS FUNDAMENTAL 2-D DESIGN PRINCIPLES. GAUGED FOR BEGINNERS WHO ARE COMPUTER COMPETENT. Both descriptions are nearly identical in the learning outcomes for students in that they emphasize learning digital graphic design techniques through the use of software.