



APPROVAL FORM

- 1) An approval form must accompany each proposal.
- 2) A proposed catalogue description of the course must accompany the proposal as a separate page.
- 3) Results of all consultations must be attached to the proposal.

Change in Administrative Structure and Title Specializations within the Art Program

Proposal Title George Neff, Art Department Committee:

Sponsor(s) Art for Commerce & Industry Dept. Art

Check One { Course Credit/Level/Title Change or deletion Other ^x

Concentration Specialization Major Program Certification

Graduate Undergraduate ^x No. of Credits

Approved
Not Approved

Robert C. Haynes
Dept. Curr. Comm. Chairperson
3/8/82
Date

Division Curr. Comm.
Reviewed 4/26/82
Date

Dean of Division
Reviewed [Signature]
Date

Approved
Not Approved

George Neff
Chairperson, Department
3/8/82
Date

Approved
Not Approved

4/26/82
Date

[Signature]
Chairperson Div. Curr. Comm.

4/19/82
Signature

SENATE CURRICULUM COMMITTEE

SCC # Proposal Received 4/6/82 Open Hearing Held 5/5/82

Returned to the department for the following reason(s):

Approved by the Curriculum Committee: Date

Presented to Executive Committee of the Faculty Senate as information: Date

Notifications forwarded: Vice President for Academic Affairs: Date

Signature: Chairperson, Senate Curriculum Committee

Glassboro State College
Glassboro, N. J.

Department of Art
March 30, 1982

ART FOR COMMERCE AND INDUSTRY

Changes Requested:

Retitle the "Design" specialization as "Art For Commerce and Industry", under which Advertising Design, Illustration and Applied Design would be listed as tracks. Currently Advertising Design and Applied Design are listed under Design while Illustration is listed as an independent specialization. (see appended flow chart).

Rationale:

Evidence abounds which indicates that the college student of the 1980's is career-oriented. The art major at Glassboro State College is no exception. A seven-year study of enrollment patterns in Art Department offerings revealed a steady increase in the commercially related courses such as Illustration and Advertising Design. In addition, for the past two years more incoming Freshmen have indicated the commercial field as an area of interest than any other area of specialization. Enrollment in Art Education remains strong, but a significant number of these students are requesting commercial art as their studio specialization within the Art Education program. Given the increase in student demand and that the largest employers of artists, other than the public schools, are business and industry; the Art Department is prepared to tailor its programs to meet the requests of today's student and the needs of contemporary society.

The essential elements of a viable program in Art for Commerce and Industry are already present at Glassboro State College. The task is to rearrange the courses, add a structure and provide a means of insuring that the content of the courses which fit by title actually fit by content. Certain additional courses will eventually be required as the program develops, certainly if new specializations are added; but that can wait upon the success of the initial phase, which is largely an in-house process.

Impact:

The immediate effects of the change will be to clarify the position of the commercial art areas, their importance, and to consolidate their functions under a single coordinator. In time, the Art Department envisions the emergence of a program which will be an extensive cooperative effort among the areas of Administrative Studies, Communications, and Industrial Technology. The possibility of broadening the scope of the program to include other related disciplines is under consideration.

Consultation:

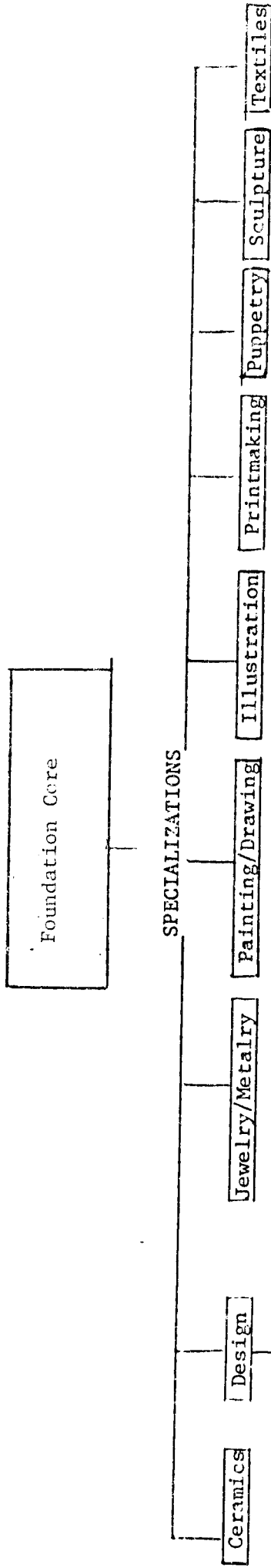
The Art Department has the support of the Division of Administrative Studies, the Department of Communications and the Department of Industrial Education and Technology in this endeavor. (See appended letters)

The programs in the area commonly known as "commercial art" or "commercial design", listed under a variety of titles in the following colleges and universities, have been studied.

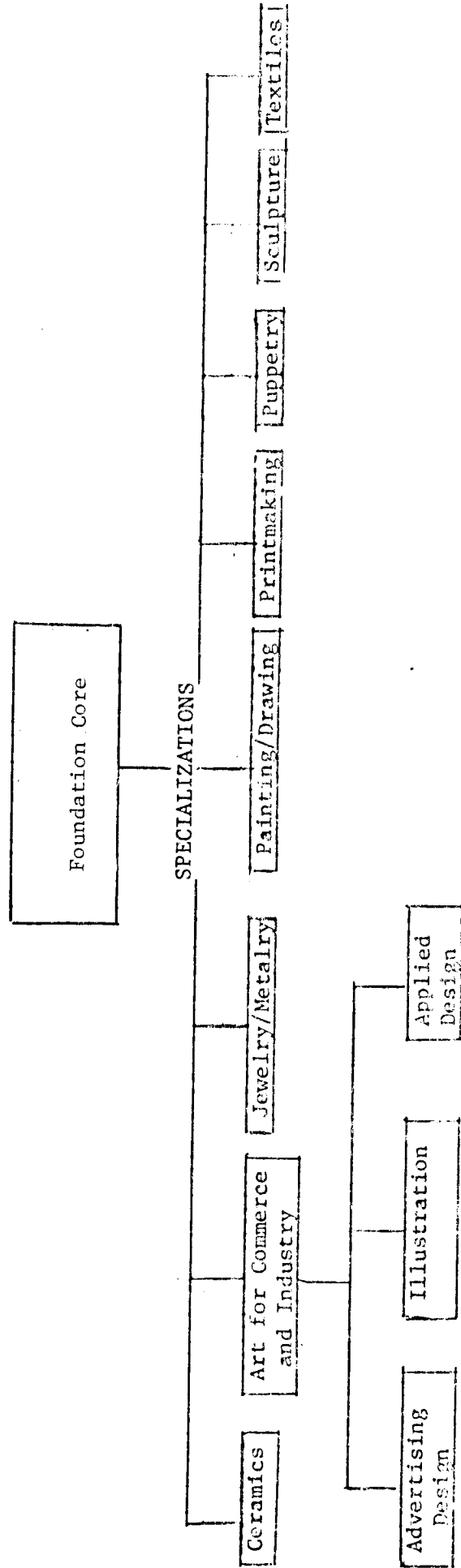
Pratt Institute, New York City
New Jersey State Colleges
Tyler School of Art, Temple University

Philadelphia College of Art
Parsons School of Design, New York City
Moore College of Art, Philadelphia

EXISTING CURRICULUM FOR THE ART MAJOR STUDIO PROGRAM



PROPOSED CURRICULUM FOR THE ART MAJOR STUDIO PROGRAM



PROPOSED CHANGES IN SPECIALIZATION TITLE
WITHIN THE ART PROGRAM

Existing Curriculum:

Specializations Affected

Design - 2 tracks: Applied Design

Advertising Design

Illustration

Proposed Curriculum:

Specializations Affected

Art for Commerce and Industry
(Former Title: Design)

3 Tracks: Applied Design

Advertising Design


Illustration



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

COMMUNICATIONS DEPARTMENT
609-445-7187

TO: Dr. George Neff, Chairperson
Art Department

FROM: Mr. Richard Ambacher, Chairperson
Communications Department 

SUBJECT: Commercial Art Program

DATE: April 5, 1982

The program you discussed with me last month appears to have potential, providing it is developed properly. At present, the area of advertising design is not articulated clearly enough to clarify your intentions. To the casual reader of your proposal it would appear to overlap with what is currently being done in part of the advertising specialization in the Communications Department. However, during our discussions it was apparent your thrust aims in different directions.

Our department is willing to work with you as you develop your program to make certain these important distinctions become clearer. By doing so, I feel the programs in both departments will benefit and offer Glassboro students true quality education.

RA:bj



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

Industrial Education and Technology

March 22, 1982

Dr. George Neff, Chairman
Art Department
Glassboro State College
Glassboro, NJ 08028

Dear George:

The Department of Industrial Education and Technology supports the reorganization efforts of the Art Department as outlined in your February 26th memo. We look forward to coordinating support courses to enhance several of the studio specializations mentioned.

Please let me know if there is anything else we can do to assist you in moving this program ahead.

Sincerely,

A handwritten signature in cursive script that reads "Paul D. Von Holtz".

Paul D. Von Holtz
Chairman

PDVH/jlh



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

March 2, 1982

Dr. George Neff
Chairman
Department of Art

Dear Dr. Neff:

Confirming today's conversation in my office, this Division concurs in the commercial art concept detailed in your letter dated March 1, 1982, and we will be pleased to participate in the development of the program as you outlined it.

Thank you for offering us the opportunity.

Sincerely,

A handwritten signature in dark ink, appearing to read "Leo C. Beebe".

Leo C. Beebe
Dean

LCB/shc