

Step 7 (Executive V.P./Provost)

Received _____

Approved Yes No

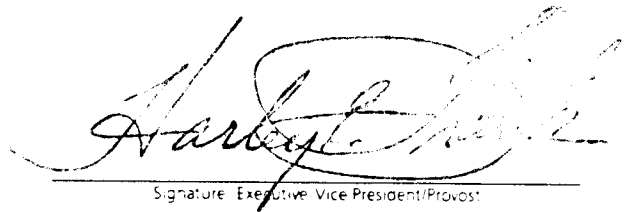
If no, reasons are as follows

Student credit hours _____

Faculty load hours _____

Equalized credit hours _____

Official copy and approval sheet filed APR. 21 1993
Date


Signature: Executive Vice President/Provost

Registrar

Approved course description received 3 May 93
Date

Hegis Taxonomy and Course Number assigned TITLE Chg.

B. J. Kelly
Signature: Registrar

3 May 93
Date

Notification forwarded:

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

ROWAN COLLEGE OF NEW JERSEY
Glassboro, NJ 08028

School of Fine and Performing Arts
DEPARTMENT OF ART

January 18, 1993

TO: Rowan College Senate Curriculum Committee
FROM: The Department of Art, George Neff, Chair
RE: MINOR CURRICULAR CHANGE - Course Title Changes

1. Details:

a. Change:

| | | |
|-------------------------|----|---------------------|
| Advertising Design I | to | Graphic Design I |
| Advertising Design II | to | Graphic Design II |
| Advertising Design III | to | Graphic Design III |
| Advertising Design IV | to | Graphic Design IV |
| Advertising Design V | to | Graphic Design V |
| Advertising Design VI | to | Graphic Design VI |
| Advertising Design VII | to | Graphic Design VII |
| Advertising Design VIII | to | Graphic Design VIII |

b. Sponsor: The Department of Art
Departmental Curriculum Committee, Joe Tishler, Chair

2. Rationale:

a. Need: The Rowan College Strategic Plan mandates that the Art Department develop a Bachelor of Fine Arts degree emphasizing commercial art. Part of this program is the area we call Advertising Design. As we researched the B.F.A. degree in other colleges and in the commercial art field, the preferred term for Advertising Design is Graphic Design. This title is also listed by the National Association of Schools of Art and Design, from whom we are seeking accreditation for our programs.

Of greater importance, "graphic design" more accurately defines the subject matter and skills which we now teach in Advertising Design courses. In the professional world the illustrator and graphic designer work together in creating art for print, film, video and marketing and merchandising; the illustrator with pictures and images, the designer in organizing the visual in total. Our students in the Illustration/Graphic Design track are now learning and producing such art.

b. Curricular effect: This title change will serve to make our program more recognizable and competitive with other schools and programs.

3. Consultation: This has been unanimously approved by the Art Faculty.



GLASSBORO STATE COLLEGE

School of Fine and Performing Arts

Glassboro, New Jersey 08028-1777 (609)863-7363

Office of the Dean

February 19, 1993

TO: Rowan College Senate Curriculum Committee
FROM: Donald L. Gephardt, Dean of Fine and Performing Arts
RE: Change Advertising Design to Graphic Design (Art)

This proposed name change better describes the subject matter taught in these courses and will better serve our students--describing the curriculum on their transcript.

DLG

Enclosure