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Approval Form

Proposal Title: Transfer 0839.331 Reproduction Graphics, 0839.386 Electronic Publishing Systems and 0839.434 Production Graphics from Dept. of Technology to Dept. of Art

Sponsor(s) J. Gallinelli/G. Neff Dept.: Art, Technology Ext. 7083

Check one: Course Specialization Concentration Minor Achievement Certificate
 Certification Program Major Program Minor Change Transfer of Credits Dept.
(please name deletion or credit/catalog change)

Undergraduate Graduate 3-ear Credit Hours

<p>Step 1 (Department)</p> <p><input checked="" type="checkbox"/> Approved <u>2/5/93</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>Joseph Tishler</u> Dept. CC Chairperson</p> <p><input checked="" type="checkbox"/> Reviewed <u>2/5/93</u> Date</p> <p><u>John Gallinelli</u> <u>George Neff</u> Person</p>	<p>Step 2 (Receipt)</p> <p><input type="checkbox"/> SCC# <u>9000000000</u></p> <p>Proposal Received _____ Date</p> <p><u>[Signature]</u> SCC Chairperson</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>2/18/93</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p><u>[Signature]</u> School Curr Comm Chairperson</p>
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Step 4 (Academic Dean)

Recommend
 Not Recommend
 Conditionally Recommend (see comments)

Reviewed 2/18/93 Date

Comments: Recommend

[Signature]
Signature, Dean of School

Step 5 (SCC)

Open Hearing 4/2/93 Date Approved by Senate Curriculum Committee 4/2/93 Date

Returned to sponsor(s) for the following reasons:

Hegis Numbers Need to be Changed by Registrar
Effective Date FALL 1994

Step 6 (Senate)

Presented to Senate 4/2/93 Date Approved Not Approved

Notification to Executive Vice-President Provost 4/2/93 [Signature]

Step 7 (Executive V.P./Provost)

Received _____
Date

If no, reasons are as follows

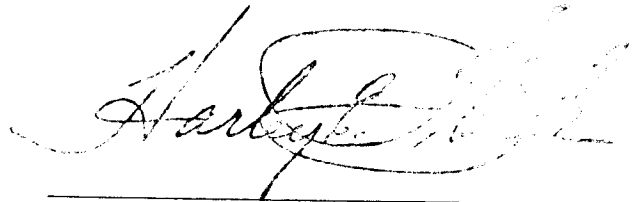
Approved Yes No

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 Dept of Record Clk.

B. F. Kelley
Signature Registrar

3 May 93
Date

effective date
FL 94

Notification forwarded:

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

ROWAN COLLEGE OF NEW JERSEY
Glassboro, NJ 08028

DEPARTMENT OF ART
DEPARTMENT OF TECHNOLOGY

February 5, 1993

TO: Rowan College Senate Curriculum Committee

FROM: John Gallinelli, George Neff

Effective Date: F'94

RE: Request for Minor Curricular Change:

Transfer **0839.331 REPRODUCTION GRAPHICS, 0839.386 ELECTRONIC PUBLISHING SYSTEMS** and **0839.434 PRODUCTION GRAPHICS** from the Department of Technology to the Department of Art.

DETAILS:

The graphics courses now being taught by the Department of Technology would be transferred to the Department of Art. The graphics courses would continue to be required in the Illustration/Graphic Design specialization and would also be open to those students in other disciplines who can benefit from technical courses in this field. (See Addendum I - Catalogue Descriptions)

SPONSORS: Department of Art, Department of Technology

RATIONALE:

General: As in most quality art schools, the subject matter included in the graphics courses in question has been part of the Illustration/Graphic Design curriculum at Rowan since the the Art Department instituted the specialization. The job of graphic designers is to create art for reproduction. They design with type and work closely with printers. Therefore they need to understand the computerized printing process and to be able to produce brochures, flyers, etc. by means of desk top publishing.

Specific: At Rowan College graphics courses are taught in the Department of Technology. Art major students pursuing the Illustration/Graphic Design Specialization are required to take these courses as part of their program. Students in the other studio areas and Art Education are strongly advised to take graphics courses as electives.

As the Department of Technology is phased out in accordance with the Strategic Plan, it appears logical to transfer these courses to the Art Department.

Need: The Strategic Plan charges the Art Department to "build a B.F.A. degree with a strong emphasis on commercial art during the FY 93-97 period." The Art Department is currently revising the Bachelor of Fine Arts proposal which has been approved by the Rowan Board of Trustees, to bring the curriculum into concurrence with the standards of the National Association of Schools of Art and

Design (NASAD). NASAD requires that students pursuing studies in graphic design possess “Skill in the use of basic tools, techniques and processes to produce work from sketch to finished object. This includes materials, media and technologies, including typography, computer graphics and computer-assisted design. This includes but is not limited to applications in print, film, photography and video.”

Personnel: The Art Department with the support of the Dean of the School of Fine and Performing Arts has requested that John Gallinelli and Paul Von Holtz be transferred from the Technology Department to teach courses in our commercial area and to assist in the development of our new arts/technology thrust.

Effect: This change seems to be in complete harmony with the Strategic Plan. By moving these courses into the Art Department we will be better able to conform to NASAD standards and the availability of the program to art majors will make our major competitive and attractive. At this time there will be no need for additional facilities. However, in accordance with the Strategic Plan, the College is preparing to renovate Westby Arts Center so that all Art Department studios and activities will be consolidated. Our recommendation is that current graphics facilities be updated to accommodate our expectations of expansion in that field.

CONSULTATION:

The Art Department and Technology Departments conferred and favor the transfer of the graphics courses from Technology to Art. Donald Gephardt, Dean of Fine and Performing Arts has also approved the transfer. As stated in the proposal, the National Association of Schools of Art and Design has recommended that the Art Department provide the technical graphics courses for our Illustration/Graphic Design specialization.

ADDENDUM I

Catalogue Descriptions

0839.331 Reproduction Graphics

3 s.h.

This course introduces students to reproduction processes, equipment and materials of the graphic communications industry. The course studies the history and current practices of printing, composition, layout design, process photography, platemaking, presswork and finishing operations and provides laboratory activities in the fundamentals of lithography, screen printing, letterpress, gravure and flexography.

0839.336 Electronic Publishing Systems

3 s.h.

Electronic publishing provides students with practical technical expertise and experiences in the managing and use of the technologies, machines and tools associated with desktop publishing, laser painting, scanning, phototypesetting, electronic printing and other pre-press graphic reproduction systems.

0839.434 Production Graphics

3 s.h.

(Prerequisite 0839.331 or permission of instructor)

This course emphasizes offset lithography and screen printing quantity production techniques. It provides individual and group experiences in producing single and multicolor brochures, booklets, forms posters, newsletters and other typical in-plant or captive shop type publications. The course studies production control techniques and students are exposed to typical problem solving activities.



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: Transfer Reproduction Graphics, Electronic Publishing
Systems and Production Graphics from Technology to Art

These courses fit the proposed Bachelor of Fine Arts program in Commercial Art and, therefore, are needed to continue as a part of the curriculum offered by the Art Department. The program is dependent upon successful offerings in this important curriculum area.

DLG

Enclosure