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1020  
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**TITLE** Specialization in Graphic Design

Sponsor(s) Susan Bowman e-mail: bowman@rowan.edu

e-mail:

e-mail:

**DEPARTMENT** Art Department

**College** Fine and Performing Arts

If **LAS** -check:  History/Humanities  Social/Behavioral Sciences

Math/Science

**UNDERGRADUATE**  **GRADUATE**

DESCRIBE:

- New Degree Program  New concentration, specialization, track
- New Major  New Minor
- New Certificate of Graduate Study Program (COGS & COGA)
- Major changes of degree requirements/major/minor or certificate program
- Changes to College name, School, Department, or Degree
- Quasi curricular change

**Signatures Required: representing approval before submission to Office of the Senate**

Department Chair: [Signature] Date: 12/13/05

Department CURRICULUM Chair: [Signature] Date: 12/14/05

Academic DEAN: [Signature] Date: 1/19/06

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 9/6/06  
Approved:   
Not Approved:

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature] Date: 5/9/06

Comments: \_\_\_\_\_

Signature: Executive Vice President/Provost: [Signature] Date: 4/12/06

Signature: REGISTRAR [Signature] Muriel Emerson

Date: 11/28/06 Course Description Received & Approved  
Hegis taxonomy & Course # \_\_\_\_\_

Notification Forward:

<input type="checkbox"/> SCC CHAIR	<input type="checkbox"/> Academic Dean
<input type="checkbox"/> IR	<input type="checkbox"/> Department Chair
<input type="checkbox"/> CAP	<input type="checkbox"/> VP/Student Affairs
<input type="checkbox"/> Registrar	<input type="checkbox"/> Other-

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

**Note:** Sponsor(s) complete parts A & B  
If assistance is required to complete, please notify the librarian liaison.  
Forward this form to the librarian who will complete parts C, D & E

**When form is completed, attach to the original curriculum proposal before submitting to the Senate office.**

A. College: **Fine and Performing Arts**

Department: **Art**

Proposed by: **Susan Bowman**

Date: **November 29, 2005**

COURSE TITLE: **Specialization in Graphic Design**

Anticipated Date for Course/Program Offering: **Fall 2006**

**B. List specific resources that should be acquired to support this course.**

No additional resources are required to support this specialization.

**C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.**

The Library's book collection in this field is particularly strong. We also have a number of video titles in this subject area that I would like to increase. Pertinent electronic databases are *Grove Art Online* and *Art Full Text*.

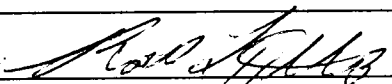
**D. List key periodicals available in the library to support this course/program.**

The major periodical title available in hardcopy in the Library is *Graphic Design USA*. Additional titles are available electronically through *Art Full Text* and other, more general, databases. The Library also receives a number of graphic design annuals each year on standing order.

**E. Librarian comments & recommendations:**

I will be working with Susan Bowman next semester to identify areas of the collection that may be strengthened further, particularly periodicals and audio-visual materials.

LIBRARIAN LIAISON: **Robert Lipartito**

Signature: 

# PROPOSAL: SPECIALIZATION IN GRAPHIC DESIGN

## 1. Abstract

**a. Title:** Specialization in Graphic Design

**b. Sponsor:** Susan Bowman

**c. Relationship to Curriculum:** The Art Department in the College of Fine and Performing Arts currently offers a BA in Art, a BFA in Studio Art, and a Minor in Art. With the acceptance of this proposal art students would have the option to follow a course of study leading to a BFA with a Specialization in Graphic Design. This specialization option will accommodate all interested art majors including transfer students.

The curriculum and sequence of the seven existing graphic design courses offered for the past three years by the Art Department will satisfy the graphic design specialization and create a comprehensive education for students who are interested in entering the graphic design field. This specialization will allow Rowan University students entering the graphic design field the added advantage of demonstrating to potential employers that they have followed a comprehensive and sequential course of study.

The graphic design industry is highly competitive and broad ranging. It is, therefore, imperative that we provide our students with the most comprehensive education possible. A BFA is a recognized degree for the industry; however, the Studio Art designation for the current BFA degree does not reflect a particular focus and commitment to graphic design. Because the field is so broad and competitive, the more time and depth given specifically to the study of graphic design, the better equipped the student is to engage and contribute to the industry. Therefore, it is valuable to recognize these students who have committed themselves to graphic design by offering a BFA with a Specialization in Graphic Design.

In further articulating this specialization, we believe it would be highly beneficial to specifically define the names of the courses to reflect the exact skill and level the student has studied. In the renaming, all courses will become clearly defined hierarchically, (Introduction, Intermediate or Advanced) sequentially, (I, II, III, IV, etc.) and the course content will be identified, (Typography, Packaging, Publication Design, etc.). At present, graphic design courses are listed as GD I, II, III... VII. Such titles do not reflect the content of these courses. This proposal seeks to further identify the course content for students so that they can plan accordingly for any given semester. The revision of course descriptions will more accurately define the course content for the course catalog and appear on student transcripts.

### FROM:

Introduction to Graphic Design I	1009 343 01
Intermediate Graphic Design II	1009 344 01
Intermediate Graphic Design III	1009 349 01
Intermediate Graphic Design IV	1009 350 01
Advanced Graphic Design V	1009 363 01
Advanced Graphic Design VI	1009 364 01
<i>Advanced Graphic Design VII</i>	1001 450 01
	1001 450 02
Advanced Graphic Design VIII	1009 464 01

### TO:

Introduction to Graphic Design I
Intermediate Graphic Design II: Typography
Intermediate Graphic Design III: Visual Identity
Intermediate Graphic Design IV: Packaging
Advanced Graphic Design V: Publication Design
Advanced Graphic Design VI: Visual Communication
<i>Advanced Graphic Design VII: Internship*</i>
Advanced Graphic Design VIII: Portfolio

\* *Advanced Graphic Design VII: Internship is not required for specialization.*

**d. Prerequisites or eligibility:** All students who are enrolled in the fine art studio program are required to complete a foundation year of study and pass their core review. Once they have passed the core review they can focus on studio courses in the discipline of their choice. This course sequence will remain the same for the BFA with a Specialization in Graphic Design. No changes are necessary and no new prerequisites will be required for the Specialization. All students who complete the seven courses (21 sh: GD I-VI and VIII. GD VII is not required for the specialization) will be eligible for the BFA with a Specialization in Graphic Design.

**e. Suggested time and scale of implementation:** The Art department is prepared to implement this specialization in the Spring 2007. Estimating by historical enrollments, we can expect to graduate approximately 11 plus students per year with the proposed Specialization.

**f. Resource requirements:** At the present time the art department has three full time tenure track lines dedicated to graphic design. Adjuncts are sufficient in numbers and utilized as necessary. This specialization will not require additional faculty, staff, space, or equipment. Existing faculty lines and course offerings will be adequate to support the proposed specialization.

**g. Library Resources:** No additional library resources are required.

**Proposed course descriptions:  
BFA with a Specialization in Graphic Design**

**Graphic Design Courses I-VIII**

**FROM: Introduction to Graphic Design I 1009 343 01**

*(Prerequisites: 1002.222 or permission of instructor)*

*This course introduces students to visual problems in the field of advertising design. It covers the background of knowledge and basic skills needed to develop basic potential to create advertising designs.*

1009.343..... 3 S.H

**TO: Introduction to Graphic Design I 1009 343 01**

*(Prerequisites: 1002.222 or permission of instructor)*

A course in visual communication combining theory, practice and technology. Design elements and principles including visual organization, visual hierarchy, typography, and image treatment will be explored through graphic design history and weekly projects. Students will develop a visual vocabulary, problem solving skills and conceptual thinking abilities through creative exploration.

1009.343..... 3 S.H

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**FROM: Intermediate Graphic Design II 1009 344 01**

*(Prerequisites: 1009.343 or permission of instructor)*

*These studios explore further principles in design and layout, technique, typography, and production, emphasizing professional procedure. Students will receive regular assessment of their performance to assist them in preparing a professional portfolio.*

1009.344..... 3 S.H.

**TO: Intermediate Graphic Design II: Typography 1009 344 01**

*(Prerequisites: 1009.343 or permission of instructor)*

The emphasis in this course will be on learning to 'think' with type; learning to use visual and verbal language to develop and deliver ideas. Class will focus on the students' process and presentation as well as final product. Extensive sketching and refinement will be expected for each project. Special emphasis will be paid to improving craft and presentation skills.

1009.344..... 3 S.H.

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**FROM: Intermediate Graphic Design III 1009 349 01**

*(Prerequisites: 1009.344 or permission of instructor)*

*These studios explore further principles in design and layout, technique, typography, and production, emphasizing professional procedure. Students will receive regular assessment of their performance to assist them in preparing a professional portfolio.*

1009.349..... 3 S.H.

**TO: Intermediate Graphic Design III: Visual Identity 1009 349 01**

*(Prerequisites: 1009.343 or permission of instructor)*

An intermediate studio design course with a focus on developing visual identity and symbol systems. Students will work on projects covering a broad range of visual identity projects including symbols, marks, and corporate/brand identity systems. The emphasis of the course is on creativity and portfolio-quality work, and an understanding of icons and visual identity.

1009.349..... 3 S.H.

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**FROM:** *Intermediate Graphic Design IV 1009 350 01*  
(Prerequisites: 1009.349 or permission of instructor)

*These studios explore further principles of design and layout, technique, typography, and production, emphasizing professional procedure. Students will receive regular assessment of their performance to assist them in preparing a professional portfolio.*

1009.350..... 3 S.H.

**TO:** Intermediate Graphic Design IV: Packaging 1009 350 01  
(Prerequisites: 1009.349 or permission of instructor)

In this intermediate studio design course students will learn the art and craft of packaging design. Working from project briefs, students will design and produce projects throughout the semester covering a broad range of packaging techniques. Key course concepts will include seeing and designing in three dimensions, mass vs. prestige design, designing for target markets, playful design, product lines, and new product launches. Portfolio-quality projects will range from retail shopping bags to branded beverage bottles.

1009.350..... 3 S.H.

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**FROM:** *Advanced Graphic Design V 1009 363 01*

*These studios emphasize more advanced study helping students refine their professional skills. Students will assemble portfolios, which can be presented to prospective employers.*

1009.363..... 3 S.H.

**TO:** Advanced Graphic Design V: Publication Design 1009 363 01

An advanced studio course in editorial and information design. Emphasis will be placed on creating sophisticated layouts through refined typographic skills and the dynamic use of imagery to generate big picture ideas and brand identities. Course material will include designing editorial material vs advertising material, the role of graphic designer vs art director, the use of photography and illustration, designing unique pieces and designing for monthly publications. Students will design and produce portfolio-quality projects including brochures, mailers, posters, annual reports, sales brochures, announcements, consumer magazines, and catalogue design.

1009.363..... 3 S.H.

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**FROM:** *Advanced Graphic Design VI 1009 364 01*

*These studios emphasize more advanced study helping students refine their professional skills. Students will assemble portfolios, which can be presented to prospective employers.*

1009.364..... 3 S.H.

**TO:** Advanced Graphic Design VI: Visual Communication 1009 364 01

(Prerequisites: 1009.350 and 1009.363 or permission of instructor)

A studio and critical theory course for senior students with a focus on professional development through client-based projects. The nature of the projects will depend upon clients' needs and may include identity packages, posters, brochures, annual reports and publications, print or digital design. Students will work directly with clients on all projects. Publication and packaging design are pre-requisites for this class. Through lectures, readings, and case studies this course will also explore the practice of Design Management, including issues of pricing work, intellectual property, project management, and design responsibility and sustainability in a global consumer culture.

1009.364..... 3 S.H.

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**FROM:** *Advanced Graphic Design VII 1001 450 02*

*These studios emphasize more advanced study helping students refine their professional skills. Students will assemble portfolios, which can be presented to prospective employers.*

1009.463..... 3 S.H.

**TO:** *Advanced Graphic Design VII: Internship 1001 450 02*

Students are encourage to work at internships in the design industry to further their professional skills and understanding of the extensive design field.

1009.463..... 3 S.H.

\*Special note: GD VII is NOT part of the 21 credits for a specialization in graphic design.

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**FROM:** *Advanced Graphic Design VIII 1009 464 01*

*(Prerequisites: all previous Graphic Design courses or permission of instructor)*

*These studios emphasize more advanced study helping students refine their professional skills. Students will assemble portfolios, which can be presented to prospective employers.*

1009.464..... 3 S.H.

**TO:** *Advanced Graphic Design VIII: Portfolio 1009 464 01*

*(Prerequisites: 1009.364 or permission of instructor)*

A course for soon-to-be graduating students focused on portfolio development, resume writing, interview skills, professional presentation, and job seeking strategies. Students will be given direction and guidance in developing specific portfolio pieces for a professional design portfolio. Students will be expected to execute new work as well as re-working older pieces creating a refined body of work.

1009.464..... 3 S.H.

## Suggested Course Sequence for B.F.A. with 21sh Graphic Design Specialization

### B.F.A. Studio Art

PLEASE NOTE: Considerable flexibility exists for moving courses between spring and fall semesters, except when a course is only offered in spring or fall.

FIRST SEMESTER		SECOND SEMESTER	
College Composition I	3	College Composition II	3
Representational Drawing	3	Digital Media & Techniques	1.5
Color & Design I (2D)	3	Figure Drawing	3
Color Theory	3	Color & Design II (3D)	3
Math	3	Expressive Drawing	3
		Studio Core Portfolio Review	0
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>13.5</b>
THIRD SEMESTER		FOURTH SEMESTER	
Public Speaking	3	Lab Science	4
Social & Behavior Science Choice	3	Aesthetics or Philosophy (WI Choice)	3
Art History Survey I	3	Art History Survey II	3
<b>Intro. Graphic Design (I)</b>	<b>3</b>	<b>Typography (II)</b>	<b>3</b>
Intro or Intermediate Comp. Art <b>(Highly Recommended)</b>	<b>3</b>	<b>Visual Identity (III)</b>	<b>3</b>
Music/Theatre/Dance	3		
		<b>BFA Application @ End of Semester</b>	<b>0</b>
<b>TOTAL</b>	<b>18</b>	<b>TOTAL</b>	<b>16</b>
FIFTH SEMESTER		SIXTH SEMESTER	
H/H/L Choice (Lit)	3	Social & Behavior Science Choice	3
Non-Program Elective	3	Non-Program Elective	3
Art History Survey III	3	<b>Publication Design (V) (Spring only)</b>	<b>3</b>
<b>Packaging (IV) (Fall only)</b>	<b>3</b>	Art Studio Choice	3
Art Studio Choice	3	Art Studio Choice	3
		Work in Progress Review	0
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
SEVENTH SEMESTER		EIGHTH SEMESTER	
Music/Theatre/Dance	3	Non-Program Elective	3
Internship (7) <b>(Highly Recommended) (VII)</b>	<b>3</b>	<b>Portfolio (VIII) (Spring only)</b>	<b>3</b>
<b>Visual Communication (VI)</b>	<b>3</b>	Art Studio Choice	3
Art Studio Choice	3	Art Studio Choice	3
Art History or Concepts (WI)	3	Art Studio Choice	3
		Senior Thesis Exhibition	0
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
NOTES OR COMMENTS			

Letter of Consultation for Graphic Design Specialization

Submitted by; K. Mark Weaver, Rohrer Chair of Entrepreneurial Studies

After a review of the proposal for the Graphic Design Specialization I strongly support the specialization and the course descriptions. Design is rapidly emerging as a unique and highly integrated field of expertise and the new specialization provides the focus needed to make Rowan students more competitive in the marketplace. Many of the firms hiring students for their first or an early professional position are likely to have MBA degrees or business backgrounds and when they see BFA they think artists-not professional focused designers. The integration of design as a core element in product design, facilities design, identity/branding elements and in the overall business decision making process is making business leaders more aware of the need for design trained professionals.

The entrepreneurship program is encouraging design students to take our courses and to be part of interdisciplinary teams in the new project based learning model being implemented in the College of Business. I personally look forward to cooperating with the Design faculty in potential projects for companies and regional economic development units. We have multiple entrepreneurship courses and MBA courses that are project based and will be seeking to combine engineering, communications, and design students with business students to create a total solution package for the clients. Each student learns in an additive manner things they would not be exposed to in their typical discipline specific courses.

Having worked with Professor Bowman on a recent Arts and Entrepreneurship survey of business and design schools and having undergraduate design students in my courses I am certain that the level of professionalism and expertise exists to make the specialization a positive addition for our students.



January 29, 2006

Susan Bowman  
Art Department  
Westby Hall

Dear Professor Bowman:

Thank you for sharing your curriculum proposal with us. We applaud your efforts in devising such an organized, skill-sequenced program. Your new titles are well thought out and appropriate.

The only request we have is that you include in your consultation section our right to use the words "Visual Communication" in the future. (It is understood that the College of Communication reserves the right to introduce courses involving visual communication that are appropriate to its disciplines.)

One of our colleagues in Communication Studies is doing extensive work in that area, and his intention is to develop a course with that title. In addition, the Journalism Department has previously advertised for a professor of visual communication, a.k.a. visual journalism. There is no conflict in my mind about the term being a communication term, but we certainly don't want an objection from the Art Department in the future if we should have the need to use it.

As an aside, the only other suggestion I have is that you use "communication" rather than "communications." I am attaching an excerpt from the *Quarterly Journal of Speech* that addresses the topic.

We wish you well in your new specialization.

Sincerely,

Claudia Cuddy, Chair  
Journalism Department

## **Why We Study Communication, not Communications**

Unfortunately, referring to the study of communications is a widespread illiteracy in our field. Abstract conceptual nouns that refer to ideas, processes, or conditions cannot be pluralized by adding an “s” or “es.” To attempt to do so, when it does not produce total nonsense, engages the related concrete morpheme and, while it may appear to make sense, changes the basic meaning. Consider that those who study radio, television, and press do not necessarily study radios, televisions, and presses; students of journalism are not students of journalisms, scholars engage in scholarship, not scholarships; biologists study life, not lives; medical students study medicine in general, and medicines only occasionally; nutritionists study nutrition, not nutritions; attorneys study justice, not justices; and Tolstoy’s book was titled “War and Peace,” fortunately, not “Wars and Peaces.” Theorists of communication may occasionally analyze specific messages, or communications, but that is not the name of their field of study.

Gary Cronkhite, *Quarterly Journal of Speech*, November 1984, p. 473.

**Subject: Re: Letter of Consultation: Graphic Design**

**Date:** Thursday, December 1, 2005 9:47 AM

**From:** Ned Eckhardt <eckhardt@rowan.edu>

**To:** Susan Bowman <bowman@rowan.edu>

Susan,

Thanks for your e-mail. It looks like your Specialization in Graphic Design is well thought out and inclusive. Would you mind if I shared your letter with the RTF Department? We have a department meeting on Monday and we could discuss your proposal then.

I am in favor of not only writing a letter of consultation, but also exploring more RTF-Art department interdisciplinary collaboration. We are in the process of searching for a full time, tenure track teacher of New Media. This new area of media use/production would seem to lead toward a natural collaboration between our departments.

Best,

Ned

Ned Eckhardt, Chair and Professor  
Radio/TV/Film Department  
Bozorth Hall  
Rowan University  
Glassboro, NJ 08028  
eckhardt@rowan.edu  
856-256-4415  
<http://www.rowan.edu/colleges/communication/departments/rtf/>

> From: Susan Bowman <bowman@rowan.edu>  
> Date: Thu, 01 Dec 2005 09:00:31 -0500  
> To: Ned Eckhardt <eckhardt@rowan.edu>  
> Subject: Letter of Consultation: Graphic Design  
>  
> Ned:  
>  
> I would like to ask your department for a letter of consultation for the  
> proposed BFA with a Specialization in Graphic Design. All the courses,  
> faculty, and technical needs are in place and have been for some time. We  
> would now like to acknowledge what already exists and give our students an  
> added advantage in the job market. Attached are the abstract of the  
> proposal, the course descriptions, and a suggested course sequence.  
>  
> Andy Brenits has mentioned his meetings with you with enthusiasm and  
> optimism. We both are looking forward to building a strong and mutually  
> beneficial bridge between our programs. I have been working with Dr. Mark  
> Weaver on creating an Arts and Entrepreneurship Certificate for design  
> majors and am hopeful that a similar model might be used for other possible

> interdisciplinary collaborations.  
>  
> Thank you in advance for your time and consideration. Please get back to me  
> if you have any questions or concerns.  
>  
> Regards,  
> Susan  
>  
> Susan Bowman  
> Coordinator, Graphic Design  
> Art Department  
> Rowan University  
> 201 Mullica Hill Road  
> Glassboro, NJ 08028-1701  
> Phone: 856.256.4019  
> Fax: 856.256.4814  
> bowman@rowan.edu  
>

**Showers, Joanne**

**From:** Cucinotta, Martha  
**Sent:** Wednesday, December 13, 2006 9:14 AM  
**To:** Showers, Joanne  
**Subject:** FW: Art History Minor & Specialization in Graphic Design for FALL 2006 graduates

J – please put a copy of this with the curriculum proposal. thanks

Marty Cucinotta  
Office of the Provost  
Rowan University  
201 Mullica Hill Road  
Glassboro, NJ 08028  
Phone: 856-256-4108  
Fax: 856-256-4435  
Email: Cucinotta@rowan.edu

**From:** Mosto, Patricia  
**Sent:** Wednesday, December 13, 2006 9:12 AM  
**To:** Vaccaro, David E.  
**Cc:** Previti, Diane; Mosto, Patricia; Cucinotta, Martha  
**Subject:** RE: Art History Minor & Specialization in Graphic Design for FALL 2006 graduates

Morning David,

I discussed the matter with Dr. Houshmand yesterday afternoon. The provost thinks that both the Specialization and the Minor were approved by the Academic Affairs Subcommittee of the Board of Trustees with the Spring date, and he does not feel comfortable to change the date.

He suggested the department write a letter to the students stating that they have completed the courses that could lead to the specialization or minor so they can have a record of their course of studies, but we can't "back-date" the approved proposals.

If you have any further questions, please let me know

Pat

Dr. Patricia Mosto  
Interim Associate Provost  
Academic Affairs  
Rowan University  
mosto@rowan.edu  
856-256-4012

"Compromise is always wrong if it means sacrificing a principle"

-----Original Message-----

**From:** Vaccaro, David E.  
**Sent:** Tuesday, December 12, 2006 2:36 PM  
**To:** Mosto, Patricia  
**Cc:** Previti, Diane  
**Subject:** FW: Art History Minor & Specialization in Graphic Design for FALL 2006 graduates

Dr Mosto,  
Do we have a positive response from the Provost regarding this matter?  
Please let me know.  
Thank you,

12/13/2006

d.

David Vaccaro  
Program Advisor  
Art Department

-----Original Message-----

From: Vaccaro, David E.  
Sent: Tuesday, December 05, 2006 1:58 PM  
To: Mosto, Patricia  
Cc: Previti, Diane; Hottle, Andrew D.; Bowman, Susan  
Subject: RE:Art History Minor & Specialization in Graphic Design for FALL 2006 graduates

Dr Mosto,

As per our phone conversation, the Art department would like to have the following students be able to benefit from our most recent curriculum additions for FALL 2006 graduation:

Leigh Anne Arkema 910009273 = Art History Minor ( code # M002 )

Derek Loomis 915005934 = Specialization in Graphic Design ( code # 1020 )

I have filled out the proper "change of major" forms and updated their graduation applications in the Registrars office.

My request is for the Provost's office to 'back-date' the final implementation from Spring 2007 to Fall 2006 to allow these two students to be rewarded for their fine efforts.

Thank you so much for your time and consideration on this matter.

David Vaccaro  
Program Advisor  
Art Department

12/13/2006

ROWAN UNIVERSITY  
 BOARD OF TRUSTEES  
 ACADEMIC AFFAIRS SUBCOMMITTEE

SCC Proposal # **05-06-501**

Department/College: **Art Department/College of Fine and Performing Arts**

Action Item: **Specialization in Graphic Design.**

Submitted by:                     *AD Halme*                      
 (Provost)

Justification: to give art students the option to follow a course of study leading to a BFA with a Specialization in Graphic Design. This option will accommodate all interested art majors including transfer students.

Approved:   11/21/06    
 (Date)

Signed:                     *Robert C. Balluth*                      
 (Committee Chair)

Notice of this action item will be **announced** at the full Board of Trustees meeting to be held on December 13, 2006 and will be forwarded to the Academic Issues Committee of the New Jersey Presidents' Council for **notification**.

	YES	DATE
AA/BOT	<u>          ✓          </u>	<u>          11/21/06          </u>
FULL BOARD	<u>          ✓          </u>	<u>          12/13/06          </u>
STATE	<u>                    </u>	<u>                                    </u>