




350 New Campus Drive
Brockport, New York 14420
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senate@brockport.edu
brockport.edu/collegesenate

Resolution # 17 2011-2012 College Senate

Supersedes Res #: _____

TO: Dr. John R. Halstead, College President

FROM: The College Senate: 4/16/12

- RE:  I. Formal Resolution (*Act of Determination*)
 II. Recommendation (*Urging the Fitness of*)
 III. Other, For Your Information (*Notice, Request, Report, etc.*)


SUBJ: **Graphic Design Minor** (*routing #26_11-12UC*)

Signed: _____ Date: ____/____/____
(John P. Daly 2011-2012, College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: John P. Daly, College Senate President

FROM: John R. Halstead, College President

- RE:  I. Decision and Action Taken on Formal Resolution (**circle choice**)
- a. Accepted - **Implementation Effective Date:** Fall 2012
 - b. Deferred for discussion with the Faculty Senate on ____/____/____
 - c. Unacceptable for the reasons contained in the attached explanation
- II, III. Response to Recommendation or Other/FYI
- a. Received and acknowledged ____/____/____
 - b. Comment:

Resolution forwarded to Albany by President's Office for final approval. YES NO

Signed: _____ Date: _____
(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION: Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS: FEBRUARY 28**

Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

Routing Number <i>Routing # assigned by Senate Office 2011-2012</i>	#26_11-12UC <i>Use routing number and title in all reference to this proposal.</i>
This Proposal Replaces Resolution	

INSTRUCTIONS

- Use committee guidelines and General Education forms available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in **Word format**: include this proposal cover page, proposal, attachments and support letters from your department chair and dean.
- **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
- Do not submit your proposal as a .pdf file unless using Gen Ed forms. They are difficult to merge.
- Email completed proposal to senate@brockport.edu. (General Education Proposals go to dlamphron@brockport.edu first.)
- All revisions must be resubmitted to senate@brockport.edu with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, ie. *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Graphic Design Minor

2. **BRIEF DESCRIPTION OF PROPOSAL:**

The addition of a Graphic Design minor to the Department of Art's current curriculum using existing courses.

3. **WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED?** NO YES **EXPLAIN**
YES

4. **DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.**

This would offer students outside of the major an opportunity to acquire marketable design skills to enhance employment.

5. **HOW WILL THIS EFFECT TRANSFER STUDENTS:**

Not applicable

6. **ANTICIPATED EFFECTIVE DATE:**

Fall 2012

7. **SUBMISSION & REVISION DATES:** PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
2-27-12	3-19-12		

8. **SUBMITTED BY: (contact person)**

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
<i>Phyllis Kloda</i>	<i>Art</i>	<i>395-5276</i>	<i>pkloda@brockport.edu</i>

9. **COMMITTEES TO COPY: (Senate office use only)**

Standing Committee	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee	Standing Committee	2-27-12, 3-19-12
<input type="checkbox"/> Enrollment Planning & Policies	Executive Committee	3/26/12
<input type="checkbox"/> Faculty & Professional Staff Policies	Passed GED's to Vice Provost	
<input type="checkbox"/> General Education & Curriculum Policies	Senate	4/2/12
<input type="checkbox"/> Graduate Curriculum & Policies	College President	
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

NOTES:

Side by side comparison with existing Studio Art minor and Graphic Design minor:

Current requirements for minor in Studio Art (18 credits)	Projected requirements for minor in Graphic Design (18 credits)
1. Required ART Courses (9 credits) a. ARH 201 World Art I b. ARH 202 World Art II c. ART 221 Drawing I	1. Required ART Courses (12 credits) a. ART 210 2-D Design b. ART 225 Graphic Design I c. ART 235 Typography I d. ARH 490.01 History of Graphic Design
2. Remaining 9 credits can be fulfilled with any Art Studio elective the student chooses.	2. Select <u>two</u> from following Graphic Design courses (6 credits) a. ART 300 Graphic Design II b. ART 325 Typography II b. CMC 327 Web Publication, CSC 105 Internet & Web Publication or CIS 305 Web Publication c. ART 427 Advanced Problems in Graphic Design d. ART 450 Portfolio & Professional Practices
A minimum grade of “C” must be attained in all courses taken for the minor.	A minimum grade of “C” must be attained in all courses taken for the minor.
Total 18 Credits	Total 18 Credits

RATIONALE

The visual, conceptual, and technological competencies proposed in the Graphic Design minor will provide many majors with a skill set and knowledge structured to prepare and enhance them for employment. The minor also adds breath to the department’s curriculum, giving students who are interested in minoring in Art another option. The Art Department has a thriving Studio Art minors program with 55 declared minors. At this time, students from 19 different majors have selected a minor in Studio Art, either as a personal interest or a program of study related to their major. The majority of the minors are from Interdisciplinary Arts for Children, Communications, and Psychology. The addition of a Graphic Design minor would also complement other majors within the College enhancing student’s skill base and marketability such as Business/ Marketing, Theater, Education, and Recreation & Leisure. It would also allow the Communications majors to have a more focused area in regards to a minor, which highly complements their studies in Broadcasting, Journalism and Communications.

ENTRANCE REQUIREMENTS

There are no special entrance requirements.

PROGRAM REQUIREMENTS

Students must complete 18 credits for the minor in Graphic Design.

DESCRIPTION OF NEW COURSES

None

SEQUENCE and FREQUENCY OF COURSE OFFERINGS

Courses are offered every semester with the exception of History of Graphic Design, which is spring only.

STAFFING ISSUES

The Department of Art has a 3-year QAR Graphic Design renewable position. The hire, Ms. Ingrid Hess is responsible for teaching the following: ART 235 Typography I, ART 330 Graphic Design II, ART 427 Advanced Problems in Graphic Design, ARH 490 History of Graphic Design and ART 450 Portfolio and Professional Practices. Two to three Associate faculty are hired to cover ART 330 Digital I, ART 325 Typography I, ART 225 Graphic Design I and when needed ART 427 Advanced Problems in Graphic Design. Required core courses and elective studio art courses are already in place and being taught each semester by Full-time and Associate faculty.

RESOURCES, FACILITIES that may be needed to implement the program

The Department of Art already has a well-equipped computer lab that will be used for course instruction. The lab has 20 iMacs and the necessary supportive equipment such as scanners and printers. The department has also had discussions with the Communications Department about using their computer lab for courses if necessary and it appears that they could accommodate one or two graphic design courses. The Department is in the process of discussing with IT Services the possibility of additional Mac Lab locations in Drake Library. The College already has the site-license for the software that would be used in the courses.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK
Communication Department

DATE: January 25, 2012
TO: College Senate
FROM: Monica Brasted, Chair, Department of Communication
RE: Proposed Graphic Design Minor

Senators, I am writing in support of the proposed Graphic Design Minor. By creating this minor, it will provide Communication and Journalism and Broadcasting majors with a relevant minor option. Many students have previously expressed interest in graphic design and will benefit from this new minor. I strongly support this proposal for the creation of a minor in Graphic Design.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Interdisciplinary Arts for Children Program

TO: College Senate Curriculum Committee

FROM: Kevin S. Warner, Director

Interdisciplinary Arts for Children Program

RE: Support for Art Dept. Proposal for new "Graphic Design" Minor

DATE: February 8, 2012

Please accept this memo of support for the Department of Art proposal for a new minor in Graphic Design. This endorsement has been reviewed and unanimously approved by the entire Interdisciplinary Arts for Children Program faculty, which operates as a Committee-of-the-Whole.

This proposed Graphic Design art minor would be of particular interest to Interdisciplinary Arts for Children majors who are pursuing a Concentration ("Specialty") in Art. While the current specialty course requirements in IAC would not change as a result of a new Graphic Design minor, the Graphic Design minor would only require nine additional credits beyond the 21 Art/Art History credits currently required for the IAC Art Specialty; it is consequently a viable option for supplemental study without increasing time-to-graduation. The new minor would also provide specialized study and endorsement by the Art Department for IAC students interested in children's book illustration and design. Finally, it would be of particular interest to IAC students interested in non-profit arts management, a profession where marketing and design are often key components of administrative responsibilities. IAC faculty would highly recommend this minor for our students who have expressed interest in any of these professional tracks.

Please do not hesitate to contact me at kwerner@brockport.edu, or 585.395.5304 with any questions.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Department of Art

To: Undergraduate Curriculum Committee
College Senate

From: Phyllis Kloda
Chair, Department of Art

Date: February 14, 2012

Subj: Graphic Design Minor

Dear Committee Members:

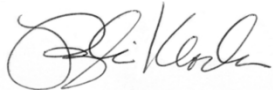
Please accept this letter in support of the Department of Art's proposal to create a minor in Graphic Design within the Studio Art Program. Last year the Department was successful in adding a new concentration to our program in Graphic Design plus hired a full-time three-year QAR in Graphic Design as well. Both of these endeavors have proven to be fruitful in that we had 13 internal art majors switch their concentrations to Graphic Design plus 3 transfer students from MCC committed to the concentration. This is a total of 16 students new to the concentration in fall 2011. During the Fall Open House sessions we learned that we could expect at least 6 to 8 students coming to Brockport for the new concentration next fall 2012. In addition we have been working with MCC to recruit students and anticipate at least 10 to 15 incoming transfers from them next fall as well.

The Art Department has a thriving Studio Art minors program with 55 declared minors. At this time, students from 19 different majors have selected a minor in Studio Art, either as a personal interest or a program of study related to their major. The majority of the minors are from Interdisciplinary Arts for Children, Communications, and Psychology. Being as the Communications Department requires their majors to have a minor outside of the discipline, a minor in Graphic Design would be a perfect match for students majoring in Broadcasting/ Journalism or Communications Studies. Additionally, students in departments such as Recreation & Leisure, English and Business could benefit from skills and technology acquired with a Graphic Design minor.

Graphic Design provides students with multiple options in terms of career paths and new opportunities, which other media might not readily provide. In today's culture of new technology, students who graduate with a minor in Graphic Design will leave the College with a unique set of hybrid skills that provides a critical edge for positions in the competitive and evolving marketplace. A background in Graphic Design will give students working knowledge in Web Design, Packaging Design, and current advertising practices, plus offer them new career avenues as well.

In closing, the proposal does not compromise the integrity of the overall Studio Art Program but rather will enhance and complement other department's majors and their requirements. The Department appreciates the Committee's review of our proposal. Thank you for your time and consideration with this.

Sincerely,

A handwritten signature in black ink, appearing to read "Phyllis Kloda". The signature is fluid and cursive, with the first name being more prominent.

Phyllis Kloda
Chair, Department of Art



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

School of The Arts, Humanities and Social Sciences

TO: College Senate
FROM: Darwin Prioleau, Dean
RE: Department of Art Proposal for Graphic Design Minor
DATE: 2/17/12

Attached please find a proposal for creating a minor in Graphic Design. The Department of Art's new graphic design hire has been rigorously recruiting for this new program. The availability of a minor would also help increase the enrollment in this area. In addition, this minor would afford students from all over campus the opportunity to study graphic design intensely. Graphic Design is a well compensated field that meshes well with other areas of study.