DATE: April 14, 2018

TO: Randall Hannum, Chair of the College Council Curriculum Committee

FROM: Curriculum Subcommittee

Nina Bannett, Tasha Rhodes, and Ben Mendoza (Chair)

RE: Final Report for Proposal 17-14\_COMDCurriculumModification.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PROPOSAL DESCRIPTION**:

The Department of Communication Design seeks to introduce three new major elective courses to address different needs of their programs:

1. *COMD 3602 Copywriting for Creatives*, for addressing a gap in the curriculum concerning the words behind the pictures in advertising.
2. Two new illustration courses, *COMD 3533 Special Topics in Illustration* and *COMD 3633 Advanced Strategies in Illustration,* to better prepare students for the rigorous nature of professional life after academics through rotating skills and strategy courses.

**Rationale:**

In keeping with our recent program changes, this proposal continues to reduce the complexity of the structure of the Communication Design department’s degree programs, with the aim of increasing retention and smoothing the road to graduation while developing the depth and effectiveness of the course offerings. It also continues to increase the diversity of course offerings to reflect new technologies, methodologies, and industry standards better. Students will be able to take more courses in their area of focused interest.

**Strengths:**

The addition of these elective courses promises to strengthen the Communication Design Program. In COMD 3533 students will have the opportunity to add more items to a competitive portfolio. In COMD *3633* students will experience a rigorous approach to project management in close connection with creative ideation. These courses are in particular important for students looking for specialization in the field of Illustration. While COMD3602, where students will investigate into the words behind the pictures, is important for students seeking for specialization in the area of Advertising Design.

**Weaknesses:**

None

**Issues and Concerns Discussed and Resolved:**

The subcommittee offered minor suggestions for revisions to the proposers. The suggestions were accepted and made. These are reflected in the current version of the proposal.

**Subcommittee Activities:**

In addition to communicating its suggestions for revision to all the proposers, the subcommittee met with them, Profs. Douglas Davis, Sara Woolley, Eli Neugeboren, and Maria Giuliani (Chair of the COMD Department). The subcommittee also had a meeting with the proposers and Provost Bonne August, Associate Provost Pamela Brown, and Kim Cardascia.