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| Description: Description: CityTechlogo | **New York City College of Technology**  The City University of New York |

**Communication Design Department**

**Curriculum Modification Proposal**

**Presented by: COMD Curriculum Committee**

Professors Biehl, Carr, Davis, Garrestegui, Giraldo, Giuliani, Goetz, Hitchings, Kapusinksi, Larkins, McVicker, Michals, Neugeboren,

Wong, Woolley-Gomez

**Chairperson:** Professor Douglas Davis

DEPARTMENT OF COMMUNICATION DESIGN

Minor Curriculum Modification Proposal

**CURRICULUM MODIFICATION PROPOSAL FORM**

|  |  |  |
| --- | --- | --- |
| **Title of Proposal** | COMD Minor Curriculum Modification |  |
| **Date** | 8/15/19 |  |
| **Major or Minor** | Minor |  |
| **Proposer’s Name** | COMD Curriculum Committee/Maria Giuliani |  |
| **Department** | Communication Design |  |
| **Date of Departmental Meeting in which proposal was approved** | 5/17/2019 |  |
| **Department Chair Name** | Douglas Davis |  |
| **Department Chair Signature and Date** | Screen Shot 2019-08-20 at 3.06.32 PM.png |  |
| **Academic Dean Name** | Gerarda Shields |  |
| **Academic Dean Signature and Date** |  |  |
| **Brief Description of Proposal**  (Describe the modifications contained within this proposal in a succinct summary. More detailed content will be provided in the proposal body. | Modifications in this proposal includes:  Simplified Course Descriptions  Removed dated information such as old software no longer used |  |
| **Brief Rationale for Proposal**  (Provide a concise summary of why this proposed change is important to the department. More detailed content will be provided in the proposal body). | Align all course descriptions with recent major changes in curriculum. Descriptions are dated and need to be simplified | |
| **Proposal History**  (Please provide history of this proposal: is this a resubmission? An updated version? This may most easily be expressed as a list). | NA | |

**ALL PROPOSAL CHECK LIST**

|  |  |
| --- | --- |
| Completed CURRICULUM MODIFICATION FORM including: |  |
| Brief description of proposal | X |
| Rationale for proposal | X |
| Date of department meeting approving the modification | X |
| Chair’s Signature |  |
| Dean’s Signature |  |
| Evidence of consultation with affected departments  List of the programs that use this course as required or elective, and courses that use this as a prerequisite. | N/A |
| Documentation of Advisory Commission views (if applicable). | NA |
| Completed [Chancellor’s Report Form](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Chancellor_Report_Quick_Reference_Guide1.doc). | X |

**EXISTING PROGRAM MODIFICATION PROPOSALS**

|  |  |
| --- | --- |
| Documentation indicating core curriculum requirements have been met for new programs/options or program changes. | n/a |
| Detailed rationale for each modification (this includes minor modifications) | X |

**Description of Minor Modifications and Rationale**

This proposal indicates the intention of the Communication Design Department to change several of its course descriptions. These changes are necessary as many of our descriptions need to be updated and/or simplified. A total of 26 course descriptions will be updated

In addition to its course description COMD4830 Senior Project will also have a change of prerequisite and COMD3620 with change its title only.

**CHANCELLOR’S REPORT FORM**

Department: Communication Design

**CHANGES IN EXISTING COURSES**

**DESCRIPTIONS ONLY**

* **COMD 1127 Type and Media**
* **COMD 1162 Raster and Vector Graphics**
* **COMD 1200 Graphic Design Principles II**
* **COMD 1257 Typographic Design**
* **COMD 1340 Photography I**
* **COMD 2320 Introduction to Video**
* **COMD 3316 Advanced Image Editing**
* **COMD 3330 Photography II**
* **COMD 3500 Campaign Development**
* **COMD 3501 Identity Design**
* **COMD 3508 Introduction to Game Design Concepts**
* **COMD 3527 Advanced Typography**
* **COMD 3530 Advanced Studio Photography**
* **COMD 3532 Production for Designers**
* **COMD 3540 2-Dimensional Animation**
* **COMD 3551 Web Design II– Advanced HTML and CSS**
* **COMD 3562 UX and UI Design**
* **COMD 3601 Information Design I**
* **COMD 3640 3-Dimensional Animation and Modeling l**
* **COMD 3642 Topics in Animation and Motion Graphics**
* **COMD 3652 Web Design lll – Design Studio**
* **COMD 3663 Dynamic Web l: Web 2.0**
* **COMD 3711 Vector Art Editing**
* **COMD 3740 3-Dimensional Animation and Modeling II**
* **COMD 4701 The Design Team**
* **COMD 4900 Internship in Communication Design**  
    
    
  **DESCRIPTION and PREREQUISITES:**
* **COMD 4830 Senior Project**

**NAME CHANGE ONLY:**

* **COMD 3620 Commercial Broadcast Design**

**Section AV: Changes in Existing Courses**

**AV.1. Communication Design Department**

**COMD 1127 Type and Media**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Foundation course in typography with emphasis on using type for a multiple of industry related applications ranging from print to interactive. Students are introduced to principles of type design and terminology including: variations of type structure, anatomy, font usage, grid, leading, kerning, tracking and alignment.~~ | **Description:** | The foundations of typography, with an emphasis on using type for multiple industry-related applications ranging from print to interactive media. Includes an overview of the terminology and principles of type design. . |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale:** Updating and simplifying description.

**COMD 1162 Raster Vector Graphics**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Basic concepts related to the two fundamental digital graphic forms (raster and vector graphics) and learning best uses and practices for each. This course covers basic digital imaging terminology and techniques including size, resolution, color space, file elements, measurements, file formats. Students become proficient with both raster and vector applications, such as Adobe Photoshop and Adobe Illustrator.~~ | **Description:** | This basic skills course focuses on the two fundamental digital graphic forms: raster and vector graphics. Discussions, quizzes and projects focus on the best uses and practices for each kind of graphic. The course covers digital imaging terminology and techniques including size, resolution, color space, typographic specifications, curves, histograms, paths, alpha channels, layers, file elements, measurements, compounds and file formats. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale:** Updating and simplifying description.

**COMD 1200 Graphic Design Principles II**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~This course explores creative visual thinking and its importance to communication design. Students will experiment with image making techniques and learn to use graphic elements to communicate concepts and ideas. The course will emphasize the integration of communication concepts, type and graphics and its relationship to multiple disciplines such as advertising, graphic design, web design, illustration, broadcast design, production, and others. Students develop projects from thumbnails through final presentations.~~ | **Description:** | Bridging digital and analog skills, this course emphasizes conceptual visual thinking and its importance to communication design in multiple disciplines: advertising, graphic design, web design, illustration and broadcast design. Students hone production and high-level craft skills and experiment with image making techniques to develop graphic elements that communicate concepts and ideas. in Students develop projects from thumbnails through final presentations in 2-D and 3-D formats. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 1257 Typographic Design**

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| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Introduces a variety of basic layouts and formats, building technical and practical fluency in setting and working with type for both print and screen. This course further explores topics learned in COMD 1167 Type and Media, such as typeface selection and the use of the typographical grids. Problem-solving for most common typographical problems is discussed.~~ | **Description:** | Introduces a variety of basic layouts and formats, the building blocks for technical and practical fluency in working with type and further explores topics learned in COMD 1127 Type and Media, such as typeface selection and the use of typographical grids. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 1340 Photography I**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~This beginning photography course explores the foundational concepts of light and exposure. Using dSLR cameras, professional lighting equipment and software, the student develops compositional skills and the ability to control photographic style to create visually engaging photographs.~~ | **Description:** | Explores the foundational concepts of photography: light and exposure. Using professional cameras and lighting equipment, students create visually engaging images, both outdoors and in the studio, developing compositional skills and an understanding of the elements of photographic style. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 2320 Introduction to Video**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~This digital filmmaking class introduces the basic components and practices of preproduction and production for content creation in commercial video. Students script, storyboard, light, shoot and edit short videos including interviews, commercials, narratives and public service announcements in order to convey ideas to a target audience.~~ | **Description:** | This digital filmmaking class introduces the basic components and practices of pre-production, production and post-production for content creation in commercial video. Students script, storyboard, shoot and edit short videos including interviews, commercials, narratives and public service announcements in order to convey ideas to a target audience. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3316 Advanced Image Editing**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~An advanced imaging course that continues to develop the ability to capture, color correct, and retouch bitmapped images. Students learn how digital cameras and high-end scanners capture images and how to deliver optimized bitmap files. Students are exposed to professional techniques for making corrections and altering pictures to match a client’s instructions, using software such as Adobe Photoshop. The course also introduces professional photography processing and database software such as Adobe Lightroom, and Phase One Capture One.~~ | **Description:** | An advanced raster imaging skills course focused on color correcting and retouching continuous tone images. Students learn how digital images can be enhanced and optimized. Bitmapped files are strategically modified using color modes, paths, selections, layers, filters and curves. Discussions, quizzes and projects focus on professional terminology and techniques for making alterations to match a client’s instructions using industry-standard software. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3330 Photography II**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~The emphasis in this intermediate photography class is on creative problem solving with photography for the Communication Design field. Students learn to transform subject matter with photographic style in order to communicate ideas.~~ | **Description:** | Building on the composition and lighting skills developed in COMD 1340 Photography I, students further explore visual storytelling, studio portraits, and on-location work. Developing photography for advertising and editorial use is introduced. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3500 Campaign Development**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~This course is an in-depth exploration of the creative advertising campaign and related media. Working individually and/or in teams, students will research, develop creative concepts and design packaged goods and service sector campaigns. Preparation of finished artwork using software such as QuarkXpress and the Adobe Creative Suite.~~ | **Description:** | This course focuses extensively on the 4th "P" of the marketing mix: promotion. Students explore developing campaign concepts that utilize public relations, word of mouth, point of sale and digital marketing strategies in combination with the traditional communication formats of TV, print and OOH. Student teams tackle a variety of problems that require them to develop integrated solutions in response to client requests. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3501 Identity Design**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Students create a consistent image and voice for a company or institution. A thorough identity program addresses all aspects of a company’s or an institution’s visual public presence. Students explore the role of professional designer as they are challenged to create a comprehensive, multi-piece presentation showcasing all aspects of an identity program.~~ | **Description:** | An exploration of the role of professional designer in creating a consistent image and voice for a company or institution through an identity system which addresses all aspects of its visual public presence. . |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3508 Introduction to Game Design Concepts**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Introduction to the principles, practice and techniques of game design. The first part of the course will focus on game design theory and history. Students will critically examine strategy and puzzle games, game structure types, 2D and 3D games, storytelling in games, cut scenes, difficulty curves and multiplayer/ single player games. The course will also explore the game design process from research and development, to character and environment concepts, design specifications and and user interaction design. The role of games editors, game physics and digital modeling will also be studied. The course will also examine the design production process, production realities, prototyping and how to pitch ideas. Case studies of contemporary games will be an integral part of lectures and laboratory exercises. Working individually or in teams, students will research, write, design, storyboard and pitch games. Software applications such as Maya, Milkshape 3D or Blender may be used.~~ | **Description:** | Introduction to the principles, practice and techniques of game design, including game design theory and history, research and development, character and environment concepts, design specifications and user interaction design. Case studies of contemporary games are an integral part of lectures and laboratory exercises. Working individually or in teams, students research, write, design, storyboard and pitch games. Industry-standard software applications may be used. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3527 Advanced Typography**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Sensibility toward design and type is intensely explored. Exercises challenge creativity and visual aesthetics with emphasis on type. Typographical assignments are presented through themed projects. Layouts vary greatly from one-page to multiple-page problems. Exercises are geared to develop sensitivity to the integration of typography and with a variety of visual imagery. Page publication applications are used. In addition, there are advanced exercises in font management and file preparation.~~ | **Description:** | Explores design and type sensibility. Exercises challenge creativity and visual aesthetics with an emphasis on type. Layouts vary from one-page to multiple-page problems. Exercises are geared to develop sensitivity to the integration of typography with a variety of visual imagery. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3530 Advanced Studio Photography**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~In this studio photography course, students use lighting to transform subject matter into metaphor, mood and meaning as well as learn how to develop visual coherence within a group of images. Students develop portfolio level projects that display conceptual thinking and mastery of the craft of photography.~~ | **Description:** | A studio photography course with an emphasis on professional photography as a commercial medium. Students learn studio lighting and how to develop visual coherence within a group of images. Students develop a portfolio project that demonstrates conceptual thinking and a mastery of the craft of photography. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3532 Production for Designers**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~This course focuses on current print production procedures. The class will examine a variety of finished print materials including books, magazines, posters, folders and packaging. Topics include print media specifications, digital prepress, page imposition, proofing, type technology, preparation of color files. Case studies, problem-solving exercises and software such as QuarkXpress, Adobe Illustrator and Photoshop are used to demonstrate production techniques.~~ | **Description:** | An overview of current print production procedures. The class examines a variety of finished print materials including packaging, direct mail, posters, books and magazines. Discussions include print media specifications, digital prepress, page imposition, proofing, type technology, preparation of color files, binding and finishing. Case studies and problem-solving exercises put knowledge of production techniques into practice. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3540 2-Dimensional Animation**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Introduces students to the history, design principles and techniques of two-dimensional animation. Students create a variety of projects including storyboards, flipbooks, camera-less films, cutouts and still-photo animation. Experiments in time-lapse, pixellation and object animation. Illustrated lectures and a field trip to an animation studio.~~ | **Description:** | Introduces the history, design principles and techniques of two-dimensional animation. Students create a variety of projects including storyboards, flipbooks, camera-less films, cutouts and still-photo animation. Experiments in time-lapse, pixellation and object animation. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3551 Web Design II– Advanced HTML and CSS**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Follows the introductory COMD 2451 Web I course for students who aim to become web designers. Usinge both graphics software and code editors, students develop websites using HTML and CSS. Students master front-end development using the latest standards and techniques.~~ | **Description:** | User experience (UX) and user interface (UI) web design, with a focus on mastering HTML and CSS. Using graphics software and code editors, students will learn about the latest standards, technologies, and design techniques using a Mobile First and Responsive Design approaches. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3562 UX and UI Design**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Building on skills learned in COMD 3551, topics include advanced CSS, Javascript and Flash integration. Students work with clients to design and construct a professional working website following contemporary web and accessibility standards. Software such as Dreamweaver and Flash are used for construction and maintenance. A working knowledge of XHTML and CSS is required.~~ | **Description:** | The practice of User Experience (UX) research and User Interface (UI) design. Students design and execute research with user questionnaires and surveys. They collect feedback and data, consider user personas and create design product prototypes. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3601 Information Design I**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Information Design is the practice of presenting information for immediate and effective communication. Through several advanced assignments related to information graphics, exhibition design and wayfinding systems, students refine their ability to synthesize complex information and present it.~~ | **Description:** | Information Design is the practice of presenting information for immediate and effective communication. Through several advanced assignments related to information graphics, data visualization, exhibition design and wayfinding systems, students refine the ability to synthesize and present complex information. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3620 Commercial Broadcast Design**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** | **~~COMD 3620 Commercial Broadcast Design~~** | **TO:** | **COMD 3620 Video Production for Commercials** |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** |  | **Description:** |  |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3640 3-Dimensional Animation and Modeling l**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~An introduction to computer 3D modeling, rendering and animation using the Maya software environment. Students learn basic tools and techniques. While exploring 3D design aesthetics, the course emphasizes the practical and technical features of the software.~~ | **Description:** | An introduction to basic tools and techniques for computer 3D modeling, rendering and animation using applicable industry-standard software. While exploring 3D design aesthetics, the course emphasizes the practical and technical features of the software. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3642 Topics in Animation and Motion Graphics**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~An overview and study of the history of animation and motion graphics. Each class will focus on the work of various animators within a specific time period or genre, from the early magic lantern shows of the late nineteenth century to current and emerging digital animation technologies. The course objective is to explore the lives and environments, artistic and narrative influences of these animators through a series of discussions, lectures, assignments, and viewing DVDs and videos.~~ | **Description:** | An overview and study of the history of animation and motion graphics. Explore the lives and environments, artistic and narrative influences of these animators through a series of discussions, lectures, assignments and videos. Each class focuses on the work of various animators within a specific time period or genre, from the early magic lantern shows of the late nineteenth century to current and emerging digital animation technologies. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3652 Web Design lll – Design Studio**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Development of skills learned in Web II such as HTML, CSS, and introduction of the Document Object Module (DOM). Students will combine skills learned in Web I & II; Analytics, Search Engine Optimization (SEO) & Search Engine Marketing (SEM) and other technologies to create a web site with rich media (audio and video elements). Requires previously built site for analytic assessment and SEO improvements.~~ | **Description:** | Content management systems (CMS) are the backbone of complex internet products. Students learn to plan and create a design template for a CMS using tools that may include PHP, Javascript, HTML and/or CSS. They organize, structure and optimize a website’s content and data for user experience and search engines. . |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3663 Dynamic Web l: Web 2.0**

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| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Rich media—images, animation, audio, and video—gives users alternative ways of presenting content on the internet. As mobile devices demand more immediate information presentation, and social media facilitates direct communication between individuals, rich media is an effective way to break through textual content.~~ | **Description:** | Websites become alive and powerful as students incorporate dynamic features. These features enable personalization and adaptable content. This course covers the implementation of rich user design interfaces via client-side scripting.  Emphasis is on Javascript techniques such as manipulating the DOM and CSS with Javascript, and using data services via AJAX. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3711 Vector Art Editing**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Advanced techniques in creating and manipulating vector graphics for illustration and production. Topics of discussion include insights on the creative process through a detailed look at how to add dimension, texture, and color to line art. Technical differences in designing for print vs. the screen are covered. Students use professional software tools such as Adobe Illustrator on the Macintosh operating system.~~ | **Description:** | Advanced skill techniques for creating and manipulating vector graphics for illustration and production. Topics of discussion include terminology, a detailed look at how to optimize, add dimension, texture, and color vector art and technical differences in designing for print vs the screen. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 3740 3-Dimensional Animation and Modeling II**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~An intermediate course in computer 3D modeling, rendering and animation using the Maya software environment. Students learn tools and techniques to advance their proficiency. While exploring 3D design aesthetics, the course emphasizes the practical and technical features of the software.~~ | **Description:** | An intermediate course in computer 3D modeling, rendering and animation using industry-standard software. While exploring 3D design aesthetics, the course emphasizes the practical and technical features of the software and introduces advanced tools and techniques. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 4701 The Design Team**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Working individually or in teams, students consult with a variety of clients on the design and production of logos, posters, advertising campaigns, brochures and other promotional materials. Students are responsible for collecting research, conducting meetings, making presentations and following client guidelines. The role of deadlines and budgets is stressed. Students are expected to be involved in all phases of production. Course offered spring, summer and fall semesters~~ | **Description:** | Working individually or in teams, students consult with a variety of clients on the design and production of a range of communication materials. Students are responsible for collecting research, conducting meetings, making presentations and following client guidelines and deadlines. Students are expected to be involved in all phases of production. Course offered spring, summer and fall semesters. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 4830 Senior Project**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** | *COMD 4701* | **Prerequisite** | *COMD3701, COMD4701* |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Students work with individual faculty to develop and complete a semester project for presentation. Assignments may include corporate identity programs, public service advertising campaigns, design and illustration of a children’s book, redesign of a magazine.~~ | **Description:** | In this capstone course, students work individually with faculty to develop and complete and comprehensive semester-long design project. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

**COMD 4900 Internship**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** |  | **Pre- or corequisite** |  |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~Assignment to fieldwork/study situations of approximately eight to ten hours per week at an internship site approved by the department Internship Director: an advertising agency, graphic design firm, corporate design office, publications art department, photography or illustration studio, TV or multimedia production company. Each student keeps a log/journal to be shared in group seminars. Supervision is by faculty and by the supervisor at the internship site. Internships may be undertaken during the fall, spring or summer.~~ | **Description:** | Assignment to fieldwork/study situations of approximately eight to ten hours per week at an internship site approved by the department Internship Coordinator: an advertising agency, graphic design firm, corporate design office, publications art department, photography or illustration studio, TV or media production company. Each student keeps a blog/journal to be shared in group seminars. Supervision is by faculty and by the supervisor at the internship site. The class is a hybrid class. Internships may be undertaken during the spring, summer and fall semesters. |
| **Requirement Designation** |  | **Requirement Designation** |  |
| **Liberal Arts** | [ ] Yes [ x ] No | **Liberal Arts** | [ ] Yes [ x ] No |
| **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  | **Course Attribute (e.g. Writing Intensive, Honors, etc.** |  |
| **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts | **Course Applicability** | [ x ] Major  [ ] Gen Ed Required  [ ] English Composition  [ ] Mathematics  [ ] Science  [ ] Gen Ed – Flexible  [ ] World Cultures  [ ] US Experience in its Diversity  [ ] Creative Expression  [ ] Individual and Society  [ ] Scientific World  [ ] Gen Ed - College Option  [ ] Speech  [ ] Interdisciplinary  [ ] Advanced Liberal Arts |
| **Effective Term** |  | **Spring 2020** |  |

**Rationale: Updating and simplifying description.**

Department of Communication Design Minutes

Department Meeting

5/16/19

Present: Lloyd Carr, Daniel Wong, George Larkins, MaryAnn Biehl, John McVicker, Josh Kapusinki, Maria Giuliani, Maria Hitchings, Robin Michals, George Garrestegui, Eli Neugeboren, Anita Giraldo, Sara Woolley, Chair Douglas Davis

Not in Attendance: Tanya Goetz(on call), Jenna Spevack

Good + Welfare

Vincent Calaborine- finalist in photo 2.

McVicker- Aqueduct posters in Museum in London.

The One Club- possible summer program

Josh made testimonial videos of portfolio reviews. Opening Monday @5PM for Senior Project.

Student Shows changes will be in effect possibly next spring.

Course Descriptions- Everyone made some changes (see hand out)

Vote

Motion to approve student show restructure 14- all in favor.

Course outline changes- 14 – all in favor.

Department Meeting

5/9/2019

Present: George Garrestegui, Sara Woolley, Daniel Wong, Maria Giuliani, MaryAnn Biehl, George Larkin, Maria Hitchings, Lloyd Carr, John McVicker, Tanya Goetz, Jenna Spevack, Robin Michals, Eli Neugeboren, Josh Kapusinki, Anita Giraldo, Chair Douglas Davis

Good + Welfare

* Won 4 awards communication Awards- 1 Douglas, 3 for Imported From Brooklyn.
* Piece about Sean aired on Cuny TV.
* 2 Students will be featured on Cuny TV.
* Career Day George L. was on the panel.
* Eli GCSF Scholarships judging will happen May 16th.
* MSG and Jet Blue looking for interns.

Updating Course descriptions

Advanced Illustration- make instead advanced strategies course, called Professional Practice- minor or major change

Summer advisement-25 hours + 24 hours people needed to fill these hours.

Summer Recruitment- 3 mini open houses in June 11-1 PM.

Homecoming- May 29th @ 3PM. Awards for students. Tony DiSpigna will design the names of those who donate to COMD 365 for donations of $500+.

Robert Holden receiving the award for Excellence, we’ll be having his son Brian Holden give him that award.

Goals and Targets

NASAD Accreditation

COMD 365 raised the most money out of all departments racking in $12,000.

Identify the top 3 competitions from your line of work.

Student club part of AIGA.

Send email about goals and targets to everyone, so that they will add something to it.

Student readiness committee August 14 our department will have a Welcome table.

Be prepared for new student week the 2nd and 3rd week in fall, have tables ready with information about department.

Systemic issues with advisement.

Course descriptions (hand out)

* In red/orange they are there just not offered.
* Change names and pre-requisites.
* Type and Media- change course description.
* Rastor and Vector- Simplify, emphasize things in the course
* Storyboard- 2 different sections one for illustrators and one for all.

Bootcamp Day 1

1/22/19

Present: Sara Woolley, Daniel Wong, Eli Neugeboren, Josh Kapusinski, George Larkins, John McVicker, George Garrestegui, Chair Douglas Davis, Maria Hitchings, Anita Giraldo, Jenna Spevack. MaryAnn Biehl, Tanya Goetz

Not in attendance: Maria Giuliani ( In advisement), Lloyd Carr, Robin Michals

* Creating a course leader list for full timers to see who within each section they are in charge of.
* In need of clear communication between course leaders and adjuncts.

Student Shows

* Students need help with mounting and setting up.
* Idea of having a verbal and physical presentations of projects.
* Possibly collecting work in current semester and presenting it in the next semester.

New Concepts

* Eli- teaching soft skills, presenting, presenting yourself.
* George L.- Integrating soft skills earlier in curriculum
* Daniel W. – Having a place for students to do their work. NASAD says we need studio space for students to work, looking into space in Pearl Building for students.
* George G. – Find a way to promote departments achievements.
* Douglas D. – Stephen Soifer, possible website, also work with other departments within the school.
* Anita G. – Having a site guide for students, Parents, Guidance Counselors.

Goals and Targets

* Increase articulation agreements.
* Creating materials that have transparent career paths.
* Getting people to know what we do.
* Letting people know it might not be for everyone.
* Get someone who can interpret to Admin, which messaging works for which audience.
* Putting Portfolio in the curriculum earlier.
* Eportfolio- part of NASAD standards.
* Change upper level to change lower level.
* Learn about transfer sessions, so that we’re prepared to meet with students.
* Create cheat sheets for advisement.
* College now course- 4 entry level 6 HR courses. Lower 6 HR to 3 HR so High school students can actually attend them.
* Surveys- asking people within the field what they call themselves so that we can be up to date.
* Have internship information available to students everywhere via, posters, computer screens, emails, send them through all possible channels.
* Get students to experience internships before “Big” internships.
* Have people come in and speak with the students.

Maria Giuliani Joins after break

Course descriptions- Change descriptions not outcomes.

Some sections will go from 3 sections to 1.

Eparse-digital- no more disc 1 minute per person. 10 Files at a time.

Events

* Brain LaRossa- scholastic, looking for 10 students.
* Google looking for 6 students to interface with.
* George L, Project about diversity.
* Lefler dinning room- possible awards for Adjuncts, students, use the budget for COMD.

Chastity, Deborah and Lourdes Join Meeting

We can request specific times for tours if put in earlier.

Josh K. has a video he will be sending for recruitment.

Give websites to Chastity so that they can pass the info on to students.

Looking into trends from Kingsborough CC.

See where the most students are coming in from.

Facilities

* Move out of 1120 and 1102 to the Pearl Building.
* CLT office moved to the Pearl.
* P-115 has issues with the door.
* New t.vs for the gallery will be moved to the Pearl building.
* 2 new tvs in hallway of the Pearl.

Tony DiSpigna willing to design anyones name who gives $500+ to COMD.

Bootcamp Day 2

1/23/19

Present:, Daniel Wong, Eli Neugeboren, Josh Kapusinski, George Larkins, , George Garrestegui, Chair Douglas Davis, Maria Hitchings, Anita Giraldo, Jenna Spevack, MaryAnn Biehl, Maria Giuliani,

Not in attendance: Sara Woolley(In advisement), Lloyd Carr, John McVicker, Tanya Goetz, Robin Michals

Takeaways for yesterday.

Let students know they do not need a portfolio to get into the program, but will need on to complete the program.

Keep bringing in opportunities for students, try to get to know who the students are better, build relationship with them.

New Concepts

* Put resume writing in 1100 courses i.e. Type and Media.
* Build portfolio first 2 years in internship.
* Help students figure out there career path.
* Have students go to art shows every week, to get exposure and network.
* Get former students to lead an info session to share their experiences.
* Make ambassadors.
* Create a calendar where all faculty can put info into and can be shared.

Stephen Soifer and Team Join

Promote new program through regular info sessions.

Possibly promote monthly info sessions on website for students.

Promote Meet the Pros off campus- bring in people from recognizable places, that students might know.

Let Stephen and Team know at least 3 weeks ahead of when we have events so that it could be put in the paper.

COMD 365 we are not allowed to solicit from students but students can solicit from students.

A student organization can give to COMD 365.

Issue of asking faculty to give to COMD 365 look into our outside connections.

Possibly looking into taking some of the money and investing it, awards gala so people would give more.

Create new website- squarespace?

Alumni want more content from faculty and students.

Those who donate should get a Thank you card from COMD.

What should we offer when?

Web courses - web III Fall 3602, Dynamic Web I – Spring 3663

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Fall | Spring | Foundation | |  | |
| 3602 Web III (SKILL) | 3662 Dynamic Web 1 (SK) | 1100 | 1112 | |  |
| 3620 Commercial Broadcast (SK) | 3621 Motion GFX II (SK) | 1123 | 1127 | |  |
| 3413 Charcter Design (SK) | 3513 Narrative (SK) | 1162 | 1200 | |  |
| 3633 Advertising in Illustration (Strategy) | 3533 Special Topic (SK) | 1233 | 1257 | |  |
| 3740 3D Animation (SK) | 3662 Dynamic Web II (SK) | 1340 | 2300 | |  |
| 3503 Topics in Graphic Design (SK) | 3641 2D Animation II (SK) | 2400 | 2451 | |  |
| 3530 | 3603 Topics in Type | 3563 | 3562 | |  |
| 3532 Production for Design | 3602 Copywriting for Creatives | 3602 | 3563 | |  |
|  | 3502 Topics in ADV | 3521 | 3523 | |  |
|  |  | 3313(in fall and spring) | 3508 | |  |
|  |  | 3601 | 3540 | |  |
|  |  | 3640 | 3501 | |  |
|  |  | 4611 | 3527 | |  |
|  |  | 3610 | 3330 | |  |
|  |  | 3292 | 3316 | |  |
|  |  | 3711 | 3613 | |  |

COMD 3620 new name? Moving pixels

3508- Move out of illustration- strategy.

No longer offering: Animation III, IV, 3808, 3712, 4711.

3613- Strategy course- Advance Illustration. New name: professional practice

Ideas for Grace Gallery

* Student shows obligatory.
* Important for students to see shows same year it was given.
* Make student shows run longer
* Put up work from previous semesters
* Have the shows in topics I.E. illustration one show, game design the next.
* Have the award ceremony for shows.
* Showcase students work over the years
* Put students front and center with their work
* Get outside people to come into Senior Project Shows
* Put student work on the t.vs

New Concepts

* Detach teacher evaluations of student show work, have them provide samples of student work
* Fall only Sophomore show, Spring senior show?
* One senior project show a year, other work put on the website.

Vote

1. Are we ok with student shows being the semester after?
2. Categorize student shows

Get adjuncts to judge the shows

VOTE- SAMPLE 5-8, all work submitted digitally( for faculty assessment)- 10- All in favor

Call for submissions(Curated) (AAS/BFA) (Senior Project/F/SP) with catagories- 10- all in favor.