**NEW YORK CITY COLLEGE OF TECHNOLOGY**

**THE CITY UNIVERSITY OF NEW YORK**

**DATE:** November 8, 2020

**TO:** Prof. Phillip Anzalone, College Curriculum Committee Chair

**FROM:** Ryoya Terao (subcommittee chair) and Tasha Rhodes

**SUBJECT:** 19-13 through 19-17, COMD B.F.A. Strategy/Skills Major Curriculum Modification

**Brief Description of Proposal**:

In the Department of Communication Design (COMD), Strategy and Skill options were created through its previous proposal and established the B.F.A. Strategy, Skills, and Studio course classifications. This proposal focuses on COMD’s Strategy and Skills buckets. Having a range of choices in each area differentiates the department’s B.F.A. by ensuring to develop a student’s strategic approach to creativity, technology, and design.

**Strengths:**

1. This proposal reflects COMD’s intent to stay agile to keep up with constant changes in the industry.
2. For marketing purposes, the name changes of courses will be appropriate and effective.
3. The introduction of new courses will help students to develop their strategic thinking.
4. Modifying the department’s curriculum will simplify the path for students.
5. The new structure of the curriculum will provide students with advantages and wider options, which are aligned with the evolution of the industry, moving away from printing.
6. The new curriculum will provide students with guidance in strategic thinking as well as managing teams to execute their ideas successfully.
7. Modifying the curriculum through pruning legacy courses, retiring the CDMG degrees and divesting of Game Design by moving courses to the Emerging Media (MTEC), strengthens the accredited core BFA options, and clarifies the lanes between departments by eliminating confusion for students.

**Concerns:** None

**Weaknesses:** None

**Subcommittee Activities:**

Early Spring Semester 2020 before the lockdown, the COMD proposers met three times in person with John McCullough, the chair of the Department of Entertainment Technology (ENT) as well as Heidi Boisvert, the director of MTEC. These meetings were helpful for COMD to prepare the official written proposal. In late April, a subcommittee was formed. Ryoya Terao (ENT) as its chair worked with Tasha Rhodes (director, Office of Registrar). During the month of September, the subcommittee together with the COMD proposers reviewed and discussed the proposal. On October 8th, the subcommittee met with Provost Pam Brown, Associate Provost Reginald Blake, Kim Cardascia (Administrative Executive Officer for Academic Administration and Special Projects at City Tech), Douglas Davis (chair, COMD), and Josh Kapusinski (COMD) to discuss the proposal.