

**New York City College of Technology**

The City University of New York

**Communication Design Department  
Curriculum Modification Proposal**

**Presented by:** Professors: Garrastegui, Giuliani, Kapusinski, Wong

**Chairperson:** Professor Daniel Wong

DEPARTMENT OF COMMUNICATION DESIGN

Minor Curriculum Modification Proposal

**CURRICULUM MODIFICATION PROPOSAL FORM**

|  |  |  |
| --- | --- | --- |
| **Title of Proposal** | COMD Minor Curriculum Modification |  |
| **Date** | 12/1/2023 |  |
| **Major or Minor** | Minor |  |
| **Proposer’s Name** | COMD Curriculum Committee/Maria Giuliani |  |
| **Department** | Communication Design |  |
| **Date of Departmental Meeting in which proposal was approved** |  |  |
| **Department Chair Name** | Daniel Wong |  |
| **Department Chair Signature and Date** | **2/07/2024** |  |
| **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 include:  Change in Course Prerequisite and Description for COMD 3621  Change in Course Number, Name, and Prerequisites for COMD 3701  Adding Writing Intensive Designation for COMD 3563 |  |
| **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). | Update the course number and name for a better understanding of course content and sequence within the COMD BFA curriculum.  Update the course description to ease registration. Change the course description to remove dated information.  Writing Intensive designation to BFA/ Strategy course |  |
| **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 | X |
| Dean’s Signature | X |
| 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 make several minor changes to their existing courses:

**COMD 3621 Motion Design Techniques**

**COMD 3621 Motion Design Techniques** is a recommended upper division “SKILL” course for students pursuing our *Motion Graphics* career path. Motion Design, a term well-known in the industry, combines techniques of animation, visual effects, and graphic design to create images that move. COMD 3621 Motion Design Techniques, is also serves as a COMD “SKILL” elective course for all BFA students. COMD 3521, its current prerequisite is an upper division “STRATEGY" course, which not all students take. COMD strategy courses are more specific to a career path than a COMD “SKILL” course. Having a “STRATEGY” course as a pre-requisite to a “SKILL” course makes it more challenging to progress smoothly.

Instead, **COMD 2320** Introduction to Video is a required course for all COMD AAS and BFA students. It serves as a foundation for all of our upper-level motion courses and is a more suitable prerequisite. Additionally, the course description must be updated to better reflect the course content.

**COMD 3563 Web Traffic & Analytics**

The department requests that **COMD 3563 Web Traffic & Analytics** be designated as a Writing-Intensive (WI) course. Since its inception, this course has incorporated extensive writing components that align with the Writing-Intensive Course Requirements outlined by City Tech. COMD 3563 has been certified as a WAC (Writing Across the Curriculum) course. It is featured on the [WAC OpenLab site as a certified portfolio](https://openlab.citytech.cuny.edu/writingacrossthecurriculum/certified-portfolios/), underscoring its commitment to integrating writing into the learning process.

The integration of writing into the learning process makes this course writing-intensive. Students engage in a mix of informal and formal writing exercises designed to promote critical reading, logical thinking, and the use of writing to deepen their understanding of web traffic and analytics. Students learn to communicate complex information through assignments like social media campaigns, competitive analysis reports, and blog posts while practicing disciplinary conventions—from citation styles to industry-specific vocabulary.

Students also gain hands-on experience with discipline-specific research resources, learning how to utilize tools like analytics platforms and industry databases. These assignments are structured to help students demonstrate proficiency in using research to support their work. The course emphasizes the full writing process, from brainstorming and drafting to peer review and revision, ensuring students can refine their ideas and improve their writing. The detailed syllabus outlines course objectives, key concepts, and grading policies, clarifying the expected standards.

By incorporating these elements, COMD 3563 not only meets but exceeds the criteria for a Writing-Intensive course, fostering essential writing, research, and communication skills to prepare students for field success.

**COMD 3701 Design Studio**

Lastly, COMD 3701 Design Studio is an upper-division course required for all students pursuing a BFA in Communication Design. It is a design research course and is the prerequisite for our capstone course, COMD 4830 Senior Project. This information, however, seems to be confusing. The department would like to change the number and name of the course to COMD 4730 Senior Project Research. These changes will better explain the correct sequence within the curriculum and clarify a direct relationship between these courses. Additionally, changing the current prerequisite from COMD 2400 to *at least two COMD Strategy and two COMD Skill Courses*

will ensure that students are better prepared for the demands of the class.

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CHANCELLOR’S REPORT FORM

Department: Communication Design

Changes in existing courses

Writing Intensive (WI) designation  
COMD 3563 Web Traffic & Analytics

Prerequisites and Description  
COMD 3621 Motion Design Techniques

Number, name change, and prerequisites

COMD 3701 Design Studio

**Section AV: Changes in Existing Courses**

**AV.1. Communication Design Department**

COMD 3563 Web Traffic & Analytics

|  |  |  |  |
| --- | --- | --- | --- |
| **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:** |  | **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.** | **Writing Intensive** |
| **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** |  |  |  |

**Rationale: The class already requires an extensive amount of writing, which exceeds the writing intensive requirement for a course.**

**COMD 3621 Motion Design Techniques**

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** |  | **TO:** |  |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** |  | **Course #:** |  |
| **Prerequisite** |  | **Prerequisite** |  |
| **Corequisite** |  | **Corequisite** |  |
| **Pre- or corequisite** | ~~COMD3521 or department approval~~ | **Pre- or corequisite** | COMD 2320 Introduction  to Video |
| **Hours** |  | **Hours** |  |
| **Credits** |  | **Credits** |  |
| **Description:** | ~~A continuation of COMD 3521, Strategies in Motion Design. Integration of graphics, color, typography, photography and sound. Case studies of contemporary designers will be an integral part of lectures and laboratory exercises. Working individually or in teams, students will research, write, design, storyboard and produce motion graphics for DVD menus, video games, web banners or interactive interface device design using software such as Flash, Maya, AfterEffects or Final Cut Pro.~~ | **Description:** | Through lectures, demonstrations and hands-on practice, students learn key techniques to motion design while integrating graphics, color, type, video, photography, and sound. Working individually and possibly in teams, students produce a variety of projects and deliverables that mirror those from the industry which enhance and build technical abilities. Students also conduct research, write, and present work. |
| **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** |  |  |  |

**Rationale:** COMD2320 is a more appropriate prerequisite for this course—updated course description to better reflect the content of the class.

**COMD** 3701 Design Studio

|  |  |  |  |
| --- | --- | --- | --- |
| **CUNYFirst Course ID** |  |  |  |
| **FROM:** | ~~Design Studio~~ | **TO:** | Senior Project Research |
| **Department(s)** |  | **Department(s)** |  |
| **Course #:** | ~~3701~~ | **Course #:** | 4730 |
| **Prerequisite** | ~~COMD2400~~ | **Prerequisite** | At least two COMD Strategy and two COMD Skill Courses  Two (2) COMD Strategy Courses: COMD 3402, 3420, 3500, 3501, 3507, 3520, 3521, 3562, 3563, 3600, 3601, 3602, 3633  And Two (2) COMD Skills Courses:  COMD 3292, 3313, 3316, 3330, 3412, 3413, 3505, 3513, 3523, 3527, 3530, 3532, 3533, 3540, 3551, 3613, 3620, 3621, 3640, 3652, 3662, 3663, 3540, 3711, 4611 |
| **Corequisite** |  | **Corequisite** |  |
| **Pre-, 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** |  |  |  |

**Rationale:** Change the Number and Name to better explain its placement and function within the curriculum.