WINONA STATE UNIVERSITY
NEW AND REVISED COURSE AND PROGRAM APPROVAL FORM

Routing form for new and revised courses and programs.   Course or Program___ART 375 Advanced Design Project_____

Department Recommendation

A J Plummer (signature)   29 Jan 2014   _APlummer@winona.edu_____

Department Chair   Date   e-mail address

Dean's Recommendation ✓ Yes   ____ No*

M M Fant (signature)   2-5-14

Dean of College   Date

*The dean shall forward their recommendation to the chair of the department, the chair of A2C2, and the Vice President for Academic Affairs.

A2C2 Recommendation ____ Approved   ____ Disapproved

Chair of A2C2   Date

Graduate Council Recommendation ____ Approved   ____ Disapproved
(if applicable)

Chair of Graduate Council   Date

Director of Graduate Studies   Date

Faculty Senate Recommendation ____ Approved   ____ Disapproved

President of Faculty Senate   Date

Academic Vice President Recommendation ____ Approved   ____ Disapproved

Academic Vice President   Date

Decision of President ____ Approved   ____ Disapproved

President   Date

Please forward to Registrar.

Registrar   _____   Please notify department chair via e-mail that curricular change has been recorded.

          Date entered

[Revised 9-1-10]

WINONA STATE UNIVERSITY
PROPOSAL FOR A NEW COURSE

This form is to be used to submit a proposal for a new undergraduate or graduate course. Every item on this form must be completed prior to submission to A2C2. The department proposing a new course must include a *Financial and Staffing Data Sheet* and a *New and Revised Course and Program Approval Form* with the department chairperson's and Dean's signatures. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes.

Department _____ART_____   Date _Oct 1, 2013_____

_____375_____   _____Advanced Design Project_____   _3___
Course No.   Course Title   Credits*

This proposal is for a(n): _____X___ Undergraduate Course   _____ Graduate Course

Is this course for USP? ____Yes** _X____ No   Is this course for GEP? _ __Yes** ___X __ No

List all Major Codes to which this proposal applies as a required course: ARTG

List all Major Codes to which this proposal applies as an elective course: ARTG

List all Minor Codes to which this proposal applies as a required course:

List all Minor Codes to which this proposal applies as an elective course:

Prerequisites   _____Art 260, Art 265 or Art 360_____

Grading method   __X___ Grade only   _____ P/NC only   _____ Grade and P/NC Option

Frequency of offering _____Fall and Spring_____

What semester do you anticipate that will this course be offered for the first time? _____Fall 2015_____
Note: The approval process for a new course typically takes at least four to six weeks

* If this course will change the number of credits for any major or minor, the form *Proposal for a Revised Program* must also be submitted and approved according to the instructions on that form.

**For General Education Program (GEP) or University Studies (USP) course approval, the form *Proposal for General Education Courses* or *Proposal for University Studies Courses* must also be completed and submitted according to the instructions on that form.

Please provide all of the following information:
(Note: a syllabus or other documentation may not substitute for this)

A. Course Description

1. Description of the course as it will appear in the WSU catalog, including the credit hours, any prerequisites, and the grading method. If the course can be repeated, indicate the maximum number of credit hours for which this can be done.
   This course offers students the opportunity to develop advanced studio design projects. In addition to the advancement of design and problem solving skills, the course focuses on developing creative processes and methodologies as a path to effective design solutions. The course can be repeated up to maximum 12 credit hours. Prerequisite: ART 260, ART 265 or ART 360

2. Course outline of the major topics, themes, subtopics, etc., to be covered in the course. This outline should be, at a minimum, a two-level outline, i.e., consisting of topics and subtopics. This information will be submitted to MnSCU by the WSU Registrar's office.
   ART 375 introduces students to the strategies of contemporary design practice. The course consists of two interconnected components: the lab and the lecture**.** Working in and between both components, the course will explore the theoretical and technical concepts surrounding an advanced design project.

   The *lecture component* explores the history and theory of creative solutions. Students are required to read the textbooks, participate in online posting and engage in classroom discussion.

The *lab component* allows students to develop hands-on design projects. Students are to develop two project proposals, which have to be approved by the instructor. Within the proposal students need to specify new design skills, tools and software that will be part of the projects. Students are encouraged to experiment with contemporary design tools and a variety of problem-solving strategies to examine composition, formal elements, and combine these in different media as they develop their project or solution.

Lecture Unit:
I. Creative Process
    A. Ten Faces of Innovation
    B. 5Ps (Prepare, Play, Prototype, Produce, and Present)
    C. Cross-pollination of ideas
    D. Integrative Thinking
II. Research and Presentation
III. Quality Assurance Methodology

Lab Unit:
I. Proposal for Projects
    A. Creative Brief Proposal
    B. Quality Assurance Strategy
II. Project 1 & 2
    A. Research (Prepare)
- Develop research strategies
- Develop new design skills and tools
    B. Experiment (Play)
- Utilize design skills from Graphic Design classes (Art 260, Art 265, and Art 360). They include but are not limited to composition, formal elements, and the way these combine different media as part of their solution.
- Develop experimental approaches to idea generation
- Develop constructive thinking and critical analysis
- Participate in group critiques
- Develop capacity to share and absorb ideas and concepts
    C. Prototype
- Explore various techniques to enhance personal design style
- Develop techniques to develop project prototype cost effectively and quickly
- Identify failures and develop solutions/fixes
    D. Production (Produce)
- Develop professional production and presentation skills
    E. Present
- Test solution in the market
- Assess the effectiveness of the design solution

3.a Instructional delivery methods utilized: (Please check all that apply).

Auditorium/Classroom: X	ITV	Online	Web Enhanced X	Web Supplemented
Laboratory: X	Service Learning	Travel Study	Internship/Practicum	
Other: (Please indicate)				

3.b. MnSCU Course media codes: (Please check all that apply).

None:	3. Internet	6. Independent Study	9. Web Enhanced X
1. Satellite	4. ITV Sending	7. Taped	10. Web Supplemented
2. CD Rom	5. Broadcast TV	8. ITV Receiving	

4. Course requirements (papers, lab work, projects, etc.) and means of evaluation.
Individual Presentation:
During these 25-minute group presentations, students will use the basic guidelines to present a topic to the class.

Critiques
Tests students' understanding of advanced design concepts and their ability to apply the knowledge to improve their works.

Projects
Projects assess students' understanding of the creative process, problem solving skills (visual and technical) and their creative use of concepts across media. This also tests the student's ability to learn and explore software and traditional studio skills in addition to solving visual and technical problems.

5. Course materials (textbook(s), articles, etc.).
Student fee of $100 for production supplies.
The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your

Organization.

6. List the student learning outcomes for this course and how each outcome will be assessed.

Learning Outcome	Learning Activity	Assessment
1. Ability to adapt and learn new design tools 2. Develop professional portfolio work 3. Learn about contemporary practice, which involves design processes associated with budgets, timelines, and questions of quality	**Design Projects**	Assesses student project quality, the effective use of technology and contemporary design aesthetics based on the given timeline and budget. Assesses student draft works throughout the design project stages.
4. Learn technical design vocabulary 5. Understand design	**Oral and Online Group Critique**	Assesses students' effective implementation of design theory and concepts
7. Develop personal "creative identity", a unique creative skill that defines an individual's style and career path	**Self-critique**	Assesses students' creative ability to communicate and defend their ideas, and their mastery of design theories and concepts.
4. Research and synthesize practices from contemporary design. Develop presentation and communication skills.	**Presentation**	Assess students' ability to present his/her work professionally. Instructor will award grades based on the presentation's layout, design, structure, content, and style.

B. Rationale
Provide a rationale for the new course. The rationale should include the following items.

1. A statement of the major focus of the course.
   This course offers students the opportunity to develop advanced studio design projects that are essential for their portfolio and career. The course focuses on providing students with the opportunity to explore industrial creative processes and methodologies.

2. A statement of how this course will contribute to the departmental curriculum.
   This is a required course in the new Graphic Design curriculum that will be proposed in Spring 2014

3. A statement of why this course is to be offered at this level (i.e. 100-, 200-, 300-, 400-, or 500-level)
   This course is offered at 300 level because of the intensity demanded with regards to studio practice, high level creative projects, and readings. Students are expected to not only increase their visual art skills, but also their communications skills, presentation skills, and critical and polemical skills. They will gain the ability to articulate complex design ideas related to contemporary practice.

4. Identification of any courses which may be dropped, if any, if this course is implemented.

   None

C. Impact of This Course on Other Departments, Programs, Majors, and Minors
Provide a statement of the impact of this course on other departments, programs, majors, and minors.

1. Clearly state the impact of this course on courses taught in other departments. Does this course duplicate the content of any other course? Is there any effect on prerequisites for this or any other courses?
   No

2. Would approval of this course change the total number of credits required by any major or minor of any department? If so, explain the effects which this course would have.

   This is a required course for the revised Graphic Design program and has no impact on the total number of credits required of that major.

that major.

3. If this course has an impact on the major or minor of any other department or program, it is the responsibility of the department submitting the course proposal to send written notification to the department(s) or program(s) affected. State clearly which other programs are affected by this proposal and whether the other departments have been notified and/or consulted. Attach letter(s) of understanding from impacted department(s).

N/A

D. Attach to This Proposal a Completed
1. *Financial and Staffing Data Sheet*
2. *New and Revised Course and Program Approval Form*

E. Department Contact Person for this Proposal:

Name (please print)	Phone	e-mail addresses
ChunLok Mah (permanent contact)	507 457 5394	cmah@winona.edu

F. Review by Department A2C2 Representative

I have reviewed this proposal and certify that it is complete _____
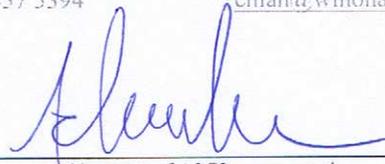
Signature of A2C2 representative

Definitions for codes in 3a and 3b:

01-Satellite:

02- CD ROM:

03- Internet: Predominately = where all, or nearly all, course activity occurs in an online environment. One to two activities may occur face-to-face in a classroom, with the maximum being two activities.

04 – ITV Sending: a course in which students are in the classroom with the instructor, other students join via interactive television technology from other geographically separate locations

05 – Broadcast TV:

06 – Independent Study: a course in which the teacher develops specialized curriculum for the student(s) based on department guidelines in the University course catalog

07 – Taped: a course in which the teacher records the lessons for playback at a later date

08 – ITV Receiving: a course in which students are not in the classroom with the teacher, other students join via interactive television technology from other geographically separate locations

09 – Web Enhanced- Limited Seat Time: For a course in which students are geographically separate from the teacher and other students for a majority of required activities. However, some on-site attendance is required. The course includes synchronous and/or asynchronous instruction.

10 – Web Supplemented- No Reduced Seat Time: For a course utilizing the web for instructional activities. Use of this code may assist your college/university in tracking courses for "smart classrooms" and/or facility usage.

WINONA STATE UNIVERSITY
FINANCIAL AND STAFFING DATA SHEET

Course or Program ART 375 Advanced Design Project

Include a Financial and Staffing Data Sheet with any proposal for a new course, new program, or revised program.

Please answer the following questions completely. Provide supporting data.

1. Would this course or program be taught with existing staff or with new or additional staff? If this course would be taught by adjunct faculty, include a rationale.

    This course is currently taught as a number of independent study courses (measured as overload) by a faculty member. As a result, it can continue to be taught as overload by that faculty member, or else require new staff. At present, around 14 separate independent study courses are offered every semester. At the advice of the Dean of College of Liberal Arts, consolidating the independent study courses into one course will create a better system to manage the overload.

2. What impact would approval of this course/program have on current course offerings? Please discuss number of sections of current offerings, dropping of courses, etc.

    There will be no impact on existing course offerings. One section of this course will be offered each semester. No courses will be dropped.

3. What effect would approval of this course/program have on the department supplies? Include data to support expenditures for staffing, equipment, supplies, instructional resources, etc.

    A fee of $100 for supplies will be required for this course to cover all design production costs.

[Revised 9-05]