

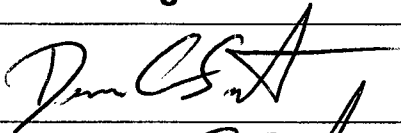
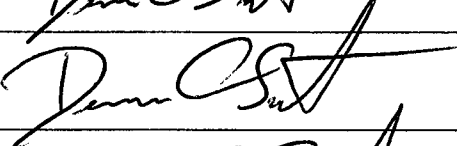
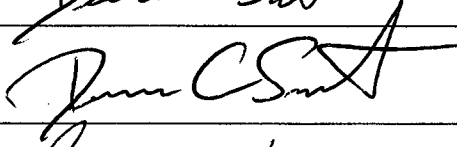
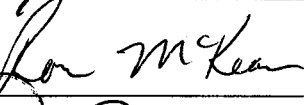
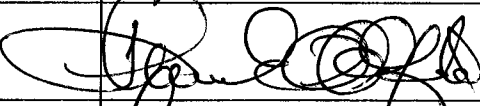
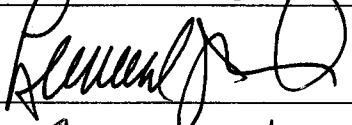
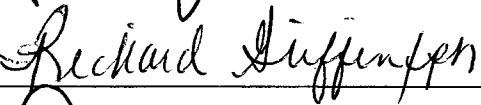

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: New Media Printing and Publishing

Initiating Unit or Individual: Printing and Imaging Technology Management Dept.
 Contact Person's Name: Dennis Smith e-mail: smithd@ferris.edu phone: ext. 2967
 Date or Term of Proposal Implementation: SPRING 109

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

| Group/Individual | Signature | Date | Vote/Action * |
|---------------------------------|---|----------|--|
| Program Faculty |  | 11/10/07 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| Department Faculty |  | 11/21/07 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| Department Head / Chair |  | 11/21/07 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| College Curriculum Committee |  | 3/27/08 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| Dean |  | 3/31/08 | <input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| University Curriculum Committee |  | 4/9/08 | <input checked="" type="checkbox"/> Support 7-0 <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| Senate |  | 4/9/08 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| Academic Affairs |  | 4/10/08 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

| | | |
|--|--|--|
| To be completed by Academic Affairs | | |
| _____ President (Date Approved) | _____ Board of Trustees (Date Approved) | _____ President's Council (Date Approved) |

REC'D APR 09 2008

1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

This is a change affecting one course, NMPP 410 Digital and Variable Data Printing, in the New Media Printing and Publishing B.S. Degree. The change is to add a laboratory component to the existing course. Content of the course that was once covered via lecture only will now be experienced in lecture and lab enabled by departmental acquisition of new lab equipment and software for digital and variable data printing. The course credits and course description remain the same. The course lecture/lab configuration changes from a (3 + 0) to a (2 + 3) configuration.

The existing NMPP degree required course, ISYS 200 Database Design and Implementation, is also added as prerequisite to the NMPP 410 course. Database skills acquired in ISYS 200 will be needed in the new lab component of this course.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

b. Courses to be Deleted From FSU Catalog:

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

c. Existing Course(s) to be Modified:

| Prefix | Number | Title |
|--------|--------|------------------------------------|
| NMPP | 410 | Digital and Variable Data Printing |

d. Addition of existing FSU courses to program

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

e. Removal of existing FSU courses from program

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

Failure to respond is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

RE: Proposal Title New Media Printing and Publishing

Initiator(s): Printing and Imaging Technology Management Department

Proposal Contact: Dennis Smith **Date Sent:** 11/21/07

Department: Printing and Imaging Technology Management **Campus Address:** Swan 312
(Please print)

Responding Department: Accountancy, Finance & Information Systems-ISYS

Chair/Head/Coordinator: Jim Woolen **Date Returned:** _____

Based upon department faculty review on _____ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

Dennis:

I sent this out to the CIS faculty on the day you sent it to me.
Only have heard from 3 with all supporting it.
Will required a department vote electronically after the CIS faculty complete their responses.

Dr. Jim Woolen, Certified Computing Professional (CCP)
Department Head, AFIS [Accountancy, Finance & Information Systems]

FERRIS STATE UNIVERSITY

College of Business, 119 South Street, BUS 212H – Big Rapids, MI 49307

☎ Phone 231-591-2436

☎ Fax 231-591-3521

✉ Email JimWoolen@ferris.edu

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Dennis C Smith/FSU



Dennis C Smith/FSU

11/21/2007 10:56 AM

To Jim Woolen/FSU@FERRIS

cc

Subject New Media-Form B

Hello Jim,

Please find attached here a curriculum consultation form B for our New Media B.S. degree. We seek to formally designate the currently NMPP required database course, ISYS 200, as a prerequisite to our NMPP 410 Digital and Variable Data Printing course.

Our New Media students have been taking the ISYS 200 course all along, we now are simply seeking formal prereq. status of it as we add a lab component to the NMPP 410 course in Fall 08.

Thanks for your attention and consult on this curriculum change.

[attachment "FORM B-NMPP 410.doc" deleted by Jim Woolen/FSU] [attachment "FORM A NMPP F08.doc" deleted by Jim Woolen/FSU]

Sincerely,

Dennis C. Smith
Associate Professor / Department Chair
Printing and Imaging Technology Management Department
Ferris State University
915 Campus Drive
Big Rapids, MI 49307
231-591-2967-Office
231-591-2082-Fax

CURRENT



FERRIS STATE UNIVERSITY
Imagine More

Bachelor of Science Degree
New Media Printing and Publishing
Curriculum Guide Sheet

| | |
|--------|-----|
| Name: | |
| email: | ID: |
| | Ph: |

YEAR 3 - FALL SEMESTER

| | COURSE | CREDITS | GRADE |
|----------|---|-----------|-------|
| NMPP 375 | Quality Control Systems in Printing (Jr. status PTEC student) | 3 | |
| PMGT 361 | Print Production Planning | 5 | |
| ISYS 200 | Database Design & Implementation (ISYS 105) | 3 | |
| ISYS 204 | Visual Basic Programming (ISYS 105) | 3 | |
| MATH 115 | Intermediate Algebra (C- in MATH 110) | 4 | |
| | | 18 | |

YEAR 3 - SPRING SEMESTER

| | COURSE | CREDITS | GRADE |
|----------|--|-----------|-------|
| NMPP 330 | Digital Multimedia Production (Junior Status) | 3 | |
| NMPP 410 | Digital Printing Systems (Jr Status or instr approval) | 2 | |
| PMGT 383 | Production Cost Analysis () | 3 | |
| ISYS 303 | Systems Analysis Methods OR (ISYS 202) | 3 | |
| ISYS 305 | Software Systems (ISYS 105) | 3 | |
| | Cultural Enrichment Elective | 3 | |
| | Social Awareness Elective | 3 | |
| | | 17 | |

YEAR 3 - SUMMER SEMESTER

| | | | |
|----------|--------------------------------|----------|--|
| PMGT 393 | Printing Management Internship | 4 | |
| | | 4 | |

YEAR 4 - FALL SEMESTER

| | COURSE | CREDITS | GRADE |
|----------|---|-----------|-------|
| NMPP 420 | World Wide Web Publishing (NMPP 330) | 3 | |
| ISYS 325 | Networking Essentials (ISYS 105) | 3 | |
| COMM 221 | Small Group Decision Making | 3 | |
| ENGL 311 | Advanced Technical Writing (ENGL250 or 211) | 3 | |
| | Scientific Understanding Elective | 3 | |
| | | 15 | |

Graduation Application Submitted

YEAR 4 - SPRING SEMESTER

| | COURSE | CREDITS | GRADE |
|----------|--|-----------|-------|
| NMPP 440 | Color Management (Senior Status) | 3 | |
| NMPP 450 | Printing Industry Server Administration (NMPP 420) | 2 | |
| NMPP 499 | Digital Prepress Project (NMPP 375) | 3 | |
| ISYS 307 | Microsoft Network Administration (ISYS 105) | 3 | |
| | Cultural Enrichment Elective (200 level or higher) | 3 | |
| | Social Awareness Elective (200 level or higher) | 3 | |
| | | 17 | |

Notes:

| |
|--|
| |
| |
| |

CURRENT



Name: _____
 email: _____ ID: _____

YEAR 3 - FALL SEMESTER

| | | COURSE | CREDITS | GRADE |
|------|-----|---|---------|-------|
| NMPP | 375 | Quality Control Systems in Printing (Jr. status PTEC student) | 3 | |
| PMGT | 361 | Print Production Planning | 5 | |
| ISYS | 200 | Database Design & Implementation (ISYS 105) | 3 | |
| ISYS | 204 | Visual Basic Programming (ISYS 105) | 3 | |
| MATH | 115 | Intermediate Algebra (C- in MATH 110) | 4 | |

YEAR 3 - SPRING SEMESTER

| | | COURSE | CREDITS | GRADE |
|------|-----|---|---------|-------|
| NMPP | 330 | Digital Multimedia Production (Junior Status) | 3 | |
| NMPP | 410 | Digital Printing Systems (ISYS 200) | 2 | |
| PMGT | 383 | Production Cost Analysis () | 3 | |
| ISYS | 303 | Systems Analysis Methods OR (ISYS 202) | 3 | |
| ISYS | 305 | Software Systems (ISYS 105) | 3 | |
| | | Cultural Enrichment Elective | 3 | |
| | | Social Awareness Elective | 3 | |

YEAR 3 - SUMMER SEMESTER

| | | | | |
|------|-----|--------------------------------|---|--|
| PMGT | 393 | Printing Management Internship | 4 | |
|------|-----|--------------------------------|---|--|

YEAR 4 - FALL SEMESTER

| | | COURSE | CREDITS | GRADE |
|------|-----|---|---------|-------|
| NMPP | 420 | World Wide Web Publishing (NMPP 330) | 3 | |
| ISYS | 325 | Networking Essentials (ISYS 105) | 3 | |
| COMM | 221 | Small Group Decision Making | 3 | |
| ENGL | 311 | Advanced Technical Writing (ENGL250 or 211) | 3 | |
| | | Scientific Understanding Elective | 3 | |

Graduation Application Submitted

YEAR 4 - SPRING SEMESTER

| | | COURSE | CREDITS | GRADE |
|------|-----|--|---------|-------|
| NMPP | 440 | Color Management (Senior Status) | 3 | |
| NMPP | 450 | Printing Industry Server Administration (NMPP 420) | 2 | |
| NMPP | 499 | Digital Prepress Project (NMPP 375) | 3 | |
| ISYS | 307 | Microsoft Network Administration (ISYS 105) | 3 | |
| | | Cultural Enrichment Elective (200 level or higher) | 3 | |
| | | Social Awareness Elective (200 level or higher) | 3 | |

Notes:

PROPOSED

NEW COURSE INFORMATION FORM

See Sample – Limit to Two Pages Please

Course Identification:

Prefix: **Number** **Title**
NMPP **410** **Digital/Variable Data Printing Systems**

Course Description:

This course is designed to introduce students to emerging technologies in digital and variable data printing. The impact of these technologies on traditional print markets and new digital printing markets are explored. Students examine specific digital printing technologies including: color toner based print engines, ink jet, and direct to press offset presses. Students complete class exercises utilizing databases and variable data printing software, servers and presses to produce unique customized variable data print campaigns.

Course Outcomes and Assessment Plan:

Upon successful completion of this course the student will be able to:

1. Correctly diagram the digital imaging systems detailing how each process fundamentally produces an image on a substrate.
2. Demonstrate an understanding of exactly where the emerging digital and variable print technologies, introduced in this course, align with the broader printing and new media industry today.
3. Produce a variety of digital printing lab projects utilizing both solvent and aqueous based ink jet based digital printing systems.
4. Successfully strategize, implement and produce a variable data printing campaign utilizing industry standard variable data software titles and color toner based print engines.
5. Recognize and differentiate between "old media" and "new media" and be able to explain their impacts on each other.

Course Outline including Time Allocation:

| NO. | UNIT TOPIC DESCRIPTION SUMMARY | LECTURE HOURS | LAB HOURS |
|-------|--|---------------|-----------|
| I. | Introduction | 1 | 0 |
| II. | Electrophotography | 3 | 3 |
| III. | Mailing Lists and Database List Management | 2 | 6 |
| IV. | Variable Data Printing (VDP) Software | 4 | 6 |
| V. | Variable Data Printing Workflows | 4 | 6 |
| VI. | VDP Systems Markets/Campaigns/Products | 4 | 3 |
| VII. | Continuous and Drop on Demand Ink Jet Systems | 6 | 8 |
| VIII. | Ink Jet Inks-Aqueous, Solvent and Ultra Violet Based | 2 | 6 |

| | | | |
|-----|------------------------------|-----------|-----------|
| IX. | Machine Storage/Lab shutdown | 1 | 6 |
| | EXAMINATIONS | 3 | 1 |
| | TOTALS | 30 | 45 |
| | | | |

MODIFY COURSE
Course Data Entry Form

FORM F

Modify Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:

1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below):

b. Term Effective (6 digit code only): Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix b. Number c. Enter Contact Hours per week in boxes.
LECTure LAB INDEpendent Study – Check (x)
Practicum: Seminar:

d. Course Title:

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix b. Number c. Enter Contact Hours per week in boxes.
LECTure LAB INDEpendent Study – Check (x)
Practicum: Seminar:

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code: f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Maximum Credit Hours i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

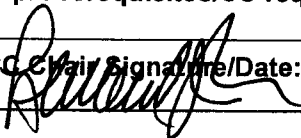
l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

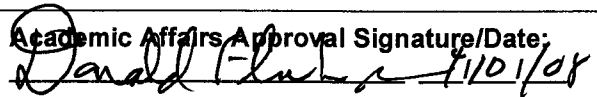
n. Term(s) Offered: (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCC Chair Signature/Date:

 4/9/08

Academic Affairs Approval Signature/Date:

 4/10/08

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: ___ Date Completed: ___ Entered: SCACRSE ___ SCADETL ___ SCARRES ___ SCAPREQ ___

Course Outline

| | |
|-----------------------------|--|
| Last Revision Date: | |
| Curriculum Committee Chair: | |

Course: NMPP 410 Digital/Variable Data Printing Systems

Credits: 3 Hours

Contacts: 2 Lecture, 3 Lab Hours per week

Course Description: This course is designed to introduce students to emerging technologies in digital and variable data printing. The impact of these technologies on traditional print markets and new digital printing markets are explored. Students examine specific digital printing technologies including: color toner based print engines, ink jet, and direct to press offset presses. Students complete class exercises utilizing databases and variable data printing software, servers and presses to produce unique customized variable data print campaigns.

Course Prerequisites: ISYS 200 Database Design and Implementation

Required Textbooks: The Handbook for Digital Printing and Variable-Data Printing, by Bennett, 1 st. ed. published by GATF, 2006

Required Materials: Lab Coat, 6 ft. pocket tape measure with metrics, flash jump drive

Student Learning Outcomes

Upon successful completion of this course the student will be able to:

1. Correctly diagram the digital imaging systems detailing how each process fundamentally produces an image on a substrate.
2. Demonstrate an understanding of exactly where the emerging digital and variable print technologies, introduced in this course, align with the broader printing and new media industry today.
3. Produce a variety of digital printing lab projects utilizing both solvent and aqueous based ink jet based digital printing systems.
4. Successfully strategize, implement and produce a variable data printing campaign utilizing industry standard variable data software titles and color toner based print engines.
5. Recognize and differentiate between "old media" and "new media" and be able to explain their impacts on each other.

Course Outline

Instructional Unit Topic Descriptions and Time Allocations

| NO. | UNIT TOPIC DESCRIPTION SUMMARY | LECTURE HOURS | LAB HOURS |
|-------|--|---------------|-----------|
| I. | Introduction | 1 | 0 |
| II. | Electrophotography | 3 | 3 |
| III. | Mailing Lists and Database List Management | 2 | 6 |
| IV. | Variable Data Printing (VDP) Software | 4 | 6 |
| V. | Variable Data Printing Workflows | 4 | 6 |
| VI. | VDP Systems Markets/Campaigns/Products | 4 | 3 |
| VII. | Continuous and Drop on Demand Ink Jet Systems | 6 | 8 |
| VIII. | Ink Jet Inks-Aqueous, Solvent and Ultra Violet Based | 2 | 6 |
| IX. | Machine Storage/Lab shutdown | 1 | 6 |
| | EXAMINATIONS | 3 | 1 |
| | TOTALS | 30 | 45 |
| | | | |

Learning Outcomes for Each Instructional Unit

Upon Completion of each instructional unit, the learner will be able to satisfactorily:

| | |
|-----|---|
| I. | <p>Introduction</p> <p>A. Discuss the course objectives and Syllabus</p> <p>B. Explain the Assignment Procedures.</p> |
| II. | <p>Electrophotography</p> <p>A. Detail the history and significant patents in the electrophotographic process</p> <p>B. List the six basic steps in the electrophotographic cycle.</p> <p>C. Contrast the print quality from electrophotography with lithography</p> <p>D. Identify various print samples with the imaging processes utilized</p> |

Course Outline

| | |
|-------|---|
| III. | Mailing Lists and Database List Management A. Perform routine database list construction and manipulation B. Detail U.S. Postal Service regulations for various mail classifications C. Utilize mailing software to generate Zip + 4 bar codes |
| IV. | Variable Data Printing (VDP) Software A. Refresh Page layout software functions B. Utilize VDP software to apply variability to text fields C. Utilize VDP software to apply variability to graphic fields. |
| V. | Variable Data Printing Workflows A. Identify and evaluate the three elements of a VDP workflow B. Flow chart the basics of a VDP workflow C. RIP a PDF file with variable elements |
| VI. | VDP Systems Markets/Campaigns/Products A. List the six major VDP markets B. Evaluate/Contrast VDP marketing campaign's response rates with other media types C. Develop effective pricing structure elements for a VDP campaign D. Graph press run lengths with traditional litho contrasted with on demand workflows |
| VII. | Continuous (CIJ) and Drop on Demand (DOD) Ink Jet Systems A. Diagram the basic elements of a CIJ and DOD ink jet system B. Evaluate test target print resolution from ink jet print systems C. RIP a file to a grand format printer D. Print a grand format print project on the solvent based printer. |
| VIII. | Ink Jet Ink Categories-Aqueous, Solvent and Ultra Violet Based A. Differentiate solvent, aqueous and UV based ink jet products B. Categorize product niches for each type of ink jet process. C. Diagram a flat bed UV based ink jet print system. |
| IX. | Lab Shutdown/Machine Storage A. Perform long term shutdown procedure B. Understand consequences of improper shut down C. Document steps in process |
| X. | Final Examination - |

Minimum Required Student Laboratory Activities

| | |
|---|---|
| Lab 1 Databases/Mailing Lists | <ul style="list-style-type: none">-Access, sort, and apply logic rules to a given database list-Identify commercial sources for direct mail database mailing lists-Data Cleansing-cleanse an error riddled database utilizing software tools |
| Lab 2 Introduction to VDP software | <ul style="list-style-type: none">-Apply variability to static page content utilizing VDP software-Given a supplied database and page layout, generate a variable data print job file |
| Lab 3 Toner Based Variable Data Printing | <ul style="list-style-type: none">-Produce the VDP color control targets utilizing a toner based print engine-Measure and evaluate color control targets with spectrophotometer from toner based print engine-Configure automated binding and page imposition options on toner print engine |
| Lab 4 VDP/Marketing Campaign | <p>-Description: Provided a database set and marketing campaign topic, the student will be design a VDP one-to-one post card marketing campaign</p> |
| Lab 5 Ink Jet Prepress Lab | <ul style="list-style-type: none">-Utilizing standard design software-design a grand format ink jet project-Setting file resolutions for RIP-Process the design through the RIP and prepress workflow to the solvent based ink jet printer station |
| Lab 6 Intro to Solvent based drop on demand ink jet | <ul style="list-style-type: none">-Orientation, safety and make-ready on the solvent based grand format ink jet printer-Orientation to controls and functions of machine |
| Lab 7 Calibration and target run with solvent based ink jet | <ul style="list-style-type: none">-Loading media, tensioning and platen vacuum settings |

Course Outline

| | |
|---|---|
| Lab 7 Calibration and target run with solvent based ink jet (cont). | <ul style="list-style-type: none">-Running jet test-Color mode cycle-Running test target trial-Perform machine shutdown |
| Lab 8 Print Runs on solvent based printer-student designs | <ul style="list-style-type: none">-Loading media, tensioning and platen vacuum settings-Running jet test-carriage speed, weep control test, edge detector setting, carriage alignment-Color mode cycle-Running test target trial-Perform machine shutdown |
| Lab 9 Print Runs on solvent based printer-production designs | <ul style="list-style-type: none">-Work on production print jobs from university clients on the ink jet machine |
| Lab 10 Machine shut down and storage procedures | <ul style="list-style-type: none">-Shut down machine and place in storage mode |