

Revised 7/23/07

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Change GRDE 412 and 422 to practicum**

**Initiating Unit or Individual: Graphic Design Program**

**Contact Person's Name: Jeff Ek e-mail: eki@ferris.edu phone: x2487**

**Date or Term of Proposal Implementation: Spring 2010**

- 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	<i>Jeffrey C. Ek</i>	11-10-09	<u>6</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Faculty	<i>Jeffrey A. Ek</i>	11-17-09	<u>21</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Head	<i>[Signature]</i>	11-17-09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>[Signature] Anita Fagerman</i>	12-8-09	<u>2</u> Support <u>3</u> Support with Concerns <u>0</u> Not Support
Dean	<i>[Signature]</i>	12/11/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>Leonard Johnson/ps</i>	1/21/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard Duffer/ps</i>	1/21/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>David Fluk</i>	1/25/10	<u>1</u> 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)

VPAA  
 JAN 21 2010  
 PROVOST

**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.)

**GRDE 412 and 422 are currently senior level courses where students design projects from start to finish for real clients. These courses include job-related activities and stress the practical application of theory in a specialized field. Activities include all of the phases of the design process such as research, planning, design and implementation of design projects or campaigns. Students get professional work experience and published work to include in their portfolio.**

**In the context of this proposal, a practicum involves students completing projects for organizations but not working directly at the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal an internship means employment with an organization, usually at the organization's location, where work is scheduled by the organization and the student may be paid as an employee.)**

**Changing the course designation to "practicum" is a better indication of the course outcomes.**

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**b. Courses to be Deleted From FSU Catalog:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**c. Existing Course(s) to be Modified:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
GRDE	412	Design Application 1
GRDE	422	Design Application 2

**d. Addition of existing FSU courses to program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**3. Summary of All Consultations**

<b>Form Sent (B or C)</b>	<b>Date Sent</b>	<b>Responding Dept.</b>	<b>Date Received &amp; by Whom</b>
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N/A

**4. Will External Accreditation be Sought? (For new programs or certificates only)**

\_\_\_\_\_ Yes                      \_\_\_\_\_X\_\_\_\_\_ No

If yes, name the organization involved with accreditation for this program.

**5. Program Checksheets affected by this proposal.**

Graphic Design Bachelor of Science Degree

**Ferris**  
**GRAPHIC DESIGN – A:**

NAME: \_\_\_\_\_

**AAS Degree Program – 61 Credits Required**

Required	Course Title - Prerequisites Shown in Brackets ( )
<b>COMMUNICATION COMPETENCE - 9 Credits Required</b>	
COMM 105	COMM 105 Intern. Comm. OR COMM 121 Fund of Public Speak. (r)
ENGL 150	English 1 (ENGL 074 or min. score of 14 ACT or min. score of 370 S)
ENGL 250	English 2 (ENGL 150 w/C- or better)
<b>SCIENTIFIC UNDERSTANDING – 4 Credits Required</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses.	
<b>QUANTITATIVE SKILLS – 3 Credits Required</b>	
MATH 115	Intermediate Algebra (MATH w/C- or better, or 19 on ACT or 460 on if MATH ACT score is 24+; substitute a general education elective.
<b>CULTURAL ENRICHMENT – 6 Credits Required*</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses.	
ARTH	Art History Elective
ARTH	Art History Elective
<b>SOCIAL AWARENESS – 3 Credits Required*</b>	
Social Awareness Elective – Recommend ECON 221	
<b>RELATED COURSE – 3 Credits Required</b>	
MKTG 231	Professional Selling (COMM 121 or 105 recommended, not required)
<b>GRAPHIC DESIGN MAJOR - 33 Credits Required</b>	
GRDE 109	Drawing for Media Applications (none)
GRDE 110	Design 1 (none)
GRDE 114	Design Survey
GRDE 116	Computers in Visual Media (none)
GRDE 120	Design 2 (GRDE 110)
GRDE 126	Digital Illustration and Layout (GRDE 116)
GRDE 210	Typography (GRDE 120)
GRDE 216	Digital Imaging (GRDE 126)
GRDE 226	Principles of Interactive Design (GRDE 126 and GRDE 120)
GRDE 228	Interactive Media Development (GRDE 210, GRDE 216 and GRDE 2
GRDE 299	Typography (GRDE 210)

**NOTICE REGARDING WITHDRAWAL, READMISSION AND INTERU**  
Student's who return to the university after an interrupted enrollment (semester) must normally meet the requirements of the curriculum which their return, not the requirements which were in effect when they were

**Advising notes:**  
 FSUS 100 requirement satisfied by \_\_\_\_\_  
 Race, Ethnicity, Gender requirement satisfied by: \_\_\_\_\_  
 Global Consciousness requirement satisfied by: \_\_\_\_\_

**\*Must satisfy GLOBAL CONSCIOUSNESS, RACE ETHNICITY AND G FOUNDATIONS if this requirement has not been met in any other cat**

Are you on track for graduation from AAS degree – It requires:  
 2.0 cumulative GPA     2.7 cumulative GPA in GRDE major cour.

**BS Degree Program – 123/124 Credits Required**

<b>COMMUNICATION COMPETENCE – 3 Credits Required</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses.	
<b>SCIENTIFIC UNDERSTANDING – 3-4 Credits Required</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses.	
<b>SOCIAL AWARENESS – 6 Credits Required*</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses	
<b>CULTURAL ENRICHMENT – 3 Credits Required*</b>	
Consult the Ferris website: <a href="http://www.ferris.edu/uhm/academic/gened/courses.html">www.ferris.edu/uhm/academic/gened/courses.html</a> for approved courses	
<b>GRAPHIC DESIGN MAJOR</b>	

**RELATED BUSINESS COURSES – 9 CREDITS REQUIRED**

**FREE ELECTIVE – 3 CREDITS REQUIRED**

**State University - College of Business  
Associate in Applied Science/Bachelor of Science Degree**

ID#: \_\_\_\_\_

*If planning to enter the BS degree program, you'll need this, plus will have to pass portfolio review to be admitted to the BS degree program.*

	Crs	Gr	Gr Pt
General	3		
ATI	3		
	3		

Required	Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
ENGL	325 Advanced Business Writing (ENGL 250 or 211 w/C or better)	3		

	4		
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	Scientific Understanding Elective	3	4	
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SAT	3		
	3		
	3		

	Social Awareness Elective - TAKE ECON 221, UNLESS YOU TOOK IT IN THE AAS DEGREE	3		
	Social Awareness Elective	3		

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GRDE	310	Communication Design 1 (GRDE 299)	3	
GRDE	312	Production Techniques (GRDE 299)	3	
GRDE	316	Interactive Design and Development (GRDE 228)	3	
GRDE	320	Communication Design 2 (GRDE 310)	3	
GRDE	326	Production Seminar (GRDE 312)	3	
GRDE	410	Visual Communication 1 (GRDE 320)	3	
GRDE	412	Design Application 1 (GRDE 320)	3	
GRDE	414	Design Seminar (GRDE 320)	3	
GRDE	420	Visual Communication 2 (GRDE 412)	3	
GRDE	422	Design Application 2 (GRDE 412)	3	
GRDE	499	Portfolio Preparation (GRDE 410)	3	
Choose 1 of the following:				
GRDE	328	Interactive Design Studio (GRDE 316)	3	
GRDE	329	Interpretive Image Development (GRDE 216 and GRDE 310)	3	

MKTG	321	Principles of Marketing (Sophomore Standing)	3	
MGMT	301	Applied Management (None)	3	
PREL	240	Public Relations Principles (ENGL 150)	3	
		Free Elective	3	

**GENERAL, AND SOCIAL  
COURSES**

Are you on track for graduation from BS degree - it requires:  
 2.0 cumulative GPA  2.7 cumulative GPA in the 300- and 400-level GRDE courses.

## NEW COURSE INFORMATION FORM

### Course Identification:

Prefix:	Number	Title
GRDE	412	Design Application 1

### Course Description:

Students in Design Application will apply acquired creative, design, technical, and production skills and knowledge to actual projects with the intent that the projects will be produced.

Student responsibilities will vary based on the complexity of the communication problem(s) assigned. Participants in this class should be aware that we have made a professional commitment to our clients and that they, as designers, must be dedicated to the execution of an appropriate and high quality design solution.

Experiences and responsibilities might include:

- assisting a design director
- working within a team
- analysis of criteria and constraints
- client meetings
- development of concept, sketches and proposal
- development and presentation of prototypes
- revisions and corrections
- obtaining production estimates
- paper/materials selection
- preparation of electronic files and necessary documentation for production
- determining production specifications and communicating them to production vendor
- on-site quality control of production

### Course Outcomes and Assessment Plan:

1. Gain practical experiences in preparation for job applications.
2. Solve a client's communication problem.
3. Work within design constraints of criteria such as time, budget, quantities, and production method.
4. Meet with clients to establish criteria and give presentations.
5. Diplomatically negotiate with clients regarding subjective opinions/decisions.
6. Communicate information to and interact with representatives from service bureaus, paper companies, printers, production houses, and other related professionals regarding production specifications and methods and quality standards.
7. Experience the production process through observation and application to projects which have been designed.
8. Learn troubleshooting techniques and methods when circumstances change or difficulties arise.
9. Learn to work effectively as a team member.
10. Become proactive and take responsibility for assignments.

**Course Outline including Time Allocation:**

Lecture and application assignments based on:	Lecture Hours	Lab Hours
I. Working with Assigned Clients	4	0
II. Identification of Client Needs	4	0
III. Research and Data Analysis	6	0
IV. Planning and Documentation	6	0
V. Concept Development	4	0
VI. Design Development	4	0
VII. Presentation of Proposals to Client	6	0
VIII. Project Management and Documentation	6	0
IX. Pre-press/Development/Coding	8	0
X. Proofing/Testing/Production	8	0

## NEW COURSE INFORMATION FORM

### Course Identification:

Prefix:	Number	Title
GRDE	422	Design Application 2

### Course Description:

Students in Design Application will apply acquired creative, design, technical, and production skills and knowledge to actual projects with the intent that the projects will be produced.

Student responsibilities will vary based on the complexity of the communication problem(s) assigned. Participants in this class should be aware that we have made a professional commitment to our clients and that they, as designers, must be dedicated to the execution of an appropriate and high quality design solution.

Experiences and responsibilities might include:

- assisting a design director
- working within a team
- analysis of criteria and constraints
- client meetings
- development of concept, sketches and proposal
- development and presentation of prototypes
- revisions and corrections
- obtaining production estimates
- paper/materials selection
- preparation of electronic files and necessary documentation for production
- determining production specifications and communicating them to production vendor
- on-site quality control of production

### Course Outcomes and Assessment Plan:

1. Gain practical experiences in preparation for job applications.
2. Solve a client's communication problem.
3. Work within design constraints of criteria such as time, budget, quantities, and production method.
4. Meet with clients to establish criteria and give presentations.
5. Diplomatically negotiate with clients regarding subjective opinions/decisions.
6. Communicate information to and interact with representatives from service bureaus, paper companies, printers, production houses, and other related professionals regarding production specifications and methods and quality standards.
7. Experience the production process through observation and application to projects which have been designed.
8. Learn troubleshooting techniques and methods when circumstances change or difficulties arise.
9. Learn to work effectively as a team member.
10. Become proactive and take responsibility for assignments.

**Course Outline including Time Allocation:**

Lecture and application assignments based on:	Lecture Hours	Lab Hours
I. Working with Assigned Clients	4	0
II. Identification of Client Needs	4	0
III. Research and Data Analysis	6	0
IV. Planning and Documentation	6	0
V. Concept Development	4	0
VI. Design Development	4	0
VII. Presentation of Proposals to Client	6	0
VIII. Project Management and Documentation	6	0
IX. Pre-press/Development/Coding	8	0
X. Proof/Testing/Production	8	0

**MODIFY COURSE**  
Course Data Entry Form

**FORM F**

**Modify Course**

**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): Make GRDE 412 a practicum

b. Term Effective (6 digit code only): 201008 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 GRDE      b. Number 412      c. Enter Contact Hours per week in boxes.  
LECTure  LAB  INDEpendent Study – Check (x)   
Practicum: 150      Seminar:

d. Course Title: Design Application 1

**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: 3      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:

*Donald Johnson* 1/21/10

Academic Affairs Approval Signature/Date:

*James P. ...* 1/20/10

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 \_\_ SCARRS \_\_ SCAPREQ \_\_

**MODIFY COURSE**  
**Course Data Entry Form**

**FORM F**

**Modify Course**

**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): Make GRDE 422 a practicum

b. Term Effective (6 digit code only): 201008 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 GRDE      b. Number 422      c. Enter Contact Hours per week in boxes.  
LECTure  LAB  INDEpendent Study - Check (x)   
Practicum: 150      Seminar:

d. Course Title: Design Application 2

**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: 3      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:

Geonard Johnson / ph    1/21/10

Academic Affairs Approval Signature/Date:

Ronald Fleck    1/21/10

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 \_\_

**CCC: Final Vote for Proposal AY2009-2010 #06** Change GRDE 412 and 422  
Practicum

2 – support; 3 – support with concerns; ; 0 – do not support.

Concerns:

1. Because I believe a little more clarification is needed on Form A of the Proposal, I believe another paragraph explaining the “practicum” is needed. I’ve put together a proposed paragraph that could be included. Here it is: *In the context of this proposal, a practicum involves students completing a project for a business (i.e. an organization) but not working directly for the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal, an internship means employment with an organization, usually at the organization’s location, where work is scheduled by the organization and the student is paid as an employee.)*
2. Internships (according to the manual at <http://www.ferris.edu/cob/Internships/docs/pdf/StudentManual.pdf>) require 240 work hours (per class) - the proposal forms specify 56 hours per class of practicum time. Also, I think the proposed classes miss some of the goals of an internship, e.g., interview, on-site work, supervisor (non-faculty), a work schedule, site dress code and behavior, hiring process (benefits, etc.), office politics, etc.. All are part of the internship experience so that students are better prepared for their first post-graduation job. Using commercially-driven projects is great, but these other pieces are what makes it an internship vs. an applied project.
3. If it does not satisfy the definition as to what a "practicum" is, then I am concerned about the change

Address of Concerns:

1. We adopted the suggested paragraph in the below form and have added it to Form A. Here it is: *In the context of this proposal, a practicum involves students completing projects for organizations but not working directly at the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal, an internship means employment with an organization, usually at the organization’s location, where work is scheduled by the organization and the student may be paid as an employee.)*

2. Yes internship is defined (according to the manual at <http://www.ferris.edu/cob/Internships/docs/pdf/StudentManual.pdf>) and requires 240 work hours (per class). However, since this is not an internship but a practicum, the hour stipulation does not apply. Although, each class is 56 class time hours, each student is required to keep a time sheet of the hours logged on the projects produced in the classes and almost all students exceed 240 hours. Again, we reiterate that this is not to be considered an internship, but a practicum and therefore does not need to provide the “on-site “experience but does have an essence of those qualities in the Design Center where the work takes place, as it is set up as a business office scenario.

3. The only definition of practicum we could find at Ferris came from Jo Gerst in the registrar’s office. This is it: Students *engaged in supervised practical experience. Includes student teaching, internships, work-study and cooperative education.* It states it includes those things but does not state that it is limited to those. We believe this definition fits the courses we are referring to. An off site definition we found was this: *Practicum is an unpaid learning activity in which a work experience is integrated with academic instruction.*

This program enjoys great successes with graduates and their placement in the industry. The work they produce in these two classes, GRDE 412 Design Application I and GRDE 422 Design Application II, is seen all over in billboards in Grand Rapids, on T-shirts at the River Bank Run, and even on cards in the Ferris Presidents’ office. The practical experience they gain in these two classes is a big part of the success in the jobs they land and the work they are able to do upon graduation.