

AGENDA  
ACADEMIC COUNCIL  
Friday, January 12, 2006  
Tillman 308, 2:00 pm

- I. The November 3, 2006 minutes of Academic Council were approved electronically (see attached).
- II. Remarks from the Chair Tom Polaski
- III. Remarks from the Vice President for Academic Affairs Tom Moore
- IV. Committee Reports
  - Committee on Undergraduate Instruction (see attached – including packet of information on the Information Design proposal) Clarence Coleman
  - General Education Committee (see attached) Chad Dresbach
- V. Unfinished Business
- VI. New Business
- VII. Announcements
- VIII. Adjournment

**WINTHROP UNIVERSITY**  
**ACADEMIC COUNCIL MINUTES**  
November 3, 2006

Academic Council met on Friday, November 3, 2006 at 2:00 p.m. in 308 Tillman Hall.

Members:

Tom Polaski, Chair	Mathematics	Steve Frankforter	Business Administration
Siobhan Brownson	English Business	Bob Gorman	Library
Clarence Coleman	Administration Business	Susan Green*	Pedagogy
Michael Cornick	Administration	Mark Hamilton	Art and Design
Beth Costner	Mathematics	Lisa Johnson	Education
Litasha Dennis	English	Donna Nelson	Psychology
Jennifer Disney	Political Science	Will Thacker	Computer Science
Chad Dresbach	Art and Design	Bruce Thompson	Music
Rebecca Evers	Education	Hanna Sane*	Chair, CSL (designee)
		Timothy Drueke	Records/Registration

\* Absent

Guests present: Tim Daugherty, Tom Moore, Margaret Williamson

The meeting was called to order at 2:01 p.m. by Chair Polaski.

### **I. Minutes**

The minutes of the October 6, 2006 meeting were approved as amended.

### **II. Chair's Remarks**

Chair Polaski welcomed everyone to the meeting.

### **III. Vice President of Academic Affairs' Remarks**

Dr. Moore reported Tom Polaski submitted the application for a Phi Beta Kappa chapter and Clarence Coleman was named the Outstanding Accounting Educator by the SC Association of Public Accountants.

### **IV. Committee Reports**

#### ***A. Committee on Undergraduate Instruction***

Clarence Coleman presented the report of the Committee on Undergraduate Instruction. The following items required Council approval:

### **COLLEGE OF ARTS & SCIENCES**

#### **Department of Political Science**

**Modify** BA in Political Science with Certification delete GEOG 103, 104, 306 and add GEOG 201, 303, and 304 and to add PLSC 350 to requirements in the major (**program modification**).

The changes to BA in Political Science with Certification were approved.

The following items did not require Council approval:

### **COLLEGE OF ARTS & SCIENCES**

#### **Department of Mass Communication**

**Modify** MCOM 241 (3) Media Writing, to require GNED 102 as a prerequisite (**prerequisite change**)

#### **Department of Philosophy & Religious Studies**

**Change** title of RELG 300 (3) **from** Comparative Religions **to** World Religions (**title change**).

**Add** RELG 335 (3) Buddhism (**new course**)

**Add** RELG 340 (3) Hinduism (**new course**)

### **RILEY COLLEGE OF EDUCATION**

#### **Department of Curriculum & Instruction**

**Modify** FACS 211(3) Apparel Design and Construction **to** restrict course to Family & Consumer Sciences majors (**prerequisite change**).

**Modify** FACS 340 A, B, C. (3),(2),(1)Cooperative Internship Experience, **to** restrict course to Family & Consumer Sciences majors(**prerequisite change**).

**Modify** FACS 381 (3) Textiles **to** restrict course to Family & Consumer Sciences majors (**prerequisite change**).

**Modify** FACS 401 (3) Consumer Economics and Resource Management **to** restrict course to Family & Consumer Sciences majors (**prerequisite change**).

**Modify** FACS 501 Residential Technology (3) **to** restrict course to Family & Consumer Sciences majors (**prerequisite change**).

#### **Department of Health & Physical Education**

**Change** course number of PHED 320. Weight Control Through Diet and Exercise (2) **to** PHED 208 (**course renumbering**).

### ***B. General Education***

Chad Dresbach reported for the General Education committee. The General Education Committee met on October 20, 2006. The following items were approved by the committee and need Academic Council approval:

1. A proposal to add the existing course PHYS 256: Musical Acoustics to the list of courses meeting the Natural Science requirement.
2. A proposal to add the existing course PEAC 200: Introduction to Peace, Justice and Conflict Resolution Studies to the list of courses meeting the Humanities and Arts requirement.
3. A proposal to add the new course RELG 335: Buddhism to the lists of courses meeting the Global Experience and Humanities and Arts requirements.
4. A proposal to add the new course RELG 340: Hinduism to the lists of courses meeting the Global Experience and Humanities and Arts requirements.

All four items were approved.

He also reported on the formation of a subcommittee to review transfer student issues and the equivalency of courses to report by February.

### **V. Unfinished Business**

There was no unfinished business.

### **VI. New Business**

#### ***A. Maymester course load***

It was moved and seconded to discuss the proposal from Academic Leadership Council to allow students to enroll for up to 6 hours in Maymester. Dr. Moore reported the deans, expanded ALC and he had discussed summer enrollment. Also discussed were changes to the timing of classes, particularly with beginning and end times that conflict. Taking multiple courses in Maymester was discussed as a recommendation for this summer only with the potential changes in academic calendar. During discussion the Council was concerned about the student's work load, whether they can keep up with the assigned work, the availability of classes, the inclusion of research projects in 3 week courses, and the concern that the course taught over 3 weeks might be pared down compared to a full-semester course. The experiences of a handful of students from a couple years ago were related. These students were allowed to register for 6 hours due to an online registration problem. The students did well. Since there was only a handful, the Council is interested in seeing further data. The question was then called and the Council voted to approve the motion to allow students to take up to 6 hours in summer session A (Maymester) in 2007. The motion passed by a hand vote, 9 in favor to 6 against.

### **VIII. Announcements**

Michael Cornick announced that Angie Letourneau was awarded the 2006 South Carolina Professor of the Year.

Since this was the last meeting of the Council for the Fall semester, Registrar Drueke reminded everyone of the end of semester grading deadlines.

The next meeting will be on January 12, 2007 at 2:00 pm in Tillman 308.

The meeting was adjourned at 2:45 p.m.

Respectfully submitted,

Timothy A. Drueke  
Secretary

## Winthrop University

### Committee on Undergraduate Instruction Minutes

CUI met at 8:30 am on December 11, 2006 in 17 Tillman.

**Items recommended and forwarded to Academic Council for action:  
(All items found in the Curriculum Action System unless marked with \*)**

#### **COLLEGE OF ARTS AND SCIENCES**

##### **Department of Human Nutrition**

**Modify** BS in Nutrition/Dietetics to allow students to take either 340A or 340C as their internship requirement.

##### **Department of Mass Communication**

**Modify** BA in Mass Communication Broadcasting track.

**Modify** BA in Mass communication Journalism track.

##### **Department of Modern Languages**

Add policy: Students may obtain credit for French, German, or Spanish 101 and/or 102 upon completion of the appropriate course (listed below) taken at Winthrop with a grade of B or higher. Credit will not be given for courses for which university credit has been awarded previously. No grade will be assigned to this credit. A grade is received only for the course taken at Winthrop. The course credits that can be earned are summarized below:

<u>Course taken at WU with an Earned Grade Of B or higher</u>	<u>Foreign language credit may be received for</u>
FREN 102	FREN 101
FREN 201	FREN 101 and 102
GERM 102	GERM 101
GERM 201	GERM 101 and 102
SPAN 102	SPAN 101
SPAN 201	SPAN 101 and 102

***\*The following items are found on the hard-copy R 18's, 19's, & 20's.***

#### **COLLEGES OF ARTS & SCIENCES, BUSINESS, AND VISUAL & PERFORMING ARTS**

##### **Information Design (INFD) PROGRAM**

**Create** INFD-Interactive Media Track (CVPA). (new program)

**Create** INFD (CBA). (new program)

## UNIVERSITY COLLEGE

**Add LEAD as a new course designator**  
**Create Distinction in Leadership Program**

**Items approved by CUI—no action by Academic Council required**

## COLLEGE OF ARTS AND SCIENCES

### **Department of Biology**

**Add BIOL 202, Freshman Symposium in Biology (0). (new course)**  
**Add BIOL 404, Animal-Plant Interactions (3). (new course)**  
**Add BIOL 472, Undergraduate Research in Biology (3). (new course)**

### **Department of Human Nutrition**

**Change NUTR 320, Weight Control Through Diet and Exercise (2:1) to new course number 208 to better reflect teaching and learning strategies. The Department of Physical Education has already changed their cross-listed course, PHED 320, to the lower number 208. (course renumbering)**

### **Department of Mathematics**

**Add MATH 145, Statistical Methods for Communicating the Analysis of Data (3). (new course)**

### **Department of Philosophy & Religious Studies**

**Drop PHIL 300, The History of Philosophy from Plato to the Modern Age (3). (drop course)**  
**Modify PHIL 390, Philosophy of Religion (3) by cross-listing it with REL 390. (change course)**

### **Department of Psychology**

**Change PSYC 505, Physiological Psychology: Biological Foundations (3) to new course number and title 335, Biological Psychology (3). (course renumbering & title change)**  
**Add PSYC 420, Special Topics in Psychology (1-3). (new course)**  
**Modify PSYC 520, Contemporary Issues in Psychology (3) by changing title and credit hours to Special Topics in Psychology (1-3). (title and credit change)**

## COLLEGES OF ARTS & SCIENCES, BUSINESS, AND VISUAL & PERFORMING ARTS

**Add CSCI 101F, Learning Adobe Photoshop (0.5). (new course)**  
**Add CSCI 141, Introduction to Web Application Design (4:3:2). (new course)**  
**Add CSCI 241, Client/Server Programming for the World Wide Web (4:3:2). Introduction to Web Application Design (4:3:2). (new course)**  
**Add CSCI 242, Client/Server Data Structures and Algorithms (3). (new course)**  
**Add CSCI 521, Introduction to Software Project Management (3) (new course)**  
**Add INFD 141, Introduction to Web Application Design (4:3:2). (new course)**  
**Add INFD 151, Information Design Seminar: Introduction to Information Design (1). (new course)**

**Add** INFD 211, Communication Theory and the Internet (3). **(new course)**  
**Add** INFD 251, Information Design Seminar: Special Topics (1). **(new course)**  
**Add** INFD 321, Information Systems and Organizations (3). **(new course)**  
**Add** INFD 322, Visual Design of Complex Systems (3:1:4). **(new course)**  
**Add** INFD 415, Law and Ethics for Digital Media (3). **(new course)**  
**Add** INFD 451, Senior Synthesis (3). **(new course)**

## **COLLEGE OF BUSINESS ADMINISTRATION**

### **Department of Accounting, Finance, & Economics**

**Modify** ACCT 303, Accounting Information Systems (3) to change prerequisite from “MGMT 341 and ACCT 281 with a grade of C or better” to “ACCT 281 with a grade of C or better”. **(prerequisite change)**  
**Modify** ACCT 506, Not for Profit Accounting (3) by changing title to Governmental and Not for Profit Accounting (3). **(title change)**  
**Modify** ACCT 509, Auditing Principles and Procedures (3) to change “prerequisite from grade of C or better in ACCT 306” to “grade of C or better in ACCT 306 and Acct 303”. **(prerequisite change)**

### **Department of Management & Marketing**

**Modify** HCMT 300, The Health Care Manager (3) to change prerequisite of “a C or better in HCMT 200” to a co-requisite of HCMT 200”. **(prerequisite change)**  
**Modify** HCMT 302, Health Care Planning and Marketing (3) to change prerequisite of “a C or better in HCMT 200” to a co-requisite of HCMT 200”. **(prerequisite change)**  
**Modify** HCMT 303, Health Care Organizations and The Legal Environment (3) to change prerequisite of “a C or better in HCMT 200” to a co-requisite of HCMT 200”. **(prerequisite change)**

## **UNIVERSITY COLLEGE**

**Add** LEAD 175, Living and Learning to Lead (1). **(new course)**  
**Add** LEAD 475, Leadership Dynamics (3). **(new course)**  
**Add** LEAD 476, Leadership Lab (1). **(new course)**



# **Bachelor of Science in Information Design (5/3/06)**

*Respectfully submitted by Marilyn Sarow, Cara Peters, Hemant Patwardhan , Gerry Derksen, Jim McKim*

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## **Section 1: Core courses (28 credits)**

For descriptions and justifications of the new courses please see [Section 4](#). The Fall and Spring designations indicate the term that Information Design students should plan on taking the course. New courses are in green everywhere and are linked to their descriptions.

### **Freshman year:**

CSCI 101, Introduction to Computers and Information Processing (3 cr). Including lab modules A, [F](#), and P. [F](#) is a proposed Photoshop module. Fall.

[INFD 141](#) **Introduction to Web Application Design (4 cr)**. New. To be cross listed under CSCI 141. Lab sessions to be limited to 15 students each. Pre-req: CSCI 101 including the Programming, Photoshop, and Frontpage modules. Spring

[INFD 151](#) **Information Design Seminar: Introduction to Information Design (1 cr)**. New. Open only to Information Design majors. Spring.

### **Sophomore year:**

VCOM 262 Introduction to Web Design (3 cr). Pre-req or Coreq: [INFD 141](#) . Lab sessions to be limited to 15 students each. Fall.

[INFD 211](#) **Communication Theory and the Internet (3 cr)**. New. Pre-req: CSCI 101 and CRTW 201. Spring.

### **Sophomore year or later:**

[INFD 251](#) **Information Design Seminar: Special Topics (1 cr)**. New. Open only to Information Design majors. Pre-req: [INFD 151](#) . Fall.

### **Junior year:**

[INFD 321](#) **Information Systems and Organizations (3 cr)**. New. Pre-reqs: [INFD 211](#) and junior standing. Fall.

[INFD 322](#) **Visual Design of Complex Systems (4 cr)**. New. Lab sessions to be limited to 15 students each. Pre or coreq: [INFD 321](#) . Spring.

### **Senior year:**

[INFD 415](#) **Law and Ethics for Digital Media (3 cr)**. New. Pre-req: Senior standing. Fall.

[INFD 451](#) **Senior Synthesis (3 cr)**. New. Open only to Information Design majors. Pre-req: [INFD 322](#) and [INFD 415](#) . Spring.

## Section 2: Specialties

### Section 2.1: Digital Commerce

Core courses: (28 credits)

Required courses: (31 credits)

MATH 101 Precalculus	3 credits
ACCT 280 Accounting Info for Bus Decisions I (Pre-req: Math 101 & CSCI 101)	3 credits
QMTM 205 Applied Statistics I (pre-req MATH 101 & CSCI 101)	3 credits
QMTM 206 Applied Statistics II (pre-req QMTM 205)	3 credits
MKTG 380 Principles of Marketing (pre-req: ACCT 280)	3 credits
MGMT 341 Information Systems (pre-reqs: ACCT 280 and QMTM 205)	3 credits
BADM 561 Electronic Commerce for Managers (pre-req: MGMT 341)	3 credits
MCOM 341 Advertising Principles (sophomore standing & 2.0 GPA)	3 credits
<b><u>MCOM 260</u></b> Writing for Interactive Media (new, pre-req: CRTW 201)	3 credits
MKTG 482 Marketing Research (Pre-req: QMTM 205 & 206)	3 credits
CSCI 101B and CSCI 101C Excel and Access lab modules	1 credit

Electives: Choose any two of the following (ramp up the Internet component of each course) (6 credits)

MKTG 381 Consumer Behavior (pre-req: MKTG 380)	3 credits
MKTG 382 Retailing (pre-req: MKTG 380)	3 credits
MKTG 481 Promotion Management (pre-req: MKTG 380)	3 credits
MKTG 581 Marketing for Global Competitiveness (pre-req: MKTG 380)	3 credits

GenEd courses: (up to 47 additional credits)

Basic GenEd	ACAD 101, WRIT 101, GNED 102, CRTW 201	10cr
Quantitative Reasoning	From catalog list	3cr
Technology	Covered above	
Logic/Language/Semiotics	Covered above	
Oral Communication	WRIT 465 (Pre-req: Junior status; CRTW 201)	3cr
Natural Sciences	From catalog list	7cr
Soc. Sci. and Humanities	PSYC 101, ECON 215, from catalog list	15cr
Global Perspectives	From catalog list	3cr
Historical Perspectives	From catalog list	3cr
Constitution Requirement	From catalog list	3cr
Intensive Writing	Covered above (WRIT 465)	

Grand Total, specialty + core + GNED: (112 credits, 79 below level 300)

**Section 2.2: Interactive Media**

Core courses: (28 credits)

Required courses: (43.5 credits)

<b><u>VCOM 120</u></b> Rapid Visualization Drawing (new)	3 credits
VCOM 258 Intro. to Typography	3 credits
VCOM 251 Intro. to Design I	3 credits
VCOM 261 Electronic Image Making	3 credits
ARTT 300 Spec. Portfolio Review (pre-req VCOM 251,258&261)	0 credits
VCOM 354 Vis. Com. Design I (pre-req ARTT 300)	3 credits
<b><u>VCOM 363</u></b> Multimedia Design 1 (new, pre-req: VCOM 261 or Photoshop module of CSCI 101)	3 credits
<b><u>VCOM 362</u></b> Interactive Media (new, pre-req VCOM 262, <b><u>INFD 141</u></b> )	3 credits
<b><u>VCOM 462</u></b> Interface Des. in Altern. e-media (new, pre-req: <b><u>VCOM 362</u></b> or both VCOM 262 & <b><u>CSCI 242</u></b> )	3 credits
<b><u>VCOM 463</u></b> Multimedia Design II (new, pre-req <b><u>VCOM 363</u></b> )	3 credits
ARTH 175, 176 Art History from Prehistory to present	6 credits
ARTH 274 /VCOM 274 History of GD and Ill. (pre-req ARTH 175&176)	3 credits
CSCI 101C Access lab module	0.5 credits
<b><u>CSCI 241-2</u></b> Client/Server 1 & 2 (new, pre-req: <b><u>INFD 141</u></b> )	7 credits

Electives: Choose any two of the following (6 credits)

Mass communication: MCOM 341 Adv. Princ., **MCOM 260** Writ. for Interactive Media

Music: **MUST 531** Comp. Music Tech. I, **MUST 532** Comp. Music Tech. II.

Illustration/Graphic Design: Any of VCOM 355 Graphic Design II, VCOM 358 Intermediate  
Typography, VCOM 222 Intro to Illustration, VCOM 361 Digital Illustration

GenEd courses: (up to 35 additional credits)

Basic GenEd	ACAD 101, WRIT 101, GNED 102, CRTW 201	10cr
Quantitative Reasoning	From catalog list (CTQR 150 recommended)	3cr
Technology	Covered above	
Logic/Language/Semiotics	Covered above	
Oral Communication	WRIT 465	3cr
Natural Sciences	From catalog list	7cr
Soc. Science	ANTH 201, PSYC 101, SOCL 201	9cr
Humanities	From catalog list	6cr*
Glob./Hist. Perspectives	Covered above	
Constitution Requirement	From catalog list	3cr
Intensive Writing	WRIT 465	

\*May be reduced pending approval of certain VCOM or INFD courses as Humanities. Credit hour counts and sample schedules do not include these credits as yet.

Grand Total, specialty + core + GNED: (112.5 credits, 87.5 below level 300)

**Section 2.3: Web Application Design**

Core courses: (28 credits)

Required courses: (35 credits)

CSCI 101 B, C Excel and Access lab modules	1 credit
<b><u>CSCI 241</u></b> Client/Server Programming for the World Wide Web I (new, pre-req <b><u>INFD 141</u></b> )	4 credits
<b><u>CSCI 242</u></b> Client/Server Programming for the World Wide Web II (new, pre-req <b><u>CSCI 241</u></b> )	3 credits
CSCI 475-6 Software Engineering I, II (pre-req: <b><u>CSCI 242</u></b> or current)	6 credits
CSCI 540 Web App. Design & Development (In approval process, pre-req: <b><u>CSCI 242</u></b> or current)	3 credits
CSCI 521 Software Project Management (500 level version of existing 600 level course, pre-req CSCI 241 or current)	3 credits
CSCI 555 Database Processing (pre-req CSCI 241 or current)	3 credits
MATH 101 Precalculus	3 credits
QMTH 205 Stats (Pre-req Math 101)	3 credits
<b><u>VCOM 363</u></b> Multimedia Design 1 (pre-req: VCOM 261 or Photoshop module of CSCI 101)	3 credits
<b><u>VCOM 462</u></b> Interface Design in Alternative e-media (pre-req: <b><u>VCOM 362</u></b> or both VCOM 262 & <b><u>CSCI 242</u></b> )	3 credits

GenEd courses: (up to 38 additional credits)

Basic GenEd	ACAD101, WRIT101, GNED102, CRTW201	10cr
Quantitative Reasoning	From catalog list (CTQR 150 recommended)	3cr
Technology	Covered above	
Logic/Language/Semiotics	Covered above	
Oral Communication	WRIT465 or CSCI 327	3cr
Natural Sciences	From catalog list	7cr
Soc. Science	ANTH201, PSYC101, ECON 103	9cr
Humanities	From catalog list	6cr*
Global Perspectives	From catalog list	3cr
Historical Perspectives	From catalog list	3cr
Constitution Requirement	Covered above (ECON 103)	
Intensive Writing	Covered above (WRIT465 or CSCI 327)	

\*May be reduced pending approval of certain VCOM or INFD courses as Humanities. Credit hour counts and sample schedules do not include these credits as yet.

Grand Total, specialty + core + GNED: (101 credits, 64 below level 300)

**Section 2.4: Digital Mass Media**

Core courses: (28 credits)

Required courses: (27 credits)

- MCOM 260** Writing for Interactive Media (new, pre-req: CRTW 201) 3 credits
- MCOM 241 Media Writing  
(pre-req: CTQR 150 or higher; B or better in WRIT 101, 2.0 GPA) 3 credits
- MCOM 441 Reporting Public Affairs (pre-req PLSC 202,  
C or better in MCOM 241, 2.0 GPA, IMCO, MCOM or ID major) 3 credits
- MCOM 346 Television Production (pre-req: MCOM 241) 3 credits
- MCOM 341 Advertising Principles (pre-req: Soph. status and 2.0 GPA) 3 credits
- VCOM 261 Electronic Image Making 3 credits
- VCOM 363** Multimedia Design 1 (pre-req: VCOM 261  
or Photoshop module of CSCI 101) 3 credits
- MATH 141 or equivalent, Finite Prob. & Stats. 3 credits
- PLSC 202 State and Local Government 3 credits

Electives: Choose any two of the following (INTERNSHIP OPTIONAL, 6-7 credits)

- MCOM 349 Advertising Copywriting and Production
- MCOM 333 Editing and Production
- MCOM 345 Audio Production
- MCOM 471 Public Relations (pre-req: C or better in MCOM 241 or MCOM 370;  
2.0 GPA; MCOM, IMCO, INFD major or chair's permission)
- MCOM 491-493 Internship

GenEd courses: (up to 41 additional credits)

Basic GenEd	ACAD 101, WRIT 101, GNED 102, CRTW 201	10cr
Quantitative Reasoning	From catalog list (CTQR recommended)	3cr
Technology	Covered above	
Logic/Language/Semiotics	Covered above	
Oral Communication	SPCH 201	3cr
Natural Sciences	From catalog list	7cr
Soc. Sci. and Humanities	PLSC 202, ECON 215, PSYC101, from catalog list	9cr*
Global Perspectives	From catalog list	3cr
Historical Perspectives	HIST 212	3cr
Constitution Requirement	From catalog list	3cr
Intensive Writing	Covered above	

\*May be reduced pending approval of certain VCOM or INFD courses as Humanities. Credit hour counts and sample schedules do not include these credits as yet.

Grand Total, track + core + GNED: (102-3 credits, 76 below level 300)

### Section 3: Overview by Specialty

Core (28cr): CSCI 101 (3, Fr), **INFD 141** (4, Fr), VCOM 262 (3, So.), **INFD 211** (3, So.), **INFD 321** (3, Ju.), **INFD 322** (4, Ju.), **INFD 415** (3, Se.), **INFD 151** (1, Fr.), **INFD 251** (1, So.+), **INFD 451** (3, Se.)

Basic GenEd (10cr): ACAD 101 (1), WRIT 101 (3), GNED 102 (3), CRTW 201 (3)

GENERAL EDUCATION	Dig. Commerce	Interactive Med.	Web App. Des.	Dig. Mass Media
Quant Reasoning	Catalog list 3	CTQR 150 3	Specialty	Catalog list 3
Technology	Specialty	Specialty	Specialty	Specialty
Logic/Lang./Semio.	Specialty	Specialty	Specialty	Specialty
Oral Comm.	WRIT 465 3	WRIT 465 3	WRIT 465 3	SPCH 201 3
Natural Sciences	Catalog list 7	Catalog list 7	Catalog list 7	Catalog list 7
Social Science/ Humanities	PSYC 101 3	PYSC 101 3	PYSC 101 3	PSYC 101 3
	ECON 215 3	ANTH 201 3	ANTH 201 3	ECON 215 3
	Catalog list 9	SOCL 201 3 Specialty	ECON 103 3 Specialty	PLSC 202 3 Catalog list 3 Specialty
Global Perspective	Catalog list 3	Specialty	Catalog list 3	Catalog list 3
Historical Perspective	Catalog list 3	Specialty	Catalog list 3	HIST 212 3
Constitution	Catalog list 3	Catalog list 3	Specialty	Catalog list 3
Intensive writing	Specialty	Specialty	Specialty	Specialty
SPECIALTY	ACCT 280 3	<b><u>VCOM 120</u></b> 3	<b><u>CSCI 241</u></b> 4	MCOM 241 3
	QMTG 205 3	VCOM 258 3	QMTG 205 3	MCOM 341 3
	MKTG 380 3	VCOM 251 3	<b><u>CSCI 242</u></b> 3	VCOM 261 3
	MGMT 341 3	VCOM 261 3	CSCI 475-476 6	MCOM 346 3
	BADM 561 3	VCOM 354 3	<b><u>VCOM 363</u></b> 3	<b><u>VCOM 363</u></b> 3
	<b><u>VCOM 463</u></b> 3	<b><u>VCOM 363</u></b> 3	CSCI 540 3	<b><u>MCOM 260</u></b> 3
	<b><u>MCOM 260</u></b> 3	<b><u>VCOM 362</u></b> 3	<b><u>VCOM 462</u></b> 3	MATH 141 3
	QMTG 206 3	<b><u>VCOM 462</u></b> 3	CSCI 521 3	MCOM 441 3
	MATH 101 3	<b><u>VCOM 463</u></b> 3	CTQR 150 * 3	Menu elect. 6-7
	MKTG 482 3	ARTH 175-6 6	MATH 101* 3	
	Menu elect. 6	ARTH 274 3	CSCI 555 3	
	CSCI 101 B, C	<b><u>CSCI 241-2</u></b> 7	CSCI 101 B, C 1	
		CSCI 101 C		
		Menu elect. 6		
TOTAL	112	112.5	101	102-103
Core + GE + track	28 + 47 + 37	28 + 35 + 49.5	28 + 38 + 35	28 + 38 + 36/7

\* Could be replaced by one math course that has MATH 101 as a prereq.

## **Section 4: Descriptions and Justifications of new courses**

### **Section 4.1: New courses for core**

#### **Freshman year: CSCI 101F Photoshop (0.5 credits)**

Description: An Introduction to the use of Adobe Photoshop. Pre- or corequisite: CSCI 101. 1 hour of lab per week. Fall.

Justification: Core course for the Information Design curriculum. This course will provide a common foundation for later courses that involve visual elements.

#### **Freshman year: INFD 141 Introduction to Web Application Design (4 credits)**

Description: This course will cover the basic tools and concepts involved in developing a substantial web site. Examples of tools include languages such as HTML, Java, and Javascript as well as commercial development tools such as Flash, Photoshop, and Dreamweaver. While server side programming will be discussed, the emphasis will be on the client side. Programming concepts include loops and arrays. Students will produce a site that requires developing and managing more than one page. Prerequisite: CSCI 101 including CSCI 101A, F, P. 3 hours of lecture and 2 hours of lab per week. Fall.

Justification: Core course for the Information Design curriculum. All of commerce is moving to the web. Students need the skills and concepts described here in order to either work on the technical side of a company or to be able to communicate with those who do.

#### **Freshman Year (late in the spring): INFD 151 Information Design Seminar: Introduction to Information Design (1 credit)**

Description: This course will introduce students to the components of the major. The course will focus on the interconnectivity between programs areas, contemporary issues in Internet technology and communication, future areas of concern, and online sources. Students will be required to assess their personal interest in the major and plan their long-range program of study. Open only to Information Design majors. Spring.

Justification: Core course for the Information Design curriculum. Students need to be exposed to the components of this interdisciplinary program early in their academic careers. This course will help students relate to the program and its interrelated parts. In addition, students will be introduced to the contemporary issues and concerns of Internet technology as it relates to program areas.



### **Sophomore Year: [INFD 211](#) Communication Theory and the Internet (3 credits)**

Description-- This course will examine the Internet in context of the evolution of the media. Audience analysis and information gathering will be emphasized. Communication theory will be applied to the development and execution of simple news and marketing communication messages for the Internet. Prerequisite: CSCI 101 and CRTW 201. Spring.

Justification: Core course for the Information Design curriculum. The effective use of the Internet requires content that is based on process and theory. Students need to understand that Internet message development is a process that requires audience analysis, information gathering and research, and knowledge of the characteristics and needs of news and marketing communications. Finally, all students in the program need to have an exposure to the writing requirements of both forms of communication

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Sophomore Year or later: [INFD 251](#) Information Design Seminar: Special Topics (1 credit)**

Description: This course would explore personal, environmental, business, and social trends currently affecting Information Design. Adjacent fields such as human factors, humanities computing, HCI, information architecture and possibly library science, will be part of the discussion. Topics within these fields as they relate to Information Design, and the implications of changes in these fields will also be included. Topic discussions will include case studies, news items of the day, and recent journal entries. Prereq: [INFD 151](#).

Justification: Core course for the Information Design curriculum. As this is a new field of study, it will be important for students to understand how they fit within the professional world, and at the same time define their expertise. Examining current industry leaders will teach students how Information Design can influence the human experience with technology, and its broader implications on social expectations. Knowledge gained from the discussions will have an impact on the potential growth of the industry in relation to its current state.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Junior year: [INFD 321](#) Information Systems and Organizations (3 credits)**

Description: This course is an introduction to and analysis of the major functional areas of businesses and their integration within the domain of digital commerce. The course introduces students to the language and concepts of e-business. Special emphasis is placed on innovation within organizations and challenges faced by traditional bricks-and-mortar businesses in surviving the change ushered in by digital commerce. Brands and branding strategies as related to the marketing area of business will also be covered. Prerequisites: [INFD 211](#) and Junior standing. Fall.

Justification: Students need to be familiar with how businesses are structured and how they operate in an increasingly digital marketplace (as opposed to a traditional bricks-and-mortar business). In addition, familiarity with the language and business concepts of digital commerce and an appreciation of the problems which arise in adjusting to change are needed as many graduates of this program may find themselves being 'change agents' for their employers. This knowledge will be invaluable to anyone interested in furthering their career within an organizational environment (not

necessarily only for-profit businesses). Furthermore, innovation is important to the survival of every organization so students need to understand innovation as it relates to their potential employment.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Junior year: [INFD 322](#) Visual Design of Complex Systems (4 credits)**

This course will examine the responses of users and their interaction with a variety of interfaces. The focus of the course will be on efficient navigation principles, information hierarchy, and usability testing of complex information systems. Production of interfaces will use theories discussed in this course and statistical data gathered from the potential users. Prerequisite: [INFD 211](#). Corequisite or prerequisite: [INFD 321](#). Spring.

Justification: Core course for the Information Design curriculum. Students will need to understand how to connect electronic media to the people who use it. This course covers navigation principles that are efficient and effective methods in making these connections. Students will learn how to direct the user to information categories and create navigation systems based on the users' preferences.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Senior year: [INFD 415](#) Law and Ethics for Digital Media (3 credits)**

Description: This course will require students to integrate legal and ethical issues of concern in information design relative to the four disciplines represented in the major. Students will review and analyze appropriate case law, federal regulations, and professional codes of conduct. Subjects to be covered include libel, privacy and identity issues, copyright and trademark issues, photo and audio manipulation, fraud and liability issues, data security and cyber-terrorism, spam and junk mail issues, FTC and FCC regulations. pre-req: Senior standing. Fall.

Justification: It is crucial students understand current legal and ethical standards/requirements for digital media. This course will introduce students to case law, federal regulations, and current concerns of professionals and regarding a variety of current and emerging issues in this complex form of communication. Application of the material to case studies will be emphasized.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Senior year: [INFD 451](#) Senior Synthesis (3 credits)**

Description: This integrative seminar in information design requires students to design and implement a web-based (or other approved) communication and relationship-building program for an outside client. Students are expected to work in teams and to use knowledge and expertise from their individual tracks to complete a course project. Prereq: [INFD 415](#) and [INFD 322](#). Spring.

Justification: Students enrolled in this major need an opportunity to utilize their expertise to develop a website for an outside client. It is crucial for students to leave the university with a holistic view of the requirements and demands of web-based or other digital media. This experience requires students to conduct an audience analysis of the client and its needs, collect data, prepare a detailed design proposal, design and develop a web site that includes a database and incorporates security

access/authentication requirements. Students will be expected to design a promotional program for its implementation and evaluate its usability.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **Additional details on the Senior Synthesis**

#### **Part 1 (Information collection and analysis leading to a proposal):**

The final output from Part 1 will be detailed proposals for designing and implementing a web-based communication and relationship building program. Other types of digital communication may be considered depending on the needs of the client. The course will require students to:

1. Identify a client (for profit / not-for-profit)
2. Take briefings from the client
3. Conduct audience analysis and identify program objectives
4. Collect data (secondary and primary research – part of the primary data collection may be through the web in the form of a questionnaire. Primary research may also be qualitative – interviews, focus groups, etc.) Data will be analyzed and conclusions drawn.
5. Prepare a detailed proposal for design and implementation of a web based communication and relationship-building program
6. Include organizational chart of the design and layout of the navigation

#### **Part 2 (proposal implementation leading to a media and content rich, working website)**

The proposal is implemented in Part 2. Students will:

1. Design a website which incorporates appropriate copy as well as streaming audio and video
2. Evaluate the potential for future data capture
3. Building a database of website visitors that allows identifying visitors with greatest potential
4. Design banners, pop-ups and other innovative, cross-promotional material
5. Formulate a promotional plan for the website
6. Build a data base of customers that allows identifying their life time profits
7. Incorporate legal / ethical considerations in the website (e.g. Etrust, ESOMAR, etc.)
8. Incorporate secure access/authentication requirements, firewalls, data scrambling, etc.
9. Assess usability from a sample of audience members in No. 3 of Part 1
10. Demonstrate the use of good design and coding principles to facilitate maintenance and enhancement

The end product of this course is a fully functional website unless another form of digital communication has been approved. Pre-req: [INFD 415](#) and [INFD 322](#).

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

## **Section 4.2: New courses for specialties**

### **VCOM 120 Rapid Visualization Drawing (3 credits)**

Description: This is an introduction to drawing for the purposes of communicating visually. Emphasis will be on design elements, composition and how these effect the visual representation of a design idea. Fall.

Justification: Drawing is an organizational and descriptive tool for the Interactive media designer. Representations of visual content will need to be expressed through drawing using elements of design such as point, line and planes. Compositions will be directed toward a visual organization to aid the viewer and to establish an aesthetic quality.

### **VCOM 362 Interactive Media (3 credits)**

Description: This course deals with more complex issues of web design such as usability, organization of visual elements and technical problem solving. Dynamic web pages and database systems related to content and communications will be created and discussed. Design methods of content, layout and communication concerns will also be covered within the course. Closer investigation of interactivity with web pages will focus on user centered information design in Interactive media. (pre-req VCOM 262, [INFD 141](#)). Fall.

Justification: Students in Interactive Media will need to understand complex interactions of database systems and human interactions. Usability testing and comprehension of user interface problems will be examined then posed to students to create solutions. Developing methods of organization within complex systems to aid in understanding, and function also will be a main objective.

### **VCOM 363 Multimedia Design I (3 credits)**

Description: The focus of the course is on integration, effects, and uses of content in interactive media. The importance of content using video, text, images, and sound will be introduced including animation to enhance the tool set of interactive media designers. Emphasis is placed on understanding processes and planning as well as narrative building for sequential media forms. (pre-req: VCOM 261 or Photoshop module of CSCI 101). Spring.

Justification: Along with interactive skills the Information Design student will be expected to develop content for the web in a variety of formats. This course will emphasize the role an interactive designer has in developing sequential content. The course also will develop skills in non-linear narrative editing.

### **VCOM 462 Interface Design in Alternative e-media (3 credits)**

Description: Many interactive designers deal with more than just web based projects. This course will look at some other electronic environments and experimental areas of interactive media for

alternative platforms. Some technical considerations will be discussed as well as theoretical planning for these types of environments. Much of the content will depend on devices that are acquired during the course. Also students will be required to develop an environment for experimental learning using these devices. (pre-req: [VCOM 362](#) or both VCOM 262 & [CSCI 242](#) ). Fall.

Justification: Students will be exposed to different formats on different electronic devices that use a graphic interface. The specific problems within these devices changes as technologies change but students will learn principles that direct the design and organization of the information. Problems of scale, modes, iconography and technical constraints will also be covered.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **VCOM 463 Multimedia Design II (3 credits)**

Description: This course complements Multimedia Design I by dealing with information delivery using a variety of media but goes further toward the relationship users have with electronic devices. Multimedia content will be developed using professional level techniques for internet delivery. Creative approaches to presenting information through sequential media, information gathering strategies, and even role playing will be a focus of the course. Many technical skills and techniques for building multimedia projects will also be required of the students. (pre-req: [VCOM 363](#) ). Spring.

Justification: It is important for students to discover new ways of presenting ideas, concepts and information to an audience. The student will learn how to direct the content of the ideas they have in an innovative way, making it interesting for the user as well as presenting a clear message. Students will also learn how this integrates into the interactive experience.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **CSCI 241 Client/Server Programming for the World Wide Web I(4 credits)**

Description: A continuation of [INFD 141](#), this course provides more in depth coverage of the tools and concepts introduced in that course. The emphasis is on the server side including an introduction to databases. Programming concepts include modularization and an introduction to algorithm analysis. Students will produce a site that requires developing and managing a modest number of pages. Prerequisite: [INFD 141](#) . 3 hours of lecture and 2 hours of lab per week. Fall.

Justification: Required for two specialties in the Information Design degree. Students need the technical background required to make a website work from both the client (customer) and server (business) sides.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **CSCI 242 Client/Server Programming for the World Wide Web II (3 credits)**

Description: Advanced client and server side programming including data structures and algorithms appropriate for the design and implementation of web sites. Privacy and security issues are included. Students will work in teams on a project that requires developing and managing a substantial site. Prerequisite: [CSCI 241](#). 3 hours of lecture. Spring.

Justification: Required for two specialties in the Information Design degree. Students need basic understanding of data structures and algorithms so they can build products that respond in a timely manner. They also need some understanding of the privacy and security issues involved.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

### **MCOM 260 Writing for Interactive Media (3 credits)**

Description: Examination of and practice in the development of audience-based informational and persuasive message strategies and the writing and designing of messages for digital- based news publications, sales promotions, marketing and public relations. Pre-req: CRTW 201. Lab course (3 credits). Spring.

Justification: Required for two of the Information Design specialties. Students need to be familiar with the theory and practice of writing for a digital-based audience. The course will examine the similarities and differences of message delivery in a non-linear format. Students need to understand how the delivery of information is dictating by the delivery system. The course is designed for all students interested in working in a web-based format.

[\[TOC\]](#) [\[1\]](#) [\[2\]](#) [\[2.1\]](#) [\[2.2\]](#) [\[2.3\]](#) [\[2.4\]](#) [\[3\]](#) [\[4\]](#) [\[4.1\]](#) [\[4.2\]](#) [\[5\]](#) [\[5.1\]](#) [\[5.2\]](#) [\[5.3\]](#) [\[5.4\]](#) [\[6\]](#) [\[7\]](#)

**Section 5: Sample schedules**

**Section 5.1 Digital Commerce**

	<b><u>Fall</u></b>	<b><u>Spring</u></b>
<b><u>Freshman Year</u></b>		
	ACAD 101 (3)	GNED 102 (3)
	WRIT 101 (3)	Global Perspectives (3)
	CSCI 101 & A, F, P (3)	<b><u>INFD 141</u></b> (4)
	MATH 101 (3)	<b><u>INFD 151</u></b> (1)
	PSYC 101 (3)	Historical Perspectives (3)
		Constitution requirement (3)
	<b><u>Total 15 hours</u></b>	<b><u>Total 17 hours</u></b>
<b><u>Sophomore Year</u></b>		
	ACCT 280 (3)	QMTM 205 (3)
	CRTW 201 (3)	<b><u>INFD 211</u></b> (3)
	<b><u>INFD 251</u></b> (1)	Social Sciences & Hum (3)
	Natural Sciences (4)	ECON 215 (3)
	VCOM 262 (3)	<b><u>MCOM 260</u></b> (3)
	Quantitative Reasoning (3)	CSCI 101C (.5)
	CSCI 101B (.5)	
	<b><u>Total 16.5 hours</u></b>	<b><u>Total 15.5 hours</u></b>
<b><u>Junior Year</u></b>		
	<b><u>INFD 321</u></b> (3)	<b><u>INFD 322</u></b> (4)
	WRIT 465 (3)	MCOM 341 (3)
	MGMT 341 (3)	Natural Sciences (3)
	Logic, Language & Sem (3)	MKTG 380 (3)
	QMTM 206 (3)	Elective (3)
	<b><u>Total 16 hours</u></b>	<b><u>Total 16 hours</u></b>
<b><u>Senior Year</u></b>		
	Social Sciences & Humanities (3)	Social Sciences & Humanities (3)
	<b><u>INFD 415</u></b> (3)	<b><u>INFD 451</u></b> (3)
	Business Elective e.g., CB (3)	Business Elective e.g., Promo. Mgmt. (3)
	BADM 561 (3)	Elective (3)
	MKTG 482 (3)	Elective (3)
	<b><u>Total hours 15</u></b>	<b><u>Total hours 15</u></b>

**Total hours: 126, 79 below level 300**

**Section 5.2 Interactive Media**

	<b><u>Fall</u></b>	<b><u>Spring</u></b>
<b><u>Freshman Year</u></b>		
	<b><u><a href="#">VCOM 120</a></u></b> (3)	GNED 102 (3)
	VCOM 261 (3)	VCOM 251 (3)
	CSCI 101 & A, F, P (3)	VCOM 258 (3)
	ACAD 101 (1)	<b><u><a href="#">INFD 141</a></u></b> (4)
	PSYC 101 (3)	CTQR 150 (3)
	WRIT 101 (3)	<b><u><a href="#">INFD 151</a></u></b> (1)
	<b><u>Total 16 hours</u></b>	<b><u>Total 17 hours</u></b>
<b><u>Sophomore Year</u></b>	VCOM 262 (3)	VCOM 354 (3)
	MATH 101 (3)	<b><u><a href="#">INFD 211</a></u></b> (3)
	<b><u><a href="#">INFD 251</a></u></b> (1)	<b><u><a href="#">CSCI 242</a></u></b> (3)
	<b><u><a href="#">CSCI 241</a></u></b> (4)	Elective (3)
	ARTH 175 (3)	Global perspectives (3)
	CRTW 201 (3)	ARTH 176 (3)
	<b><u>Total 17 hours</u></b>	<b><u>Total 18 hours</u></b>
<b><u>Junior Year</u></b>	<b><u><a href="#">INFD 321</a></u></b> (3)	<b><u><a href="#">INFD 322</a></u></b> (4)
	<b><u><a href="#">VCOM 362</a></u></b> (3)	VCOM 274 (3)
	MCOM 360 (3)	<b><u><a href="#">VCOM 363</a></u></b> (3)
	Natural Science (4)	Specialty Elective (3)
	ANTH 201 (3)	Natural Science (3)
	<b><u>Total 16 hours</u></b>	<b><u>Total 16 hours</u></b>
<b><u>Senior Year</u></b>	<b><u><a href="#">VCOM 462</a></u></b> (3)	<b><u><a href="#">VCOM 463</a></u></b> (3)
	Co-op Internship (3)	<b><u><a href="#">INFD 451</a></u></b> (3)
	<b><u><a href="#">INFD 415</a></u></b> (3)	SOCL 201 (3)
	Specialty Elective (3)	Elective (3)
	WRIT 465 (3)	Elective (3)
	<b><u>Total 15 hours</u></b>	<b><u>Total 15 hours</u></b>

**Total hours: 125.5, 87.5 below level 300**



**Section 5.3 Web Application Design**

	<b>Fall</b>	<b>Spring</b>
<b>Freshman Year</b>	CSCI 101 & A,F, P (3)	<a href="#">INFD 141</a> (4)
	MATH 101 (3)*	Hist. pers. Req (3)
	WRIT 101 (3)	GNED 102 (3)
	ACAD 101 (1)	CTQR 150 (3)*
	PSYC 101 (3)	<a href="#">INFD 151</a> (1)
	Elective (3)	CSCI 101B,C
	<b><u>Total 16 hours</u></b>	<b><u>Total 15 hours</u></b>
<b>Sophomore Year</b>	<a href="#">CSCI 241</a> (4)	<a href="#">INFD 211</a> (3)
	CRTW 201 (3)	<a href="#">CSCI 242</a> (3)
	ANTH 201 (3)	ECON 103 (3)
	QMTM 205 (3)	<a href="#">VCOM 363</a> (3)
	VCOM 262 (3)	Global pers. Req (3)
	<a href="#">INFD 251</a> (1)	
	<b><u>Total 17 hours</u></b>	<b><u>Total 15 hours</u></b>
<b>Junior Year</b>	<a href="#">INFD 321</a> (3)	<a href="#">INFD 322</a> (4)
	<a href="#">VCOM 462</a> (3)	CSCI 540 (3)
	Nat. Sci. req. (4)	Natural Sci. req (3)
	CSCI 521 (3)	CSCI 555 (3)
	Elective (3)	Elective (3)
	<b><u>Total 16 hours</u></b>	<b><u>Total 16 hours</u></b>
<b>Senior Year</b>	CSCI 475 (3)	CSCI 476 (3)
	Intens. Writ/Oral (3)	<a href="#">INFD 451</a> (3)
	<a href="#">INFD 415</a> (3)	Elective (3)
	Elective (3)	Elective (3)
	Elective (3)	Elective (3)
	<b><u>Total 15 hours</u></b>	<b><u>Total 15 hours</u></b>

\* Could be replaced by one math course that has MATH 101 as a prereq.

**Total hrs. 125, 64 below 300**

**Section 5.4 Digital Mass Media**

	Fall	Spring
<b>Freshman Year</b>		
	CSCI 101 & A, F, P (3)	MATH 141 (3)
	CTQR 150 (3)	<a href="#">INFD 141</a> (4)
	WRIT 101 (3)	GNED 102 (3)
	ACAD 101 (1)	SCI (3)
	PSYC 101 (3)	Elective(3)
	VCOM 261 (3)	<a href="#">INFD 151</a> (1)
	<b>Total: 16 hours</b>	<b>Total: 17 hours</b>
<b>Sophomore Year</b>		
	CRTW 201 (3)	<a href="#">INFD 211</a> (3)
	VCOM 262 (3)	SCI (4)
	ECON 215 (3)	PLSC 202 (3)
	MCOM 241 (3)	<a href="#">VCOM 363</a> (3)
	Elective (3)	<a href="#">MCOM 260</a> (3)
	INFD 251 (1)	
	<b>Total: 16 hours</b>	<b>Total: 16 hours</b>
<b>Junior Year</b>	HUMANITIES (3)	Elective (3)
	<a href="#">INFD 322</a> (4)	MCOM 341 (3)
	SPCH 201 (3)	MCOM 346 (3)
	<a href="#">INFD 321</a> (3)	Global (3)
	Elective (3)	Elective (3)
	<b>Total: 15 hours</b>	<b>Total: 15 hours</b>
<b>Senior Year</b>	MCOM 441 (3)	MCOM elective (3)
	MCOM elective (3)	<a href="#">INFD 451</a> (3)
	HIST. 212 (3)	Internship (1) - optional
	<a href="#">INFD 415</a> (3)	Elective (3)
	Elective (3)	Elective (3)
		CONST. (3)
	<b>Total: 15 hours</b>	<b>Total: 16 hours</b>

**Total hours: 125.5, 76.5 below level 300**

## **Section 6: Descriptions of Specialties**

In this section we provide descriptions of each specialty. In each case two paragraphs are provided. One is aimed at outsiders (students, non-specialists) and the other at insiders (specialists).

### **Digital Commerce Specialty:**

For the Student / “Outsider”

The Digital Commerce Specialty centers around the potential the Web offers for the marketing of both profit driven and not-for-profit organizations. While simultaneously obtaining a foundation in business and particularly marketing principles, students will learn how to use the web to achieve business objectives. Hands-on projects and assignments are integral to the track. Graduating students will have the skills needed to lead an organization’s charge in making the web an integral part of their marketing plans.

For the “Insider”

The Digital Commerce Specialty centers around the potential new technology offers for business, in particular the marketing function, for both profit driven and not-for-profit organizations. The student will gain a strong foundation in business as well as exposure to computer science, mass communication, and visual communication design. The combination of a deeper focus in marketing with a broad range of technical skills is necessary for employees and organizations to be competitive in today’s e-marketplace. Hands-on projects and assignments are integral to the track. Graduating students will have the skills needed to lead an organization’s charge in making the web and other new technology an integral part of their marketing plans.

### **Interactive Media Specialty:**

For the Student / “outsider”

The Interactive Media Specialty in the information design program focuses on interface design and interactive content for electronic media. Students who are interested in Visual aspects of the web will learn how to create, layout and organize information in order to communicate a variety of messages using images, text, and time based media such as video. A portion of interactive media will deal with human-computer interaction to create a more positive experience in electronic environments. Students will be able to develop sites that appeal to users, as well as function efficiently and at the same time emphasize their specific purpose.

For the “Insider”

The Interactive Media Specialty will cover interface and content design, which includes areas of hierarchy, perception, and persuasion as well as aesthetic, sequential and organizational concerns. Concepts such as narrative and human computer interaction will also be covered throughout the program emphasizing the user’s perspective within electronic environments. Some technical, marketing and business aspects will be included to help define the area of interactive media and broaden the student experience in these areas. Graduating students will take a leading role in organizing electronic content, directing user experience and creating aesthetically appropriate designs in the Interactive Media program.

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### **Web Application Design Specialty:**

For the Student / “Outsider”

The Web Design Specialty in the Information Design degree program is aimed at the student whose interests lie on the technical side of designing and developing web applications. It is only a slight exaggeration to say that all of commerce, research, mass communication, and home entertainment are moving to the web. There will therefore be a critical need for people who can develop attractive, usable, secure, efficient, and maintainable web sites for the foreseeable future. Building and enhancing such sites requires knowledge of the theory and practice of how the web works in general, as well as how to design and build software that makes the web work for an individual or a business, and that’s what this specialty is all about.

For the “Insider”

The Web Design Specialty in the Information Design degree program will cover the technical aspects of designing and developing web applications. Students begin working almost entirely on the client side and are exposed to aspects of visual communication design, mass communication, and marketing from the beginning. As the student progresses more emphasis is placed on the server side and hence on the design of the software (e.g. modularization for ease of maintenance, selection of efficient algorithms) that underlies modern web sites. It is this software that allows real work of all kinds to be done through the web. Throughout the program the emphasis is on hands-on, team-based projects that are as realistic as the level of the student allows. In the Senior Synthesis, a student from this specialty will take the technical lead in a real-world project, working in a team of students from the other specialties. Graduating students will have the skills needed to make immediate and significant technical contributions to any employer’s web site.

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## **Digital Media Specialty:**

For the Student/ “Outsider”

Digital technology and media convergence--the overlapping roles of media professionals--are revolutionizing the way mass media and marketing communications function. Future professionals must be flexible, broadly educated in a variety of disciplines, and equipped to work in settings where exceptional research abilities, writing skills, and knowledge of digital technology are expected. This specialty focuses on shaping web content to address the requirements of specific audiences. While the focus is on information gathering and writing, the student will be exposed to aspects of digital commerce, web application design, and the visual aspects of interactive media.

For the “Insider”

The digital mass media specialty will cover the message development requirements of web-based or other forms of digital media. Students desiring to work in the mass media and/or marketing communications today must be capable of writing for a variety of media with increasing emphasis on digital technology as the delivery system. While the track will emphasize audience analysis, information gathering, and informational and persuasive writing skills, students will benefit from the exposure to other web-related disciplines. Project-based work performed in interdisciplinary teams will mirror the business and non-profit environments. Demand for students with this expertise is predicted to remain high in the future.

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**Section 7: Overview by Course**

C = Core course, R = Required for Specialty, E = Elective within Specialty, G = GenEd

The table is divided into 3 sections: Core courses presented in the order in which we hope students will take them; Courses deemed fundamental by at least one specialty in alphabetical order; Specifically required General Education courses – courses that are not fundamental to any specialty but are important to at least one, and also satisfy General Education requirements. Universally required courses such as WRIT 101 are omitted.

<b>B.S. Info Design</b>	<b>Preferred Semester</b>	<b>Digital Commerce</b>	<b>Interactive Media</b>	<b>Web Application Design</b>	<b>Digital Mass Media</b>
<b><i>Core</i></b>					
CSCI 101 & A, <a href="#">E</a> , P	F	C	C	C	C
<a href="#">INFD 141</a>	S	C	C	C	C
<a href="#">INFD 151</a>	S	C	C	C	C
VCOM 262	F	C	C	C	C
<a href="#">INFD 211</a>	S	C	C	C	C
<a href="#">INFD 251</a>	F	C	C	C	C
<a href="#">INFD 321</a>	F	C	C	C	C
<a href="#">INFD 322</a>	S	C	C	C	C
<a href="#">INFD 415</a>	F	C	C	C	C
<a href="#">INFD 451</a>	S	C	C	C	C
<b><i>Specialty</i></b>					
ACCT 280	F	R			
ARTH 175	F		R		
ARTH 176	S		R		
ARTT 300	Any		R		
BADM 561	F	R			
CSCI 101B	Any	R		R	
CSCI 101C	Any		R	R	
<a href="#">CSCI 241</a>	F		R	R	
<a href="#">CSCI 242</a>	S		R	R	
CSCI 475	F			R	
CSCI 476	S			R	
CSCI 521	F			R	
CSCI 540	S			R	
CSCI 555	S			R	
CTQR 150	Any		G	R	G
MATH 101	F	R		R	
MATH 141	F				R
MCOM 241	F				R
<a href="#">MCOM 260</a>	S	R	E		R
MCOM 333					E
MCOM 341	S	R	E		R
MCOM 345					E
MCOM 346	S				R

B.S. Info Design	Preferred Semester	Digital Commerce	Interactive Media	Web Application Design	Digital Mass Media
MCOM 349					E
MCOM 441	F				R
MCOM 471					E
MCOM 491-3					E
MGMT 341	F	R			
MKTG 380	S	R			
MKTG 482	S	R			
MKTG 381	Any	E			
MKTG 382	Any	E			
MKTG 481	Any	E			
MKTG 581	Any	E			
MUST 531	Any		E		
MUST 532	Any		E		
QMTH 205	Any	R		R	
QMTH 206	F	R			
<b>VCOM 120</b>	F		R		
VCOM 251	S		R		
VCOM 258	S		R		
VCOM 261	F		R		R
VCOM 222	Any		E		
VCOM 274	S		R		
VCOM 354	S		R		
VCOM 355	Any		E		
VCOM 358	Any		E		
VCOM 361	Any		E		
<b>VCOM 362</b>	F		R		
<b>VCOM 363</b>	S		R	R	R
<b>VCOM 462</b>	F		R	R	
<b>VCOM 463</b>	S		R		
<b><u>Gen Ed</u></b>					
ANTH 201	F		G	G	
ANTH 202	F			G	
CSCI 327	F			E	
ECON 103	S			G	
ECON 215	Any	G			G
HIST 212	F				G
PLSC 202	S				G
PSYC 101	F	G	G	G	G
SOCL 201	S		G		
SPCH 201	F				G
WRIT 465	F	G	G	E	

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## **General Education Committee Report to Academic Council January 12, 2007**

The General Education Committee met on December 12, 2006. The following items were approved by the committee and need Academic Council approval:

1. A proposal to add the existing course GEOL 201: Geography of World Regions to the list of courses meeting the Global Experience requirement.
2. A proposal to add the new course PHIL 301: History of Philosophy – Ancient Period to the lists of courses meeting the Historical Perspective and Humanities and Arts requirements.
3. A proposal to add the new course PHIL 302: History of Philosophy – Modern Period to the lists of courses meeting the Historical Perspective and Humanities and Arts requirements.
4. A proposal to add the new course PHIL 312: Metaphysics to the list of courses meeting Humanities and Arts requirement.
5. A proposal to add the new course RELG 360: Psychology of Religion to the list of courses meeting Humanities and Arts requirement.
6. A proposal to add the new course RELG 390: Philosophy of Religion to the list of courses meeting Humanities and Arts requirement. (crosslisted as the existing course PHIL 390)