**SFU** OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND ASSOCIATE PROVOST

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**MEMORANDUM**

| | | | |
|---|---|---|---|
| **ATTENTION** | Senate | **DATE** | August 3, 2012 |
| **FROM** | Bill Krane, Chair | **PAGES** | 1/1 |
| | Senate Committee on | | |
| | Undergraduate Studies | | |
| **RE:** | Faculty of Communication, Art and Technology (SCUS 12-39) | | |

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For information:

Acting under delegated authority at its meeting of August 2, 2012, SCUS approved the following curriculum revision effective Spring 2013:

1. <u>School of Interactive Arts and Technology</u>

    (i) New Course Proposal: IAT 110-3, Visual Communication Design
    (ii) Deletion of TECH 101, 101W, 114, 124

Senators wishing to consult a more detailed report of curriculum revisions may do so by going to Docushare: https://docushare.sfu.ca/dsweb/View/Collection-12682
If you are unable to access the information, please call 778-782-3168 or email shelley_gair@sfu.ca.

SIMON FRASER UNIVERSITY    ENGAGING THE WORLD

## MEMORANDUM

| | | | |
|---|---|---|---|
| **ATTENTION** | Bill Krane, Chair<br>Senate Committee on Undergraduate Studies | **DATE** | June 22, 2012 |
| **FROM** | DD Kugler, Chair<br>Undergraduate Curriculum Committee<br>Faculty of Communication, Art, and Technology | **PAGES** | 20, including cover memo |
| **RE:** | SCUS, July 5, 2012 | | |

On June 19, 2012, the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee approved the following curricular revisions:

- School of Interactive Arts + Technology memo
    - IAT 110: new course proposal
    - TECH 101, 101W, 114, 124: deletions
    - SIAT course components: revisions

Please place these items on the next meeting of SCUS.

DD Kugler

| | | |
|---|---|---|
| Simon Fraser University Surrey | TEL 778.782.7555 | dill@sfu.ca |
| 250 – 13450 102nd Avenue, Surrey, BC | FAX 778.782.7478 | www.siat.sfu.ca |
| Canada V3T 0A3 | | |

**MEMORANDUM**

| | | | |
|---|---|---|---|
| **ATTENTION** | Don Kugler, Associate Dean, FCAT | **DATE** | Friday, June 22, 2012 |
| **FROM** | John Dill | | |
| **RE:** | SIAT Curriculum Changes | | |

Please include the attached items for discussion and vote at the next FCAT UCC meeting.

Sincerely,

John Dill
Chair, Undergraduate Curriculum Committee
School of Interactive Arts + Technology
Faculty of Communication, Art and Technology
Simon Fraser University
778-782-7555  John_dill@sfu.ca

Attach.
- New course proposal: IAT 110, Visual Communication Design
- Course deletions (from TechOne program which no longer exists): Tech 101, 101w, 114 and 124.
- Course component clean-up: cover note, excel file and email re procedure

**COURSE SUBJECT/NUMBER**   IAT 110

**COURSE TITLE**

SCUS 12-39 (i)

LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

Visual Communication Design

**AND**

SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

Visual Communication Design

**CAMPUS** where course will be taught:   Burnaby   Surrey   Vancouver   Great Northern Way   Off campus

**COURSE DESCRIPTION (FOR CALENDAR). 50-60 WORDS MAXIMUM. ATTACH A COURSE OUTLINE TO THIS PROPOSAL**

Visual communication for art and design in digital media. Students learn the fundamentals of digital raster and vector image creation. Design principles such as form, typography and colour theory as they apply to digital media will be taught. Students will have core projects in digital photography, magazine layout and kinetic typography. Primarily for non-SIAT majors; while SIAT majors may take the course, it does not count for credit for SIAT degree requirements."

NOTE: Senate has approved (S.95-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by a library report and, if appropriate, confirmation that funding arrangements have been addressed.

Library report status   **pending**

**RATIONALE FOR INTRODUCTION OF THIS COURSE**

As IAT110 does not require specialized equipment or Lab space SIAT will be able to offer it on SFU campuses other than Surrey. Currently IAT100 and IAT102 are the only large enrollment courses available to non-SIAT students. Students often wait several semesters before being able to enroll in one of these courses. IAT110 would provide greater access and flexibility for SFU students to engage in popular SIAT course material.

**SCHEDULING AND ENROLLMENT INFORMATION**

Indicate effective **term and year** course would first be offered and planned **frequency** of offering thereafter:

Fall / Spring 2013/14 and three times a year after that.

Will this be a required or elective course in the curriculum? ◯Required ◉Elective

What is the probable enrollment when offered?   Estimate: 200

**CREDITS**

Indicate number of credits (units):   3

Indicate number of hours for:   Lecture **3**   Seminar   Tutorial   Lab   Other

**FACULTY** Which of your present CFL faculty have the expertise to offer this course?

Clements-Vivian, Zupan, Gibson, Hennessy

**WQB DESIGNATION** (attach approval from Curriculum Office)

None

**PREREQUISITE**

Does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses? If so, this should be **noted in the prerequisiite**.

Students who have taken IAT 100 or IAT 102 cannot take IAT 110 for further credit.

**COREQUISITE**

**STUDENT LEARNING OUTCOMES**

Upon satisfactory completion of the course students will be able to:

- Understand and apply the basic differences, applications and best practices in raster and vector image creation.
- Explore digital craft as an essential part of image making
- Evaluate and analyze works of art and design as they have been shaped by technology.
- Provide students with a foundational literacy in Visual Communication,
- Develop critical thinking skills through the assessment of the form and content of visual images.

**FEES**

Are there any proposed student fees associated with this course other than tuition fees? **●YES ○NO**

**RESOURCES**

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

None

**OTHER IMPLICATIONS**

Articulation agreement reviewed? ○ YES ○ NO ● Not applicable

Exam required: ○ YES ● NO

Criminal Record Check required: ○ YES ● NO

**APPROVALS**

1   Departmental approval indicates that the Department or School has approved the content of the course, and has consulted with other Departments/Schools/Faculties regarding proposed course content and overlap issues.

_____

Chair, Department/School                                                            Date

_____

Chair, Faculty Curriculum Committee                                          Date

2   Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/School/Department commits to providing the required Library funds.

_____

Dean or designate                                                                       Date

LIST which other Departments, Schools and Faculties have been consulted regarding the proposed course content, including overlap issues. Attach documentary evidence of responses.

School of Interactive Arts and Technology
Faculty of Communication, Art and Technology

Other Faculties approval indicated that the Dean(s) or Designate of other Faculties AFFECTED by the proposed new course support(s) the approval of the new course:

_____ Date _____

_____ Date _____

3   SCUS approval indicates that the course has been approved for implementation subject, where appropriate, to financial issues being addressed.

COURSE APPROVED BY SCUS (Chair of SCUS):

_____ Date _____

**APPROVAL IS SIGNIFIED BY DATE AND APPROPRIATE SIGNATURE.**

**Instructor:**

**Location:**

**Prerequisite:** Students who have taken IAT 100 or 102 may not take this course for further credit.

**Vector:** 3-0-0 (lecture taught in one 3 hour block)

**Course Description:**

IAT110 will introduce non-SIAT majors to visual communication for art and design in digital media. Students learn the fundamentals of digital raster and vector image creation. An example of a digital raster image is a digital photo, vector images are made of geometrical primitives such as points, lines and curves. Design principles such as form, typography and colour theory as they apply to digital media will be taught. Students will have core projects in digital photography, magazine layout and kinetic typography.

Students will learn in an innovative "studio style" lecture, were hands on activities will facilitate active engagement with the course materials. These activities will allow students to apply knowledge from the lecture material as they are learning it, aiding in retention and comprehension of the material. This is not a software training course; students will be expected to be highly motivated and self-sufficient in learning the necessary skills to complete the assignments.

**Course Objectives:**

This course is intended to:
- Understand and apply the basic differences, applications and best practices in raster and vector image creation.
- Explore digital craft as an essential part of image making
- Evaluate and analyze works of art and design as they have been shaped by technology.
- Provide students with a foundational literacy in Visual Communication,
- Develop critical thinking skills through the assessment of the form and content of visual images.
- This is not a software course; you are expected to show a high motivation for independent learning of software skills

Learning Prerequisites - before starting this class, you should be able to:
- Utilize basic functionality of an operating system and software applications (print, scan and download instructional materials from a server)
- Organize your work-schedule; keep deadlines

Learning Outcomes (not based on prerequisites):

**Note:** This outline is a draft and subject to change.

- Apply visual literacy and design skills to images to an image, a two-page spread, and to a sequence.
- Understand basic principles of typography (e.g. grid, spacing, hierarchies) and apply them to your own designs
- Be able to create raster and vector images.
- Critique designs using appropriate terminology
- Create small projects independently; demonstrate at a novice-level, the application of an iterative design process.

**Delivery Method:**
Lecture (LEC)

**Learning Activities + Evaluation:**
Learning Activities – readings, software tutorials, lecture participation activities, homework, quizzes and large projects.


Evaluation –
Project 01 (week 5): 15%
Project 02 (week 9): 20%
Project 03 (week 13):20%
Six small assignments weighted at: 10%
Mid-term 01 (week 4): 15%
Mid-term 02 (week 12): 15%
Clickers: 5%

NOTE: It will be difficult to be successful in this course without regular attendance and active participation in the lectures.

**Texts, Resources + Materials:**
Resources & Materials –

Software: TBD

Hardware: You will need access to a computer that is able to process digital images and that you can download software to. [Quality TBA] You will be expected to download freeware at the beginning of term.

Have access to a digital camera. Camera phones or other lower quality cameras are fine as long as the picture is of [TBA] quality.


i-clickers- student response systems that may be purchased from the bookstore.

Required Text:  TBD


**Note:**  This outline is a draft and subject to change.

On Mon, Jun 18, 2012, Ivana Niseteo <iniseteo@sfu.ca> wrote:
Dear Susan,
I have added IAT110 - *Visual Communication Design* to the appropriate page
http://www.lib.sfu.ca/collections/course-assessments, and this will be adequate proof of library sign-off.
Cheers,
Ivana

~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Ivana Niseteo, MA, MLIS
Collections Librarian
Liaison Librarian for Linguistics, French, Humanities, French Cohort in Arts
Bennett Library, Simon Fraser University
Tel: 778.782.6838 | Fax: 778.782.6926 | iniseteo@sfu.ca

From: susan clements-vivian < susan.clementsvivian@gmail.com >
To: gbird@sfu.ca
Subject: new course library course proposal

I need to submit IAT110, a new course, for library approval.
The course requires no additional Library materials.
The course proposal and the outline are attached.
The course has been approved at the SIAT Undergraduate Curriculum level.
Could you let me know what I need to proceed.
This course will be going to the FCAT level next week so I need to complete this by early next week.
Thanks so much for your help,
Susan Clements-Vivian

Susan Clements-Vivian Masc.
Lecturer
Simon Fraser University
School of Interactive Arts and Technology
e.sclement@sfu.ca / susan.clementsvivian@gmail.com
t.778-782-7504

IAT 110 Co...docx (25 KB)

**EXISTING COURSE, CHANGES RECOMMENDED**

Please check appropriate revision(s):

☐ Course number ☐ Credit ☐ Title ☐ Description ☐ Prerequisite ■ Course deletion ☐ Learning Outcomes

Indicate number of hours for: Lecture _____ Seminar_____ Tutorial _____ Lab _____

**FROM**
Course Subject/Number **TECH 101**

**TO**
Course Subject/Number _____

Credits **3**

Credits_____

**TITLE**
(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.
FROM:                                        TO:

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.
FROM:                                        TO:

**DESCRIPTION**
FROM:

**DESCRIPTION**
TO:

**PREREQUISITE**
Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses?
If so, this should be **noted in the prerequisite.**

FROM:

**PREREQUISITE**

TO:

**LEARNING OUTCOMES**

**RATIONALE**

The TechOne program ceased operations in Fall 2011. New courses were created in the IAT program (103W, IAT 167) and one course from TechOne (TECH 106) was changed to IAT 106 in December 2010 / January 2011 (see S.11-8 and S.11-20). The remaining TECH (101, 101W, 114, 124) courses were last offered in Spring 2011 and will not be offered again.

Effective term and year
**Summer 2013**

2012 april

## EXISTING COURSE, CHANGES RECOMMENDED

Please check appropriate revision(s):

☐ Course number    ☐ Credit    ☐ Title    ☐ Description    ☐ Prerequisite    ☑ Course deletion    ☐ Learning Outcomes

Indicate number of hours for: Lecture _____ Seminar_____ Tutorial _____ Lab _____

**FROM**
Course Subject/Number __**TECH 101W**_____

**TO**
Course Subject/Number _____

Credits **3** _____

Credits _____

## TITLE

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

FROM:                              TO:

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

FROM:                              TO:

## DESCRIPTION
FROM:

## DESCRIPTION
TO:

## PREREQUISITE

Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, this should be **noted in the prerequisite.**

FROM:                              TO:

## PREREQUISITE

## LEARNING OUTCOMES

## RATIONALE

The TechOne program ceased operations in Fall 2011. New courses were created in the IAT program (103W, IAT 167) and one course from TechOne (TECH 106) was changed to IAT 106 in December 2010 / January 2011 (see S.11-8 and S.11-20). The remaining TECH (101, 101W, 114, 124) courses were last offered in Spring 2011 and will not be offered again.

Effective term and year

**Summer 2013**

2012 april

## EXISTING COURSE, CHANGES RECOMMENDED

Please check appropriate revision(s):

☐ Course number   ☐ Credit   ☐ Title   ☐ Description   ☐ Prerequisite   ■ Course deletion   ☐ Learning Outcomes

Indicate number of hours for: Lecture _____   Seminar_____   Tutorial _____   Lab _____

**FROM**
Course Subject/Number__**TECH 114**_____

**TO**
Course Subject/Number _____

Credits **3** _____   Credits_____

### TITLE
(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.

FROM:                                               TO:

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.

FROM:                                               TO:

**DESCRIPTION**
FROM:

**DESCRIPTION**
TO:

**PREREQUISITE**

Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, this should be **noted in the prerequisite.**

FROM:

**PREREQUISITE**

TO:

**LEARNING OUTCOMES**

### RATIONALE

The TechOne program ceased operations in Fall 2011. New courses were created in the IAT program (103W, IAT 167) and one course from TechOne (TECH 106) was changed to IAT 106 in December 2010 / January 2011 (see S.11-8 and S.11-20). The remaining TECH (101, 101W, 114, 124) courses were last offered in Spring 2011 and will not be offered again.

Effective term and year
**Summer 2013**

2012 april

## EXISTING COURSE, CHANGES RECOMMENDED

Please check appropriate revision(s):

☐ Course number    ☐ Credit    ☐ Title    ☐ Description    ☐ Prerequisite    ■ Course deletion    ☐ Learning Outcomes

Indicate number of hours for: Lecture _____ Seminar_____ Tutorial _____ Lab _____

**FROM**
Course Subject/Number **TECH 124**

**TO**
Course Subject/Number _____

Credits **3**

Credits _____

## TITLE

(1) LONG title for calendar and schedule, no more than 100 characters including spaces and punctuation.
FROM:      TO:

(2) SHORT title for enrollment and transcript, no more than 30 characters including spaces and punctuation.
FROM:      TO:

**DESCRIPTION**
FROM:

**DESCRIPTION**
TO:

**PREREQUISITE**
Does this course replicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, this should be **noted in the prerequisite**.

FROM:

**PREREQUISITE**

TO:

**LEARNING OUTCOMES**

## RATIONALE

The TechOne program ceased operations in Fall 2011. New courses were created in the IAT program (103W, IAT 167) and one course from TechOne (TECH 106) was changed to IAT 106 in December 2010 / January 2011 (see S.11-8 and S.11-20). The remaining TECH (101, 101W, 114, 124) courses were last offered in Spring 2011 and will not be offered again.

Effective term and year
     Summer 2013

2012 april