SFU OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

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MEMORANDUM

ATTENTION	Senate	**DATE**	July 8, 2016
FROM	Wade Parkhouse, Acting Chair	**PAGES**	1/1
	Senate Committee on		
	Undergraduate Studies		
RE:	Faculty of Communication, Art and Technology (SCUS 16-26)		

For information:

Acting under delegated authority at its meeting of July 7, 2016 SCUS approved the following curriculum revisions effective Summer 2017.

1. <u>Publishing Program (SCUS 16-26a)</u>

   (i) Description and prerequisite change for PUB 210W, 331, 332
   (ii) Title, description and prerequisite change for PUB 212
   (iii) Prerequisite change for PUB 438, 456
   (iv) Description change for PUB 478

2. <u>School of Interactive Arts and Technology (SCUS 16-26b)</u>

   (i) Description change for IAT 244
   (ii) Requirement changes of adding IAT 359 to all sections listing Interactive Systems Concentration
   - Bachelor of Arts Major
   - Bachelor of Science Major
   - Bachelor of Arts Honours
   - Bachelor of Science Honours
   - CMNS/IAT Bachelor of Arts or Bachelor of Science
   - IAT/BUS Bachelor of Arts or Bachelor of Business Administration
   - IAT/BUS Bachelor of Science programs

SFU

MEMORANDUM

ATTENTION	Gordon Myers, Chair Senate Committee on Undergraduate Studies	**DATE**	June 24, 2016
FROM	Martin Gotfrit, Chair Undergraduate Curriculum Committee Faculty of Communication, Art, and Technology	**PAGES**	77, including cover memo
RE:	SCUS, June 2016 meeting		

On June 15th, 2016, the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee approved the following curricular revisions:

- **Publishing Program**
    - PUB 210W, Description and Prerequisite Change
    - PUB 212, Title, Description and Prerequisite Change
    - PUB 331, Description and Prerequisite Change
    - PUB 332, Description and Prerequisite Change
    - PUB 438, Prerequisite Change
    - PUB 456, Prerequisite Change
    - PUB 478, Description Change

- **School of Interactive Arts & Technology**
    - IAT244, Description change
    - IAT359 Mobile Computing, addition to all sections that list the Interactive Systems Concentration in the academic calendar.

Please place these items on the next meeting of SCUS.

Martin Gotfrit

Publishing @ SFU

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ONLINE
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To: Martin Gotfrit, Chair, FCAT Undergraduate Curriculum Committee
Re: Calendar Revisions for Publishing Courses
Date: June 8th, 2016

The Publishing Program, in a meeting May 31, 2016, approved the following minor revisions to calendar descriptions for the following courses:

- PUB210W: distinguish from old PUB210 course
- PUB212: renamed and new description
- PUB331: removed restriction on old course
- PUB332: removed restriction on taking both 331 and 332
- PUB438: update pre-requisite to reflect current course
- PUB456: correct a long-standing typo in the calendar copy
- PUB478: change re: repeatability of course for credit

Would you please place these items on the agenda of the next meeting of the FCAT Undergraduate Curriculum Committee?

Thank you,

John W Maxwell
Associate Professor & Director,
Publishing @ SFU / Canadian Institute for Studies in Publishing
Simon Fraser University
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SFU ATE COMMITTEE ON
ERGRADUATE STUDIES

COURSE MODIFICATION FORM

Page 1 of 1

| COURSE SUBJECT | PUB | NUMBER | 210W | TITLE | Fundamentals of Professional Writing: University level skills and practice in writing effectively [3] |

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

| Course number | | Credit | | Title | X | Description | X | Prerequisite |

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using <u>underline</u>. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

> University-level skills and practice in writing clear, concise, logical, and direct text suited to particular purposes. Students will learn to assess the rhetorical situation (audience, purpose, occasion) and identify the appropriate style, tone and format of writing for the situation, in writing reports, instructions, proposals, and presentations in both print and online environments. **Students who have credit for PUB 210 may not take PUB210W for further credit.** Writing.

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

SUMMER 2017

RATIONALE (must be included)

> Distinguishing between the older PUB210 and the newer PUB210W. The newer course should supersede the older.

February 2016

SFU ATE COMMITTEE ON
DERGRADUATE STUDIES

COURSE SUBJECT	PUB	NUMBER	331	TITLE	Graphic Design in Transition: Print and Digital Books [4]

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

	Course number		Credit		Title	X	Description	X	Prerequisite

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using <u>underline</u>. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An in-depth study of the design methods fundamental to books in print and digital media. Students evaluate, and engage in the design and repurposing of publications, exploring current practices of content delivery online and through mobile devices. Emphasis is placed on innovative methods and design practices for screen-based publishing. ~~Students who have credit for CMNS 473 or PUB 330 may not take PUB 331 for further credit.~~ Prerequisite: <u>PUB 231</u>.

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

, 2017 SUMMER

RATIONALE (must be included)

Reference to old courses is no longer relevant and is confusing to students.

SFU ATE COMMITTEE ON
DERGRADUATE STUDIES

| COURSE SUBJECT | PUB | NUMBER | 332 | TITLE | Graphic Design in Transition: Print and Digital Periodicals [4] |

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

| | Course number | | Credit | | Title | X | Description | X | Prerequisite |

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using <u>underline</u>. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An in-depth study of the design methods fundamental to periodicals in print and in digital media. Students evaluate, and engage in the design and repurposing of publications, exploring current practices of content delivery online and through mobile devices. Emphasis is placed on innovative methods and design practices for screen-based publishing. ~~Students cannot receive credit for both PUB 331 and PUB 332.~~ Prerequisite: <u>PUB 231</u>.

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

PUB 331 and PUB332 have evolved to be very different courses; there is no reason why a student shouldn't be able to take both.

SFU ATE COMMITTEE ON
DERGRADUATE STUDIES

| COURSE SUBJECT | PUB | NUMBER | 212 | TITLE | Public Relations Planning and Management Fundamentals (3) |

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

| Course number | | Credit | X | Title | X | Description | X | Prerequisite |

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using underline. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

PUB 212 ~~Public Relations Planning and Management Fundamentals~~ (3)
PUB 212 Public Relations and Public Engagement [3]

~~An exploration and applied examination of effective practice in public engagement using simulations of public relations practice including such elements as message research and planning, campaign development, promotion, publicity, image creation, crisis communication, and publication planning. Prerequisite: 25 units; PUB 210 highly recommended.~~

A critical and applied approach to theories and practices of professional public engagement, with a focus on public relations. This course is problem–centred and issues–driven, and emphasizes the development of knowledge and skills of effective and strategic professional public engagement across a wide range of current and emerging media technologies, platforms, and communication environments.

Prerequisite: 25 units; ~~PUB210~~ PUB210W highly recommended.

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

The title is revised to better reflect the scholarly approach of the course as it has been taught in recent years, and for general clarity.

The description similarly better describes both the thematic orientation and pedagogical approach.

Recommended pre-requisite is updated to reflect the change from PUB 210 to PUB 210W.

SFU

COURSE SUBJECT	PUB	NUMBER	438	TITLE	Design Awareness in Publishing Processes and Products [4]

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

	Course number		Credit		Title		Description	X	Prerequisite

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using underline. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An exploration of fundamental design principles complemented by media-specific approaches to design as a strategic framework in publishing. Prerequisite: ~~PUB 230-3~~ **PUB 231-3**. IAT 102-3, CMNS 253-3, and CMNS 354-4 highly recommended.

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

The pre-requisite, PUB 230, no longer exists. It has been replaced by PUB 231.

SFU ATE COMMITTEE ON
ERGRADUATE STUDIES

| COURSE SUBJECT | PUB | NUMBER | 456 | TITLE | Institution and International Event Planning and Management [4] |

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

	Course number		Credit		Title		Description	X	Prerequisite

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using underline. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An exploration of events and their management with emphasis on theories, social context, practices in the context of audience building, market creation and community building. Skill development, including curating, planning, design, marketing, human and financial resource management, sponsorship, budgeting, risk management and program evaluation are featured in part through student participation in the management of one or more events. Prerequisite: 75 ~~hours~~ units .

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

The pre-requisite said "75 hours" – it should have been "75 units." This was an error.

SFU ATE COMMITTEE ON
ERGRADUATE STUDIES

COURSE SUBJECT | PUB | **NUMBER** | 478 | **TITLE** | Publishing Workshop [4]

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

	Course number		Credit		Title	X	Description		Prerequisite

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using <u>underline</u>. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An advanced workshop on the publishing process focused on applied research. Students with credit for CMNS 478 may not take this course for further credit. Prerequisite: At least 8 units of upper division Publishing courses and permission of the instructor. **May repeat for credit a maximum of two times.**

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

The actual topics of PUB 478 change yearly, depending on instructor. It may be desirable to take the course twice, but it should not count for more than two upper level Publishing courses.

MEMO

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ATTENTION Martin Gotfrit, Chair
Faculty of Communication, Art and Technology
Undergraduate Curriculum Committee

FROM Chantal Gibson, Chair
School of Interactive Arts & Technology
Undergraduate Curriculum Committee

RE SIAT Documents for June FCAT UCC

DATE June 14, 2016   TIME 3:45 PM

Dear Martin,

Kindly place these items on the agenda for the next FCAT UCC meeting on Wednesday June 15, 2016.

1. On Tuesday May 10, 2016, the SIAT UCC approved the following:

- ~~Motion 1: Move to approve updated SFU Calendar language for SIAT Bachelor of Arts and Bachelor of Science requirements with (1) the addition of the SIAT Continuance Policy, and (2) the amendment of 44 upper division units (from 45) as per SFU policy.~~

- ~~Motion 2: Move to approve the addition of SIAT Bachelor of Arts second degree requirements and SIAT Bachelor of Science second degree requirements to the SFU Calendar.~~

- Motion 3: Move to approve the new SFU Calendar description for IAT244 Digital Photography.

Supporting documents are attached with this memo.

2. On Tuesday June 14, 2015, the following motions will be presented at the SIAT UCC. I am including them here in anticipation of their approval at the FCAT UCC:

- ~~Motion 4: Move to approve updated SFU Calendar language for SIAT Admissions requirements.~~

- ~~Motion 5: Move to approve updated SFU Calendar language for CMNS/ SIAT Joint Major requirements for BA and BSc.~~

- ~~Motion 6: Move to approve updated SFU Calendar language for BUS/ SIAT Joint Major requirements for BA and BSc.~~

- Motion 7: Move to approve the addition of IAT359 Mobile Computing to all sections that list the Interactive Systems Concentration in the academic calendar.

  Supporting documents are attached with this memo.

Thank you
Chantal

SFU

COURSE SUBJECT	IAT	**NUMBER**	244	**TITLE**	Digital Photography I: Post Photography (3)

TYPE OF CHANGES. Please type 'X' for the appropriate revision(s):

	Course number		Credit		Title	X	Description		Prerequisite

WORDING/DESCRIPTION EDITS. Indicate deleted or changed text using ~~strike through~~, indicate added or new text using underline. If you need to enter more text than the box allows, drag the endpoint of the text box to make it bigger, as it will not automatically expand.

An introduction to digital photography <u>that is open to beginners in which students will learn comprehensive skills in camera work, studio lighting and image post-processing.</u> ~~photography and photographic image modification through the use of computer technology. Students will build skills and techniques in digital photography and image processing for digital printing, the web, and interactive multimedia. Emphasis is placed on acquiring digital photographic skills based on proficiency through the appropriate use of software and image editing tools. Image formatting possibilities are investigated, along with aesthetic/functional aspects of site navigation, design, sequence and consistency.~~ <u>The focus of the course is on developing a final portfolio that demonstrates a wide range of technical, aesthetic, stylistic, genre and conceptual approaches to digital photography. Students are encouraged to experiment and develop their own eye and approaches, while learning the fundamentals of digital image production and workflows, including output for web and print.</u>

EFFECTIVE TERM AND YEAR FOR CHANGES
Fall, Spring, Summer and year (please enter in textbox)

2017 SUMMER

RATIONALE (must be included)

Changes to reflect the direction the course has taken.

Interactive Arts and Technology
Interactive Systems Concentration Language

Calendar Entry Change

Name of Program:
Major
Bachelor of Arts
Bachelor of Science

Honours
Bachelor of Arts
Bachelor of Science

Joint Major
Communication and Interactive Arts and Technology Bachelor of Arts or Bachelor of Science
Interactive Arts and Technology and Business Bachelor of Arts or Bachelor of Business Administration
Interactive Arts and Technology and Business Bachelor of Science

Rationale for change: The addition of IAT 359 – Mobile Computing was added to the acceptable list of interactive systems list of courses. In order to create consistency across the calendar we must add this information to all programs that list the Interactive Systems Concentration.
Effective term and year: Spring 2017

Calendar Change:

Interactive Arts and Technology Programs: **Major** • Bachelor of Arts • Bachelor of Science **Honours** • Bachelor of Arts • Bachelor of Science **Concentration in Interactive Systems**

Students in this concentration learn how to design and program interactive technology used in work, play and learning.

This concentration emphasizes applying human-computer interaction principles to highly interactive applications, devices and systems. Graduates will be able to conceive, design and program applications in areas such as the web, handheld devices and games. Students who choose this concentration must complete six (6) of

IAT 351 - Advanced Human-Computer Interaction (3)
IAT 352 - Internet Computing Technologies (3)
IAT 355 - Introduction to Visual Analytics (3)
IAT 359 - Mobile Computing (3)
IAT 410 - Advanced Game Design (3)
IAT 452 - Developing Design Tools (3)
IAT 455 - Computational Media (3)

Rationale for change: The addition of IAT 359 – Mobile Computing was added to the acceptable list of interactive systems list of courses.

In order to create consistency across the calendar we must add this information to all programs that list the Interactive Systems Concentration.

Effective term and year: Spring 2017

Calendar Change:

Interactive Arts and Technology Programs:

Joint Major
- Communication and Interactive Arts and Technology Bachelor of Arts or Bachelor of Science
- Interactive Arts and Technology and Business Bachelor of Arts or Bachelor of Business Administration
- Interactive Arts and Technology and Business Bachelor of Science

Concentration in Interactive Systems
Students in this concentration learn how to design and program interactive technology used in work, play and learning.

This concentration emphasizes applying human-computer interaction principles to highly interactive applications, devices and systems. Graduates will be able to conceive, design and program applications in areas such as the web, handheld devices and games.

Students who choose this concentration must complete five (5) of:

IAT 351 - Advanced Human-Computer Interaction (3)
IAT 352 - Internet Computing Technologies (3)
IAT 355 - Introduction to Visual Analytics (3)
IAT 359 - Mobile Computing (3)
IAT 410 - Advanced Game Design (3)
IAT 452 - Developing Design Tools (3)
IAT 455 - Computational Media (3)