



8888 University Drive, Burnaby, BC
Canada V5A 1S6

TEL: 778.782.4636
FAX: 778.782.5876

avpcio@sfu.ca
www.sfu.ca/vpacademic

MEMORANDUM

ATTENTION Senate
FROM Bill Krane, Chair
Senate Committee on Undergraduate Studies
RE: Faculty of Communication, Art and Technology (SCUS 10-09)

DATE April 23, 2010
PAGES 1/1

For information:

Acting under delegated authority at its meeting of February 4, 2010, SCUS approved the following curriculum revisions:

1. Publishing Program (SCUS 10-09a)
 - (i) New Courses:
 - PUB 330-4, Publication Design in Transition
 - PUB 350-4, Marketing for Book Publishers
 - PUB 355-4, Online Marketing for Publishers
 - PUB 375-4, Magazine Publishing
 - PUB 450-4, The Business of Book Publishing
 - PUB 477-4, Publishing Practicum
 - PUB 478-4, Publishing Workshop
2. The School of Interactive Arts and Technology (SCUS 10-09b)
 - (i) Pre-requisite change for IAT 201

Senators wishing to consult a more detailed report of curriculum revisions may do so on the Web at http://www.sfu.ca/senate/Senate_agenda.html following the posting of the agenda. If you are unable to access the information, please call 778-782-3168 or email bgrant@sfu.ca.

For information:

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

CALENDAR INFORMATION

Course Number: Pub 330 ✓ **Credit Hours:** 4.0

Course Title: Publication Design in Transition

Calendar Description

An in-depth study of the systems and structures fundamental to book, magazine, and associated online media design. Students analyze, evaluate, design and/or repurpose existing publications. By means of case studies students are introduced to the current practices of design and production in print, and how content is being delivered online and through mobile devices. Emphasis is placed on innovative methods and design practices for screen-based publishing and sustainable design solutions.

Prerequisite: 60 credit hours

Co-requisite(s) (if any): None

Special Instructions (if any): None *Eg # 02558*

Course(s) to be dropped if this course is approved (if any): This course will be cross-listed with CMNS 473 Publication Design and Print Production.

Rationale for Introduction of this Course: Will this be a required or elective course in the curriculum?

Design is a fundamental element of all publishing. In the current environment, not only is design in transition but also designers must be capable of working in both print and online media. This course introduces design principles and applications for both environments. Knowledge of design principles and publishing software, is also a sought-after skill for editors and publishing managers.

Probable enrolment when offered?

Enrolment is estimated at 40 students per session.

Scheduling and Registration Information.

Indicate semester and year this course would be first offered and planned frequency of offering thereafter.

First offering would be Spring 2011. Initially it would be taught **once per year**.

**Which of your present CFL faculty have the expertise to offer this course?
Will the course be taught by sessional or limited-term instructors?**

Dosil. Course may be taught by Dosil or industry professionals serving as sessionals.

Are there any proposed student fees associated with this course other than tuition fees?

One-to-one critiques would significantly augment the learning process. Student fees could create the opportunity for necessary feedback. Students could be given the choice to pay a premium fee for enhanced feedback.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

This course is an updated version of CMNS 473. Students should not receive credit for both courses. It is our desire to crosslist the course with CMNS 473.

Effective date: 2011/12 Calendar.

Resource Implications:

Note: Senate has approved (S.93-11) 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.

On the basis that we are teaching this content at the Masters level and that CMNS 473 has been offered for the past decade, our estimate is that all the required materials are available online and in the library. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

This course will be taught by industry professionals serving as sessionals in the same manner that other publishing courses have been taught in the School of Communication. There will be a reallocation of instructional resources within FCAT to allow this course to be offered.

Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.

Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

The Koshevoy Lab, at Harbour Centre, will be used for the delivery of this course.

Approvals:



Rowland Lorimer, Director,
Master of Publishing

Chair, Faculty of Cmn, Art and Tech
Undergraduate Curriculum Committee

Chair
SCUS

Nov 4 / 09

date

Dec. 16, 2009

date

date

Illustrative Course outline Attached

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

✓
JK

Calendar Information:

Course Number: Pub 350 Credit Hours: 4

Course Title: Marketing for Book Publishers

Course Description (for Calendar). Attach a course outline to this proposal.

An exploration and application of marketing concepts to book publishing. Concepts and skills taught focus on differentiation of product categories and markets, and the creation of a marketing strategy for existing or new publications. Consideration of reading trends for all publication forms is included.

Prerequisite(s): 60 credit hours

Co-requisite(s) (if any): none.

Special Instructions (if any): none

Course(s) to be dropped if this course is approved (if any): none

Rationale for Introduction of this Course: Will this be a required or elective course in the curriculum? Probable enrolment when offered?

Marketing understanding and application skills are essential to all publishing operations. Understanding industry practices and the foundations for innovation applications are the crux of this course. This will be an elective course. Probable enrollment for this course is 60 students per offering.

Scheduling and Registration Information. Indicate semester and year this course would be first offered and planned frequency of offering thereafter.

First offering would be Fall 2010. Initially it would be taught once per year.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

Lorimer. The course will be taught by an industry professional serving as a sessional.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify. Eg #06420 ✓

Yes. CMNS 472. Course credit should not be granted for both courses.

+ 471 (Disc in 1991)

Effective date: 2010/11 Calendar.

Resource Implications:

Note: Senate has approved (S.93-11) 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.

On the basis that we are teaching this content at the Masters level and that CMNS 472 Books, Markets, and Readers has been offered for the past decade, we anticipate the Library collection to be sufficient. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

There will be a reallocation of instructional resources within FCAT to allow this course to be offered.




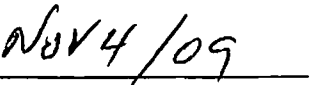
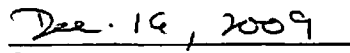

Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.

Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

No.

Approvals:

		
Rowland Lorimer, Director, Master of Publishing	Chair, Faculty of Cm, Art and Tech Undergraduate Curriculum Committee	Chair SCUS
		
date	date	date

Illustrative Course outline Attached

Pub 350: Marketing for Book Publishers**Department:** Master of Publishing program**Location:** Harbour Centre**Prerequisite:** 60 credit hours**Credit Hours:** 4**Instructor:** Industry professional**Calendar Description**

An exploration and application of marketing concepts to book publishing. Concepts and skills taught focus on differentiation of product categories and markets, and the creation of a marketing strategy for existing or new publications. Includes consideration of reading trends for all publication forms.

Course Overview

The trade book markets is a puzzle. How can publishers continue to bring quality writing to readers when industry studies estimate that only one in ten books makes money? Students will be asked to solve this puzzle by evaluating and implementing case studies of contemporary marketing practices in an attempt to overcome these stark economics. The course is divided into three sections: an analysis of the major changes within the book market and the reading audience that make profitability so difficult to achieve; the rise of the blockbuster marketing techniques developed as response to these challenging economics; and finally, an extended overview of other marketing strategies that attempt to rectify limitations of blockbuster marketing. Industry observers claim the instability within the publishing world is caused because there are "no formulas for success." Students will try to find just such a marketing formula.

Required Readings

The Book Publishing Industry, 2nd edition, Albert Greco, (Lawrence Erlbaum, 2004) ISBN: 978-0805848533

Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond, Paco Underhill (Simon & Schuster, 2008) ISBN: 978-1416595243

The Perilous Trade: Book Publishing in Canada, 1946-2006, Roy McSkimming, (McClelland & Stewart, 2007) ISBN: 978-0771054945

Blockbusters and Trade Wars: Popular Culture in a Globalized World, Peter S. Grant and Chris Wood, (Douglas & McIntyre, 2005) ISBN: 978-1553651086

Long Tail: Revised & Updated: Why the future of business is selling less of more, Chris Anderson, (Hyperion, 2008) ISBN: 978-0470379288

Indie Publishing: How To Design and Publish Your Own Book, Ellen Lupton, (Princeton Architectural Press, 2008) ISBN: 978-1568987606

Course Delivery Formats

Lecture/seminar

Grading

Mid-Term Assignment 20%

End of Term Essay 30%

In-Class Presentation 10%

Class Participation 10%

Final In- Class Test 30%

Attendance of a minimum of 10 classes is required to pass this course.

Marks awarded in this course are expected to correspond to established university-wide practices in both their levels and their distribution. In addition, the course will also follow Policy T10.02 with respect to "Intellectual Honesty" and "Academic Discipline." For further details, please refer to the current SFU calendar and the section entitled "General Regulations."

Class Schedule**Course outline:**

Unit 1: "Publishing Problematics": The course will begin with an overview of the major changes to the book industry and to the reading habits of consumers that has made trade publishing such a risky proposition. The survey will historically trace the rise of quasi-monopolistic book chains, the exponential growth of online and digital book sales, the demands of mass merchant and price club retailers, the demise of the traditional media outlets for book promotion, the expanding market share of multinational/multimedia entertainment companies and the threat they represent to domestic publishers and the onset of "consumer choice fatigue" in which readers face an every expanding array of new entertainment choices while over 200,000 new books are brought into the Canadian market every year. *The New York Times* estimates that there is new fiction title published every half an hour, and when only one tenth of these books are profitable, marketers face some very hard choices. Each of these features is framed as a "problematic" because each is highly contentious and can potentially help our hinder the creation of quality publishing. Students will analyse these debates to assess what they reveal about the role and status of the print culture in our society.

Unit 2: The Blockbuster: one of the most widely adopted marketing strategies to deal with these "publishing problematics" has been the deployment of blockbuster marketing techniques that maximize the number of retail channels that sell product in a highly compressed time frame to a mass audience while supported by highly concentrated earned and paid media and multi-media co-promotion. The class will study the rise and development of the blockbuster within the specific context of the marketing for the *Harry Potter* and Stephenie Meyer's series and examine to what extent do they conform to a pure blockbuster formula.

Unit 3: The World Beyond the Blockbuster: Blockbuster techniques have been criticized both for their effectiveness and their long-term cultural impact and so in the final unit, students will examine alternative marketing strategies using industry test cases of branded publishing, "long tail" marketing to aggregated online communities, sustained backlist imprint marketing, publicly subsidized marketing and finally the emergence in the last decade of a viable self-publishing model that calls into question the need for the traditional industry apparatus of publishers, professional marketers and book retailers. *The Economist* magazine recently opined that in looking at the future of books, there will be only two given constants; writers and readers, everything else is open for debate. CMNS 472-2 will go the heart of this debate.

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

Calendar Information:

Course Number: Pub 355 Credit Hours: 4

Course Title: Online Marketing for Publishers

Course Description (for Calendar). Attach a course outline to this proposal.

Explores the formulation and analysis of marketing goals the evolving realm of online promotion and marketing. Emphasis is given to approaches to measurement of effect; implementation and campaign management; finding and nurturing audiences and conversations; branding; forecasting and budgeting.

Prerequisite(s): 60 credit hours

Co-requisite(s) (if any): none

Special Instructions (if any): none

Course(s) to be dropped if this course is approved (if any):

Rationale for Introduction of this Course: Will this be a required or elective course in the curriculum? Probable enrolment when offered?

Knowledge of the techniques for online marketing of books and magazines is emerging as a specialized field necessary to the survival of publishing enterprises.
This course is an elective. Expected enrolment is 40 to 50 students per offering.

Scheduling and Registration Information. Indicate semester and year this course would be first offered and planned frequency of offering thereafter.

First offering would be Fall 2010.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

Maxwell; To be taught by sessionals or faculty as available.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

No.

✓
SK

with her

Effective date: 2010/11 Calendar.

Resource Implications:

Note: Senate has approved (S.93-11) 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.

On the basis that we are teaching this content at the Masters level and that CMNS 472 Books, Markets, and Readers has been offered for the past decade, we anticipate the Library collection to be sufficient. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

This course will be taught by industry professionals serving as sessionals in the same manner that other publishing courses have been taught in the School of Communication. There will be a reallocation of instructional resources within FCAT to allow this course to be offered.

Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.

Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

No.

Approvals:



Rowland Lorimer, Director,
Master of Publishing



Chair, Faculty of Cmn, Art and Tech
Undergraduate Curriculum Committee

Chair
SCUS

Nov 4, 09

date

Dec. 16, 2009

date

date

Illustrative Course outline Attached

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

✓
SIC

Calendar Information:

Course Number: Pub 375 **Credit Hours:** 4

Course Title: Magazine Publishing

Course Description (for Calendar).

A practical course covering core issues in magazine publishing. Topics include business best practices, marketing, advertising and circulation, editorial vision, online and digital publishing, design and packaging.

Prerequisite(s): 60 credit hours

Co-requisite(s) (if any): None.

Special Instructions (if any): None.

Course(s) to be dropped if this course is approved (if any): none (to be cross-listed with CMNS 375)

Rationale for Introduction of this Course: Will this be a required or elective course in the curriculum? Probable enrolment when offered?

Magazine publishing is a billion plus-dollar enterprise in Canada with over 2,000 titles currently operating. Magazine publishing assists communities to articulate their existence and their issues in the Canadian social fabric by bringing ideas, opinions, and realities forward into public view. This is a key course to any publishing program meant to appeal to those students interested in periodicals. It will be an elective course.

Probably enrolment will be at least 60 students per offering.

Scheduling and Registration Information. Indicate semester and year this course would be first offered and planned frequency of offering thereafter.

First offering would be Fall 2010. It would be taught once each summer.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

Lorimer, Schendlinger, Maxwell. The course will be taught by industry members serving as sessionals as CMNS 375 has been to date.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

Yes, it is proposed that it be cross-listed with CMNS 375. Eg. # 00398 ✓
+ 411 (special topic)

Effective date: 2010/11 Calendar.

Resource Implications:

Note: Senate has approved (S.93-11) 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.

On the basis that we are teaching this content at the Masters level and that CMNS 375 Magazine Publishing has been offered for the past decade, we anticipate the Library collection to be sufficient. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

This course will be taught by industry professionals serving as sessionals in the same manner that other publishing courses have been taught in the School of Communication. There will be a reallocation of instructional resources within FCAT to allow this course to be offered.


Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.


Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

The course will use the Publishing Lab at Harbour Centre.

Approvals:

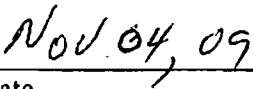


Rowland Lorimer, Director,
Master of Publishing

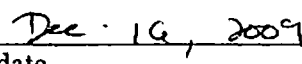


Chair, Faculty of Cmn, Art and Tech
Undergraduate Curriculum Committee

Chair
SCUS



date



date

date

Illustrative Course outline Attached

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

✓
SFC

Calendar Information:

Course Number: Pub 450 Credit Hours: 4

Course Title: The Business of Book Publishing

Course Description (for Calendar). Attach a course outline to this proposal.

This course examines business practices within book publishing firms. It emphasizes financial planning and operations, acquisitions, marketing and promotion.

Prerequisite(s): 75 credit hours

Co-requisite(s) (if any): none

Special Instructions (if any): none

Course(s) to be dropped if this course is approved (if any): none

Rationale for Introduction of this Course: Will this be a required or elective course in the curriculum? Probable enrolment when offered?

No publisher can operate without knowledge of business dynamics. This course provides that foundation. The course will be an elective.

Scheduling and Registration Information. Indicate semester and year this course would be first offered and planned frequency of offering thereafter.

First offering would be Fall 2010. Initially it would be taught once per year.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

Lorimer. It will be taught by industry professionals serving as sessionals.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

Eg # 00254

Yes, CMNS 474. Students should not receive credit for both courses. Our understanding is that CMNS will drop CMNS 474.

Effective date: 2010/11 Calendar.

Resource Implications:

Note: Senate has approved (S.93-11) 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.

On the basis that we are teaching this content at the Masters level and that CMNS 474 has been offered for the past decade, our estimate is that all the required materials are available online and in the library. Course is already being taught. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

This course will be taught by industry professionals serving as sessionals in the same manner that other publishing courses have been taught in the School of Communication. CMNS 474, we understand, will be withdrawn. There will be a reallocation of instructional resources within FCAT to allow this course to be offered.


Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.

Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

No.

Approvals:

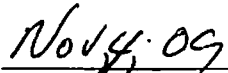


Rowland Lorimer, Director,
Master of Publishing

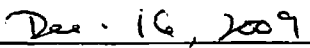


Chair, Faculty of Cmn, Art and Tech
Undergraduate Curriculum Committee

Chair
SCUS



date



date

date

Illustrative Course outline Attached

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

✓
SK

Calendar Information:

Course Number: Pub 477 **Credit Hours:** 4

Course Title: Publishing Practicum

Course Description (for Calendar). *Attach a course outline to this proposal.*

A practicum in which students have the opportunity to work in an applied publishing setting. The practicum will provide an opportunity for the student to learn about book, magazine, or electronic publishing.

Prerequisite(s): At least eight credit hours of upper levels publishing courses and permission of the instructor.

Co-requisite(s) (if any): None.

Special Instructions (if any): Students may enroll a maximum of twice in this course.

Course(s) to be dropped if this course is approved (if any): None.

Rationale for Introduction of this Course: *Will this be a required or elective course in the curriculum? Probable enrolment when offered?*

This course gives students a chance to gain practical experience in publishing. Industry hosts will sign a letter of agreement that ensures student involvement with such publishing functions as manuscript evaluation, editorial, production, design, permissions, contracts, sales, marketing, metadata provision, file preparation, and printing. A work report, detailing the experience gained will be a course requirement. The experience of the internship in the Master of Publishing program will assist in the administration of this course. The course will also assist in the transition of students from university to the workplace.

Scheduling and Registration Information. *Indicate semester and year this course would be first offered and planned frequency of offering thereafter.*

First possible offering will be Fall 2010. Following the model of co-op, the program will seek out opportunities for practica and make them available to students, normally, in every semester.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

All faculty are capable of supervising a publishing practicum. Supervising faculty will include faculty appointed to the program including adjunct faculty.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

No.

Effective date: *2010/11 Calendar.*

Resource Implications:

Note: Senate has approved (S.93-11) 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.

Our estimate is that all the required materials are available online and in the library. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

The work required of faculty will be minimal. There will be a reallocation of instructional resources within FCAT to allow this course to be offered.

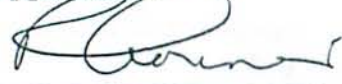
Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.


Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

No.

Approvals:



Rowland Lorimer, Director,
Master of Publishing



Chair, Faculty of Cmn, Art and Tech
Undergraduate Curriculum Committee

Chair
SCUS

Nov 4, 09

date

Dec. 16, 2009

date

date

Illustrative Course outline Attached

SIMON FRASER UNIVERSITY
NEW COURSE PROPOSAL

Calendar Information:

Course Number: Pub 478 Credit Hours: 4

Course Title: Publishing Workshop

Course Description (for Calendar). *Attach a course outline to this proposal.*

An advanced workshop on the publishing process focused on applied research.

Prerequisite(s): At least eight credit hours of upper division PUB courses and permission of the instructor.

Co-requisite(s) (if any): None.

Special Instructions (if any): Students may enroll a maximum of twice in this course.

Course(s) to be dropped if this course is approved (if any): We understand CMNS will drop CMNS 478.

Rationale for Introduction of this Course: *Will this be a required or elective course in the curriculum? Probable enrolment when offered?*

Research and/or applied projects provide the opportunity for students to learn publishing dynamics and apply research skills. They also assist in the transition from university to the workplace.

Scheduling and Registration Information. *Indicate semester and year this course would be first offered and planned frequency of offering thereafter.*

The first possible offering will be Fall 2010. The course will be offered normally at least once every two years. It is expected that the course will be offered when it can be integrated with the research, teaching or services activities of faculty members.

Which of your present CFL faculty have the expertise to offer this course? Will the course be taught by sessional or limited-term instructors?

All faculty are capable of teaching this course. Supervising faculty will include faculty appointed to the program including adjunct faculty.

Are there any proposed student fees associated with this course other than tuition fees?

None.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

Yes, CMNS 478. Students should not receive credit for both courses. Our understanding is that CMNS will drop this course.

✓
SK

Effective date: **2010/11 Calendar.**

Resource Implications:

Note: Senate has approved (S.93-11) 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.

Our estimate is that the collection built for the Master of Publishing program is sufficient to our needs. Course is already being taught. A confirming evaluation by the SFU Library is now in place.

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For instance, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering.

The course will only be taught when it can be integrated with the research, teaching or service interests and activities of a faculty member.

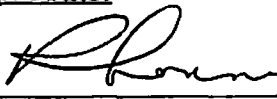


Does this course require specialized space or equipment not readily available in the department or university, and if so, how will these resources be provided?

No.

Does this course require computing resources? (e.g. hardware, software, network wiring, use of computer laboratory space) and if so, describe how they will be provided.

No.

Approvals:

		
Rowland Lorimer, Director, Master of Publishing	Chair, Faculty of Cmn, Art and Tech Undergraduate Curriculum Committee	Chair SCUS

<u>Nov 4/09</u>	<u>Dec. 19, 2009</u>	_____
date	date	date

Illustrative Course outline Attached

**Senate Committee on
Undergraduate studies**

COURSE CHANGE/DELETION FORM

Existing Course Number: IAT 201

Existing Title: Human Computer Interaction and Cognition

Please check appropriate revision(s):

Course Number: _____ Credit Hours: _____ Title: _____

Description: _____ Prerequisite: X Vector: _____
(Lect/Sem/Tut/Lab)

Course deletion: _____

FROM:

Prerequisite: 24 units

TO:

Prerequisite: 24 units, including at least one lower division 'W' course

If Title Change, indicate: **N/A**

- a) Long Title for calendar/schedule: max. 100 characters, including spaces/punctuation:
- b) Short Title for enrollment/transcript: max. 30 characters, including spaces/punctuation:

RATIONALE:

Most students entering this course have taken the Tech One cohort program, which includes a 'W' course. Some students enter without Tech One, and without a 'W' course, and this compromises the ability to effectively use writing as a core class activity.

This change has been discussed and approved at the SIAT UCC.

If this course replicates the content of a previously approved course to the extent that students should not receive credit for both courses, this should be noted in the prerequisite.

Effective term and year: Fall 2010



✓
SK

MEMO

Office of the Dean

TASC2 8800
8888 University Drive
Burnaby BC
V5A 1S6

T 778-782-8790
F 778-782-8789

www.fcat.sfu.ca
fcatinfo@sfu.ca

TO: Jo Hinchliffe, Secretary
Senate Committee on Undergraduate Studies

FROM: Alison Beale, Chair
Faculty of Communication, Art and Technology
Undergraduate Curriculum Committee

RE: Pre-requisite change - SIAT (IAT 201)

DATE: December 15, 2009

On December 10, 2009, the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee approved the following pre-requisite change passed by the School of Interactive Arts & Technology UCC on November 4, 2009:

- Change the pre-requisite for IAT 201 from "completion of 24 units" to "completion of 24 units including a lower division W course".

Would you please place this item on the agenda of the next meeting of SCUS.

Thank you,

Alison Beale
Chair, FCAT UCC

:sam
Att.