**Course Proposals**

Course Name: Communication Design
Course Prefix: COMM
Course Number: 3350
             Submitted by (Name & E-Mail):  Kathryn Edwards, kedwards@weber.edu

Current Date:  1/9/2014
College: Arts & Humanities
Department:   Communication
From Term: Spring  2014

Nonsubstantive

|  |  |
| --- | --- |
| change   | Current Course Subject COMMCurrent Course Number 3350 |

COMM 3350 - Communication Design Credits: (3) Typically taught: Fall, Spring Visual messages have great power to inform, educate and persuade. In all fields of communication, visual presentation of the message helps determine the success of the message. This course is designed to help students become effective and ethical visual communicators on the page or the screen. In addition to creating design projects, students will learn how to critically analyze visual designs and to understand major visual communication theories. Prerequisite: COMM 1130.

**New/Revised Course Information:**

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| --- | --- |
| Subject:  COMM             Course Number: 3350 | Check all that apply: *This is for courses already approved for gen ed.    Use a* [*different form*](http://documents.weber.edu/catalog/forms.htm) *for proposing a new gen ed designation.* DV   CA   HU   LS   PS   SS  EN   AI   QL   TA   TB   TC   TD   TE |

Course Title: Visual Communication

Abbreviated Course Title: Visual Comm

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| --- | --- |
| Course Type:  | LEC |

Credit Hours:  3  **or** if variable hours:    to

Contact Hours: Lecture 45  Lab    Other

Repeat Information:  Limit 0   Max Hrs 0

Grading Mode:  standard

|  |  |
| --- | --- |
| This course is/will be: |  a required course in a major program a required course in a minor program a required course in a 1- or 2- year program elective |

Prerequisites/Co-requisites:

COMM 1130 (Note: the prerequisite is not changing.)

Course description (exactly as it will appear in the catalog, including prerequisites):

COMM 3350 - Visual Communication
Credits: (3) Typically taught: Fall, Spring
Visual messages have great power to inform, educate and persuade. In all fields of communication, visual presentation of the message helps determine the success of the message. This course is designed to help students become effective and ethical visual communicators on the page or the screen. In addition to creating design projects, students will learn how to critically analyze visual designs and to understand major visual communication theories. Prerequisite: COMM 1130.

**Justification** for the new course or for changes to an existing course. (Note: Justification should emphasize academic rationale for the change or new course. This is particularly important for courses requesting upper-division status.)

The Department of Visual Arts is going to change the title of one of their programs from Visual Communication to Graphic Design. In doing so, they are going to change the title of one of their courses from Visual Communication to Graphic Design.

Communication is reclaiming the title "Visual Communication" for COMM 3350. This is the name given to this body of content material within the field of communication. Faculty in both departments think this name change will better reflect what is taught in the class and will be less confusing to students.

**INFORMATION PAGE**for substantive proposals only

1. Did this course receive unanimous approval within the Department?

true