**Purdue Northwest Curriculum Document Coversheet**

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| **Document No:**(According to [Instruction](http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/)s[[1]](#footnote-1)) | CHESS 18-51 NEW COURSE COM AD 41800 | **Approval by Faculty Senate:** (Leave Blank) | 4-12-19 |
| **Proposed Effective Date**  | July 1, 2019 | **Date Reviewed by Senate Curriculum****Committee:** (Leave blank) | 3-8-19 |
| **Submitting Department:**(Name of both Dept & College/School ) | Communication and Creative ArtsCHESS | **Name(s) of Library Staff Consulted:** (NA if not required) | N/A |
| **Date Reviewed by Department**  | November 16, 2018 |  |  |
| **Submission Date:**(Date sent to College/School Curr Comm after Dept Review) | November 28, 2018 | **Will New Library****Resources Used?** | [ ]  **Yes**[x]  **No** Double-click to check Yes / No. |
| **Date Reviewed by College/School Curriculum Committee**  | February 22, 2019 | **Form 40 Needed?**(Double-click one box.)Registrar will complete Form 40 **after** Senate approval of document. | [x]  **Yes** New courses or any course change, check **YES**[ ]  **No** For **all other** curriculum matters, check **NO**. |
| **Contact Person(s):**(Name & Title) | Yueqi ZhangAssociate Professor of VCD |  |  |

Unless marked “Leave blank” all parts of this form must be filled in **before** sending to Secretary of the Faculty Senate.

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| **Task (check all that apply and fill out sections appropriate for each change).** [ ]  Program/Concentration Change or New Program/Concentration Proposal: Complete Section I, III, & IV[ ]  Minor Change or New Minor Proposal: Complete Section I (delete sections III & IV)[ ]  Certificate Change or New Certificate Proposal: Complete Section I (delete sections III & IV)[x]  Course Change or New Course Proposal: Complete Section II (delete sections III & IV) |
| **Program name**.Visual Communication Design |
| **Degree name(s).** (If applicable.)B.A in Communication, Concentration: Visual Communication Design |

## Section I: This section is for changes in programs, minors and certificates

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| **List the major changes in each program of study, minor or certificate.**  |
| **Impact on Students.** (State “N/A” if proposal will not greatly affect students.) |
| **Impact on University Resources.** (State “N/A” if proposal will not require new resources, faculty or funds.) |
| **Impact on other Academic Units.** (State “N/A” if proposal will not affect other units.)(Include name of person in affected area discussed with) N/A |

## Section II: This section is for changes in courses only

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| **Subject.** (Brief description of proposed change, addition or deletion.)This proposal is for the creation of AD 41800 – Motion Graphics for use in the Visual Communication Design program. |
| **Justification.** (Briefly list main reasons for proposed change, addition or deletion.)In order to meet industrial needs, this course will enhance the professional abilities of the students with creative problem-solving with emphasis on advanced design problems, individual development and exploration of contemporary design issues. This is one of the VCD core courses. |

Use the **Current** and **Proposed** spaces below for course changes only. Otherwise, mark “N/A”

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| **Current:** (Course changes: include entire present catalog information. Leave blank if new course) | **Proposed:** (Course changes: include entire new catalog information.)AD 41800 Motion GraphicsLevels: Graduate, Professional, UndergraduateSchedule Types: Distance Learning, Lecture(Lecture 2, Lab 2, Cr. 3)This course is an introduction to Motion Graphics. The course includes lectures, showcases and demonstrations of the techniques and applications of motion graphics in multimedia. Projects will cover basic motion graphics principles, design and composition, timing, storyboarding and planning, sound and synchronization. Appropriate and current industry standard computer applications will be introduced and applied. |
| **Is this course also:** | [ ]  **General Education** | **Currently Designated ExL (see** [**instructions[[2]](#footnote-2)**](http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/)**)** [ ]  |

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| **Course Objectives / Learning Outcomes.** (New courses only. List main outcomes. If lengthy, attach separate page.)1. Acquaint students with the immediate and powerful impact of motion design.
2. Acquaint students with industry standard software, hardware and accompanying techniques.
3. Provide historical and current perspectives in the area of motion graphics.
4. Introduce students to terminology and concepts in motion graphics.
5. Introduce students to the categories of commercial, broadcast, main title and music video.

Upon completion of the course, students will be able to:1. Integrate the use of design element and principal, typography, sound, space, timing, and animation within motion projects.
2. Design and produce professional quality time-based visual communication projects.
3. Present, discuss, and articulate concepts through research, analysis, and idea development in relation to motion graphics design.
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| **Impact on Students.** (State “N/A” if proposal will not greatly affect students.) N/A |
| **Impact on University Resources.** (State “N/A” if proposal will not require new resources, faculty or funds.) N/A |
| **Impact on other Academic Units.** (State “N/A” if proposal will not affect other units.) (Include name of person in affected area this was discussed with.) N/A |

(Boxes will expand and spill over onto next page to accommodate your typing.)

1. <http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/> [↑](#footnote-ref-1)
2. <http://faculty.pnw.edu/blog/curriculum-document-approval-procedures/> [↑](#footnote-ref-2)