Purdue Northwest Curriculum Document Coversheet

Document No: (According to Instructions[1])	CHESS 17-06 NEW COURSE AD 32100	**Approval by Faculty Senate:** (Leave Blank)	January 12, 2018
Proposed Effective Date	Spring 2018	**Date Reviewed by Senate Curriculum Committee:** (Leave blank)	December 8, 2017
Submitting Department: (Name of both Dept & College/School)	CCA/CHESS	**Name(s) of Library Staff Consulted:** (NA if not required)	
Date Reviewed by Department	09/22/2017		
Submission Date: (Date sent to College/School Curr Comm after Dept Review)	10/03/2017	**Will New Library Resources Used?**	☐ **Yes** ☒ **No** Double-click to check Yes / No.
Date Reviewed by College/School Curriculum Committee	10/27/2017	**Form 40 Needed?** (Double-click one box.) Registrar will complete Form 40 **after** Senate approval of document.	☒ **Yes** New courses or any course change, check **YES** ☐ **No** For **all other** curriculum matters, check **NO**.
Contact Person(s): (Name & Title)	Yueqi Zhang, Associate Professor, CCA		

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

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)

☒ Course Change or New Course Proposal: Complete Section II (delete sections III & IV)

Program name. Visual Communication Design

Degree name(s). (If applicable.)

Section II: This section is for changes in courses only

Subject. (Brief description of proposed change, addition or deletion.)

This proposal is for the creation of AD 32100 - Web Design for use in the Visual Communication Design program.

Justification. (Briefly list main reasons for proposed change, addition or deletion.)

Due to the availability of current software and technology, CGT 30700 – Advanced Graphic Design for Web and Multimedia - no longer meets VCD program needs.

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

Current: (Course changes: include entire present catalog information. Leave blank if new course)	**Proposed:** (Course changes: include entire new catalog information.)
None	AD 32100 Web Design
	Levels: Graduate, Professional, Undergraduate
	Schedule Types: Distance Learning, Lecture
	(Lecture 2, Lab 2, Cr. 3)
	Web Design is an introduction to the design of web sites in both functionality and visual appeal. Training will be given in selected current software directed toward web-based, interactive design projects.

Is this course also: ☐ **General Education**   **Currently Designated ExL (see instructions[2])** ☐

Course Objectives / Learning Outcomes. (New courses only. List main outcomes. If lengthy, attach separate page.)

Upon successful completion of this course, a student will be able to

1. Identify a visual communication design workflow for the web that moves from concept to completion.
2. Articulate how visual decisions affect user experience.
3. Apply usability standards.
4. Achieve technical proficiency in current software.
5. Produce visual communication design solutions in an interactive environment.

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.)