

SUNY Broome General Education
Course Proposal and Revision Form

I. Course Information/Signature Page

Date: 11/7/2022

Course Title: Introduction to Computer Graphics

Proposed Course Title (only for courses proposing new titles through Curriculum Committee):

[Click here to enter proposed course title.](#)

Department/Subject Designator: ART 125/COM 124

Number credits: 3

Pre-requisites/Co-requisites: [Click here to enter pre-req/co-reqs.](#)

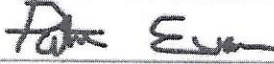


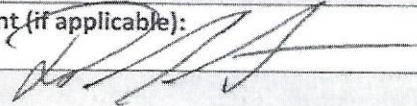
Sponsor Proposer: Patricia Evans, Chair

Sponsor Department(s): Visual Communications - Art and Design

Cross-listed proposer (if applicable): Tim Skinner

Cross-listed department (if applicable): Communication and Media Arts

Effective semester/year of Proposed GE Addition: Spring 2023

Approvals		Yes	No
Sponsoring Department: Patricia Evans		11/07/2022	x
Comments:			
Department Chair: Patricia Evans		11/07/2022	x
Comments:			
Sponsoring Division: (Dean signs for Division)		Date 14 NOV 2022	
Comments:			
Cross-listed Department (if applicable): Tim Skinner		Date 11/8/22	
Comments:			
Cross-listed Division (if applicable): (Dean signs for Division)		Date	
Comments:			
<i>These signatures will be obtained upon approval of the course as a General Education course</i>			
General Education Committee: (Chair signs for Committee)		Date	
Comments:			
Registrar:		Date	
Comments:			
VPAA/CAO:		Date	
Comments:			

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II. SUNY GER Categories

a. Select a category for which the course is proposed to become a General Education course. *Please note that your course must meet the learning outcomes for the specific General Education category selected and include the SUNY general education learning outcomes.*

- ☐ Mathematics
- ☐ Natural Sciences
- ☐ Diversity: Equity, Inclusion, and Social Justice
- ☐ U.S. History and Civic Engagement
- ☐ Social Sciences
- ☐ World History and Global Awareness
- ☐ Humanities
- ☒ The Arts
- ☐ World Language
- ☐ Communication (Written)
- ☐ Communication (Oral)

b. Select any infused competencies for which your course meets. *Please note that if selected, your course must demonstrate that it meets these learning outcome*

- ☐ Critical Thinking
- ☐ Information Literacy

III. Student Learning Outcomes

a. List the course student learning outcomes.

1. **Demonstrate** an understanding of at least one principal form of artistic expression and the creative process inherent within.

IV. Catalogue Description

Please enter the actual description of this course as will be listed in the SUNY Broome College Catalogue.

The study of Visual Communication theory relating to applied arts fields such as advertising and editorial design, animation, gaming, and web design. Students are introduced to vector and raster graphic programs on Macintosh computers and learn how to develop initial thumbnail

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sketches into final design comprehensives. Other topics include digital photography, scanning, image manipulation, color correction, and typography.

V. Topical Outline

- What is Graphic Design?
- What Do Graphic and New Media Designers Do?
- What Do Graphic and New Media Designers Need to Know?
- Adobe Photoshop – The Digital Designers Tool!
- Form Expressing Content
- The Creative Process
- Typography and Font
- Anatomy of a Character
- Principles of Graphic Design and Typographical and Image Layout
- Emphasis, Balance, Flow, Alignment, Repetition, Contrast
- Rule of Thirds and Golden Mean
- Designing within a Grid System
- Kerning and Tracking Typography
- Visual and Informational Hierarchy
- Designing Magazine Covers, Print Media Ads and Two-page Magazine Spreads
- Combining Imagery with Typography
- Typographical Pairing
- Print Ad Components – Headline, Sub headline, Body Copy, Visual Elements
- Magazine Cover Elements – Masthead, Coverline, Main Image, Selling Line, Dateline
- Editorial Design Components- Headline, Subhead, Gutter, Alley, Margins, Folio, Byline, Pull Quote

VI. List of Sample Readings

Title Graphic Design: The New Basics

Graphic Design: The New Basics - Ellen Lupton, Jennifer Cole Phillips - Google Books

Authors **Ellen Lupton, Jennifer Cole Phillips**

Edition **illustrated**

Publisher **Princeton Architectural Press, 2008**

ISBN **1568987021, 9781568987026**

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Length 247 pages

<u>Point Line Plane</u>	13
<u>Rhythm and Balance</u>	29
<u>Scale</u>	40
<u>Texture</u>	52
<u>Color</u>	70
Layers	126
Transparency	146
Modularity	158
Grid	174
Pattern	184
Diagram	198
Time and Motion	215
Rules and Randomness	233
<u>FigureGround</u>	85
<u>Framing</u>	100
Hierarchy	114

[Click here to describe the specific readings for this course.](#)

VII. Syllabus

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It is encouraged, but not required, that you attach a copy of the course syllabus to facilitate review of your course. The syllabus should indicate that completion of this course will satisfy the specified SUNY-GER area(s).

VIII. SUNY Broome General Education Assessment Plan

Both SUNY and Middle States require that the College's General Education Curriculum be regularly assessed in order to ensure its rigor and quality. As mandated by SUNY, SUNY Broome is required to develop and implement periodic evaluation of assessment of student achievement of student learning outcomes associated with the SUNY General Education Requirement.

Please complete the General Education Assessment Plan form. This form outlines the assessment schedule for the next 3 years of planned SLO assessments. **If you have questions about completing this section of the form, please contact the Chair of the General Education Committee, your division GEC representative, or the Dean of Institutional Effectiveness.**

Submission Instructions: Email the completed **General Education Course Proposal Form**, including Assessment Plan, copy of the course syllabus, course readings, and any supporting material to the Chair of the General Education Committee.

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SUNY Broome General Education Course Assessment Map & Plan
SUNY Broome GE Course SLO Alignment with SUNY-GER Course Alignment/SUNY Broome ILOs

Course Title and Number: Please list the course number and title here: **ART 125 Introduction to Computer Graphics**

SUNY-GER Category: Please list the name of the SUNY-GER category here: **ARTS**

Assessment Schedule: Please list the assessment schedule here, including semester and year it will occur; if assessment is done each semester, please indicate this.
Fall 2020, Fall 2023, Fall 2026, Fall 2029

Which SUNY Broome ILO do you believe this course maps to, if any:

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<p style="text-align: center;">SUNY Broome Course SLO (every course SLO should be listed, as stated within the college catalogue & course syllabus)</p>	<p style="text-align: center;">SUNY Broome ILO (If an SLO maps to a SUNY Broome ILO, indicate it here by naming the ILO; otherwise leave blank)</p>	<p style="text-align: center;">Assessment Timeline (Indicate the frequency in which assessment occurs, including semester and year within assessment cycle) *All SLOs must be assessed at least once every 3 years</p>	<p style="text-align: center;">Learning Activity (Indicate the learning activity used to assess the SLO)</p>	<p style="text-align: center;">Criteria for Success/Benchmark (Indicate the criteria used to assess SLO & the benchmark for success)</p>
<p>1. Demonstrate an understanding of at least one principal form of artistic expression and the creative process inherent within.</p>		<p>Every 3 years --- Fall 2020, Fall 2023, Fall 2026, Fall 2029</p>	<p>Develop a unified and visually balance design using digital software.</p>	<p>80% of the students receive an 80% or above.</p>