FORM A
College of Business

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Change GRDE 412 and 422 to practicum

Initiating Unit or Individual: Graphic Design Program
Contact Person's Name: Jeff Ek  e-mail: ek@ferris.edu phone: x2487
Date or Term of Proposal Implementation: Spring 2010

☐ Group I - A – New degree/major or major, redirection of a current offering, or elimination of a 
degree, major or minor
☐ Group I - B – New minors or concentrations
☒ Group II - A – Minor curriculum clean-up and course changes
☐ Group II - B – New Course
☐ Group III - Certificates
☐ Group IV – Off-Campus Programs

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<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
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<td>☑ Not Support</td>
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* Support with Concerns or Not Support must include a list of specific concerns.  Votes must be shown for faculty groups.  Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)  Board of Trustees (Date Approved)  President's Council (Date Approved)
1. Proposal Summary
(Summary is generally less than one page. Briefly state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

GRDE 412 and 422 are currently senior level courses where students design projects from start to finish for real clients. These courses include job-related activities and stress the practical application of theory in a specialized field. Activities include all of the phases of the design process such as research, planning, design and implementation of design projects or campaigns. Students get professional work experience and published work to include in their portfolio.

In the context of this proposal, a practicum involves students completing projects for organizations but not working directly at the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal an internship means employment with an organization, usually at the organization’s location, where work is scheduled by the organization and the student may be paid as an employee.)

Changing the course designation to “practicum” is a better indication of the course outcomes.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
Prefix  Number  Title

b. Courses to be Deleted From FSU Catalog:
Prefix  Number  Title

c. Existing Course(s) to be Modified:
Prefix  Number  Title
GRDE  412  Design Application 1
GRDE  422  Design Application 2

d. Addition of existing FSU courses to program
Prefix  Number  Title
e. Removal of existing FSU courses from program
   Prefix    Number    Title

3. Summary of All Consultations
   Form Sent (B or C)   Date Sent   Responding Dept.   Date Received & by Whom
   N/A

4. Will External Accreditation be Sought? (For new programs or certificates only)
   ___________ Yes   ______X____ No

   If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.

   Graphic Design Bachelor of Science Degree
GRAPHIC DESIGN MAJOR

Required - 123 total credits

Distribution Electives - 3 credits required

Social Awareness - 3 credits required

Scientific Understanding - 6 credits required

Communication Competence - 3 credits required

BS Degree Program - 123/124 credits required

NAME: Ferts
NEW COURSE INFORMATION FORM

Course Identification:

Prefix: GRDE  Number: 412  Title: Design Application 1

Course Description:
Students in Design Application will apply acquired creative, design, technical, and production skills and knowledge to actual projects with the intent that the projects will be produced. Student responsibilities will vary based on the complexity of the communication problem(s) assigned. Participants in this class should be aware that we have made a professional commitment to our clients and that they, as designers, must be dedicated to the execution of an appropriate and high quality design solution. Experiences and responsibilities might include:

- assisting a design director
- working within a team
- analysis of criteria and constraints
- client meetings
- development of concept, sketches and proposal
- development and presentation of prototypes
- revisions and corrections
- obtaining production estimates
- paper/materials selection
- preparation of electronic files and necessary documentation for production
- determining production specifications and communicating them to production vendor
- on-site quality control of production

Course Outcomes and Assessment Plan:
2. Solve a client’s communication problem.
3. Work within design constraints of criteria such as time, budget, quantities, and production method.
4. Meet with clients to establish criteria and give presentations.
5. Diplomatically negotiate with clients regarding subjective opinions/decisions.
6. Communicate information to and interact with representatives from service bureaus, paper companies, printers, production houses, and other related professionals regarding production specifications and methods and quality standards.
7. Experience the production process through observation and application to projects which have been designed.
8. Learn troubleshooting techniques and methods when circumstances change or difficulties arise.
9. Learn to work effectively as a team member.
10. Become proactive and take responsibility for assignments.
**Course Outline including Time Allocation:**

<table>
<thead>
<tr>
<th>Lecture and application assignments based on:</th>
<th>Lecture Hours</th>
<th>Lab Hours</th>
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</thead>
<tbody>
<tr>
<td>I. Working with Assigned Clients</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>II. Identification of Client Needs</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>III. Research and Data Analysis</td>
<td>6</td>
<td>0</td>
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<tr>
<td>IV. Planning and Documentation</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>V. Concept Development</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>VI. Design Development</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>VII. Presentation of Proposals to Client</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>VIII. Project Management and Documentation</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>IX. Pre-press/Development/Coding</td>
<td>8</td>
<td>0</td>
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<tr>
<td>X. Proofing/Testing/Production</td>
<td>8</td>
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</table>
NEW COURSE INFORMATION FORM

Course Identification:

Prefix:   Number    Title
GRDE     422       Design Application 2

Course Description:
Students in Design Application will apply acquired creative, design, technical, and production skills and knowledge to actual projects with the intent that the projects will be produced.
Student responsibilities will vary based on the complexity of the communication problem(s) assigned. Participants in this class should be aware that we have made a professional commitment to our clients and that they, as designers, must be dedicated to the execution of an appropriate and high quality design solution.
Experiences and responsibilities might include:
• assisting a design director
• working within a team
• analysis of criteria and constraints
• client meetings
• development of concept, sketches and proposal
• development and presentation of prototypes
• revisions and corrections
• obtaining production estimates
• paper/materials selection
• preparation of electronic files and necessary documentation for production
• determining production specifications and communicating them to production vendor
• on-site quality control of production

Course Outcomes and Assessment Plan:
2. Solve a client’s communication problem.
3. Work within design constraints of criteria such as time, budget, quantities, and production method.
4. Meet with clients to establish criteria and give presentations.
5. Diplomatically negotiate with clients regarding subjective opinions/decisions.
6. Communicate information to and interact with representatives from service bureaus, paper companies, printers, production houses, and other related professionals regarding production specifications and methods and quality standards.
7. Experience the production process through observation and application to projects which have been designed.
8. Learn troubleshooting techniques and methods when circumstances change or difficulties arise.
9. Learn to work effectively as a team member.
10. Become proactive and take responsibility for assignments.
Course Outline including Time Allocation:

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I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): Make GRDE 412 a practicum.

b. Term Effective (6 digit code only): 201008 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix: GRDE
   b. Number: 412
   c. Enter Contact Hours per week in boxes.
   Lecture: [ ]  LAB [ ]  INDependent Study – Check (x) [ ]
   Practicum: [ ]  Seminar: [ ]
   d. Course Title: Design Application I

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix: [ ]
   b. Number: [ ]
   c. Enter Contact Hours per week in boxes.
   Lecture: [ ]  LAB [ ]  INDependent Study – Check (x) [ ]
   Practicum: [ ]  Seminar: [ ]
   d. Course Title: [ ] (Limit to 30 characters/spaces.)
   e. College Code: [ ]
   f. Department Code: [ ]

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

   g. Type: [ ] Variable   [ ] Fixed
   h. Maximum Credit Hours: [ ]
   i. Minimum Credit Hours: [ ]

j. May Be Repeated for Added Credit: Check (x) [ ] Yes  [ ] No

k. Levels: Check (x) [ ] Undergraduate  [ ] Graduate  [ ] Professional

l. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

m. Term(s) Offered: [ ] (See instructions for listing.)
   n. Max. Section Enrollment: [ ]

   p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. [ ]

UCC Chair Signature/Date: [Signature] 1/21/10
Academic Affairs Approval Signature/Date: [Signature] 1/21/10

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

Office of the Registrar use ONLY
Date Rec’d: _____  Date Completed: _____  Entered: SCACRSE  SCADTL  SCARRES  SCAPREQ
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE

Notes:
1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (See Proposed Changes a through p below): Make GRDE 422 a practicum

b. Term Effective (6 digit code only): 201008 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.

a. Course Prefix: GRDE
b. Number: 422

c. Enter Contact Hours per week in boxes.
   Practice: 150
   Seminar: 

d. Course Title: Design Application 2

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix: 
b. Number: 

c. Enter Contact Hours per week in boxes.
   Lecture: 
   Lab: 
   Independent Study - Check (x) 
   Practice: 0
   Seminar: 

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code: 
f. Department Code: 

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: 
   - Variable
   - Fixed
   - Maximum Credit Hours
   - Minimum Credit Hours

h. May Be Repeated for Added Credit: Check (x) Yes

i. Levels: Check (x) Undergraduate
   - Graduate
   - Professional

j. Grade Method: Check (x) Normal Grading
   - Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION - Limit to 75 words - PLEASE BE CONCISE.

n. Term(s) Offered: (See instructions for listing.)

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
   - Basic Skill (BS)
   - General Education (GE)
   - Occupational Education (OC)
   - G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: ___ Date Completed: ___ Entered: SCACRSE __ SCADTL __ SCARRS __ SCAPREQ __
 CCC: Final Vote for Proposal AY2009-2010 #06   Change GRDE 412 and 422 Practicum
2 - support; 3 - support with concerns; ; 0 - do not support.

Concerns:
1. Because I believe a little more clarification is needed on Form A of the Proposal, I believe another paragraph explaining the "practicum" is needed. I've put together a proposed paragraph that could be included. Here it is: In the context of this proposal, a practicum involves students completing a project for a business (i.e. an organization) but not working directly for the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal, an internship means employment with an organization, usually at the organization's location, where work is scheduled by the organization and the student is paid as an employee.)
2. Internships (according to the manual at http://www.ferris.edu/cob/Internships/docs/pdf/StudentManual.pdf) require 240 work hours (per class) - the proposal forms specify 56 hours per class of practicum time. Also, I think the proposed classes miss some of the goals of an internship, e.g., interview, on-site work, supervisor (non-faculty), a work schedule, site dress code and behavior, hiring process (benefits, etc.), office politics, etc.. All are part of the internship experience so that students are better prepared for their first post-graduation job. Using commercially-driven projects is great, but these other pieces are what makes it an internship vs. an applied project.
3. If it does not satisfy the definition as to what a "practicum" is, then I am concerned about the change

Address of Concerns:
1. We adopted the suggested paragraph in the below form and have added it to Form A. Here it is: In the context of this proposal, a practicum involves students completing projects for organizations but not working directly at the organization or being compensated by it. The practicum may include unpaid work experience at a job site as part of the class. (Please note that for this proposal we recognize the practicum differs from an internship. In the context of this proposal, an internship means employment with an organization, usually at the organization's location, where work is scheduled by the organization and the student may be paid as an employee.)
2. Yes internship is defined (according to the manual at http://www.ferris.edu/cob/internships/docs/pdf/StudentManual.pdf) and requires 240 work hours (per class). However, since this is not an internship but a practicum, the hour stipulation does not apply. Although, each class is 56 class time hours, each student is required to keep a time sheet of the hours logged on the projects produced in the classes and almost all students exceed 240 hours. Again, we reiterate that this is not to be considered an internship, but a practicum and therefore does not need to provide the “on-site” experience but does have an essence of those qualities in the Design Center where the work takes place, as it is set up as a business office scenario.

3. The only definition of practicum we could find at Ferris came from Jo Gerst in the registrar’s office. This is it: Students engaged in supervised practical experience. Includes student teaching, internships, work-study and cooperative education. It states it includes those things but does not state that it is limited to those. We believe this definition fits the courses we are referring to. An off site definition we found was this: Practicum is an unpaid learning activity in which a work experience is integrated with academic instruction.

This program enjoys great successes with graduates and their placement in the industry. The work they produce in these two classes, GRDE 412 Design Application I and GRDE 422 Design Application II, is seen all over in billboards in Grand Rapids, on T-shirts at the River Bank Run, and even on cards in the Ferris Presidents’ office. The practical experience they gain in these two classes is a big part of the success in the jobs they land and the work they are able to do upon graduation.