



Academic Review Committee Request Form: New Program

ARC Use Only:
ARC #: _____
Program ID: _____
Status: _____
(A=Approved, I=Information Item, R=Returned)
Date rec'vd by ARC: _____

All ARC program proposals must be submitted electronically. Please work with your unit ARC representative to be sure your proposal is complete. After your proposal has received the required approvals, e-mail this completed form along with all supporting materials to ARC@ramapo.edu. Please use digital signatures for approvals. Any missing digital signatures confirming prior approvals will be solicited after proposals are submitted.

SECTION A: Program Information

Program Title: _____

Originator(s) of the Proposal: _____

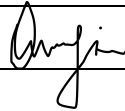
Proposal Date: _____

School(s): _____ Convening Group(s): _____

Please attach a description of the proposed program, and all supporting documentation including the Provost's pre-approval.

SECTION B: Approvals

Reviewed and Approved by:

Title	Print name	Sign	Date
Convener (if a convening group exists)	Renata Gangemi		
Graduate Council Chair			
School Curriculum Committee chair	Terra Vandergraw		
Dean	Peter Campbell		

ARC Disposition:

- Information item only - no ARC approval necessary¹
- ARC recommends approval by the Faculty Assembly
- ARC does NOT recommend approval by the Faculty Assembly

ARC Chair: _____ Date: _____
print & sign

The ARC recommends the following:

Office of the Provost Use Only:

Approved Not Approved Provost Signature _____ Date: _____

¹ Only applies to non-credit-bearing certificate programs

Graphic Communication Design Minor Proposal

I. Feasibility Phase

Organization

- Graphic Communication Design will be a stand-alone minor
- Home school: CA (Contemporary Arts)
- Affiliated concentration: Visual Communication Design
- Proposed convening group: Bonnie Blake, Lawrence Mascia

Overview

The proposed Graphic Communication Design minor will equip students with a foundational understanding and working knowledge of the physical, technological, aesthetic, and conceptual skills as practiced in the design discipline. Emphasis in the minor is based on visual communication theory, idea development, human-centered design, user experience/interface, interaction design, data visualization, 2D/3D design, and animation. Students learn to design, produce and prepare their work for contemporary media platforms including, print, web, video, mobile, and mixed reality. Students also develop a proficiency with the tools and conceptual skills required to create meaningful visual messages and promote positive social change.

Serving as a “Visual Communication Design Lite” program, the Graphic Communication Design minor will build on and add value to students who are currently majoring in other disciplines at Ramapo College since visual communication is an essential and universal form of connection in today’s world. In this minor, students will learn how to:

- Master the human-centered design process to empathize and facilitate an awareness of the needs of others
- Develop an in-depth sense of empathy
- Master design research techniques and develop ideation skills
- Develop an awareness of the ethical challenges that designers face
- Identify and solve design challenges as they exist in all aspects of life
- Utilize visual and interactive technologies to inspire, teach, and reach new audiences
- Use innovative modalities such as narrative storytelling, gamification, and improvisation to motivate, engage, inspire, and impact viewers
- Develop a working knowledge of design production skills, tools, techniques, and language
- Craft and assemble a professional level portfolio of work

Students pursuing this new minor can add “Graphic Communication Design” to their resume as a complement to their major and/or, pursue an ancillary career in one of the many areas of Graphic Communication Design.

Coursework

The five courses required for the Graphic Communication Design minor* balance hands-on design mastery with written and oral communication, design research, design-thinking, and critical thinking skills. The 300-level course offerings in the minor allow students to sharpen their skills in specialized areas of the discipline and build their first design portfolio.

** See the “Curriculum” section on the next page*

Facilities

The Visual Communication Design concentration has access to two 18-station, Mac-based production labs used as hands-on classrooms. When classes are not in session, students use the labs for practice and homework. Both labs are configured with professional-level software applications that are employed in the design industry. A third small room acts as a dedicated digital print lab and a public production space for hand trimming and assembly of 3D physical prototypes. Students in the Graphic Communication Design minor would have access to the same labs and equipment as students in the Visual Communication Design concentration. For additional production space, Visual Communication Design faculty creatively identify “pop-up” spaces such as H-and C-wing hallways and outdoors when the weather permits.

Employment Opportunities in the Field of Graphic Communication Design

The graphic communication design field is broad in scope and continuously evolving. As the demands of the profession, which are affected by technological, social, global, health, and economic changes, grow, so do the need for graphic communicators.

Job titles:

Jobs in Graphic Communication Design are associated with numerous titles that include, but are not limited to: visual communication designer, graphic communication designer, communication designer, graphic designer, graphics manager, experience designer, UX/UI designer, web designer, app designer, game designer, motion graphic designer, animator, product designer, interaction designer, visual information designer, and information architect. What was once called “graphic design” has now expanded into a multitude of fields and disciplines, all founded on the same design principles.

Scope of jobs and disciplines in 2020 and beyond:

Designers play an essential role in the development and design of the human experience in the visual, high-touch, high-tech, interactive world we live in. Everyday activities and tasks we take for granted are created by designers. Some examples include: navigating our way through a store; understanding the significance of data through visual information; a cellphone app that, when pointed at a sign, book, or menu, visually translates the words from one language to another; a game that teaches our children about differences and kindness; and, VR/AR models of the human body that allow students to virtually dissect a cadaver. At some point in their creation, all of the above examples were touched by the hands of a designer.

The following is a list of recent statistics and facts reflecting jobs in the area of graphic communication design:

- *CNN Money* lists User Experience Designer as #43 in its “Best Jobs in America” article, saying the 10-year job growth is projected to be 22 percent, and the median salary is \$95,600.
- Glassdoor lists the median salary range in these fields from \$76,000 to \$107,000, and Zip Recruiter shows hourly wages from \$38. to \$52. depending on location.
- The Bureau of Labor Statistics indicates the median pay at \$73,000 and job growth at 13 percent for web designers.

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Programmatic Need

Several students from outside the Visual Communication Design concentration enroll every semester in Visual Communication Design classes. The introductory courses, such as Fundamentals of Interactive Media, Idea Development, and Fundamentals of Visual Communication Design, are particularly popular as are the 300-level production courses such as Game Design, Motion Graphics, and User Experience Design. All of these courses typically fill to capacity. Students across the College frequently express an interest in the Visual Communication Design concentration's course offerings as a way to improve their visual literacy and communication skills as they are applicable to a broad range of disciplines. Typically, students outside the major who take Visual Communication Design courses include those from Business, Marketing, Finance, Nursing, Psychology, Literature, Music, and Visual Arts. Over the past decade, a number of nursing and psychology majors have switched their majors to Communication Arts with a Visual Communication concentration.

Many other public and private institutions in the state offer minors in the areas of Graphic Communication Design (See section below on "Other Graphic/Design Minors in N.J. Institutions"). The Graphic Communication Design minor would be an added benefit to current and prospective students as well as the institution as it would enable Ramapo to compete with other institutions' offerings and add to the diverse and broad selection of minors currently available to our students.

Resources/Impact on Other Programs

- The minor would utilize existing courses in the Communication Arts major and Visual Communication Design concentration. Most courses proposed in this new minor are required courses in the Visual Communication Design concentration, and as such, are offered every semester.
- Most of the courses designated for the Graphic Communication Design minor generally have a few spare seats because of multiple section offerings and the ability to accept capacity overrides. This flexibility would accommodate students in majors outside the Communication Arts and Contemporary Arts majors. Most of the courses are offered twice a year. Therefore, the Graphic Communication Design minor will be a "no-extra-cost" minor (no extra courses needed beyond what we already offer, given the anticipated demand). By filling currently empty seats, it will add value to the academic program of the College.
- The Graphic Communication Design minor is unique and would not compete with any other majors or minors within the College.

Alignment to Strategic Plan

- Goal 1 speaks to advancing academic excellence and engagement through, among other things, minors. With studio courses and elective options based in experiential learning, this minor rests heavily on the Experiential Learning Pillar and prepares students for the changing world mentioned in the vision of the Strategic Plan.
- Goal 3 seeks to advance innovation, a subject addressed in many Visual Communication Design courses. Objectives 3.1 and 3a (curricular innovation and new academic programs) will be served by adding this new minor.

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Other Communication Design Minors in N.J. Institutions

The Graphic Communication Design minor at Ramapo College would be unique in its emphasis on human-centered design, design research, and utilizing new technologies to communicate in more effective ways. Currently, none of the programs listed below offer such a unique and diverse blend of modalities within the same program.

The following colleges and universities in New Jersey offer minors in the areas of graphic design/visual communication:

Fairleigh Dickinson University, College of Arts and Sciences, Visual & Performing Arts
Computer Graphics Minor (Teaneck, NJ Campus)
<http://view2.fdu.edu/academics/becton-college/minors/computer-graphics/>

Fairleigh Dickinson University, School of the Arts, Visual & Performing Arts
Graphic Design Minor (Florham Park, NJ Campus)
<https://www.fdu.edu/program/graphic-design-minor-florham/>

3D Video Game Animation Minor
<https://www.fdu.edu/program/3d-video-game-animation-minor/>

Montclair State University, College of the Arts, Visual & Performing Arts
Art and Design Studio Minor
https://www.montclair.edu/catalog/view_requirements.php?CurriculumID=1830

Richard Stockton University, School of General Studies
Digital Literacy and Multimedia Design minor
<https://intraweb.stockton.edu/eyos/page.cfm?siteID=18&pageID=77>

Rider University, College of Liberal Arts, Department of Communication and Journalism
Graphic Design Minor
<http://www.rider.edu/academics/colleges-schools/college-liberal-arts-education-sciences/liberal-arts-programs/communication-journalism/minors/graphic-design>

Rowan University, Ric Edelman College of Communication & Creative Arts
Art and Design Minor
https://cca.rowan.edu/docs/art/ay1718-art_minor.pdf

The College of New Jersey, School of Arts and Communication
Graphic Design Minor
<https://art.tcnj.edu/2013/07/29/graphic-design-minor/>

William Paterson University, College of the Arts and Communication
Visual Communication Minor
https://academiccatalog.wpunj.edu/preview_program.php?catoid=10&pooid=1622

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Curriculum

The Graphic Communication Design minor will consist of five courses (20 credits).

Required Foundation Courses

COMM 202 FUNDAMENTALS OF INTERACTIVE MEDIA

COMM 237 GRAPHIC DESIGN

COMM 239 TYPOGRAPHY

Required History Theory and Criticism Course

COMM 219 IDEA DEVELOPMENT

Production 300/400-level: Select from the following list

COMM 322 WEB DESIGN

COMM 327 MOTION GRAPHICS

COMM 339 PUBLICATION DESIGN

COMM 378 USER EXPERIENCE DESIGN

COMM 390 GAME DESIGN

COMM 405 VISUAL IDENTITY