QUEENSBOROUGH COMMUNITY COLLEGE

CITY UNIVERSITY OF NEW YORK

**ACADEMIC SENATE REPORT**

**FROM:** Lorena B. Ellis, Chair, Committee on Curriculum

**TO:** Ken Pearl, Secretary, Academic Senate Steering Committee  
**CC**: P. Pecorino, K. Villani, Dean K. Steele, College Archives (C.Williams)

**DATE:** April 19, 2005

**SUBJECT: Monthly Report for April 2005**

The Curriculum Committee recommends the following for adoption by the Academic Senate:

**COURSE REVISIONS**

Art and Photography Department: Digital Art and Design

FROM: AR-541 Advertising Design and Layout [1]

4 studio hours and 2 credits

Prerequisites and/or co-requisites: AR-121 Two-Dimensional Design

Course description: Basic Advertising art techniques; practical problems related to effective design advertising, including layout and typography. Introduction to computer graphics and desktop publishing.

**TO: AR-541 Advertising Design and Layout**

4 studio hours and 2 credits

Prerequisites and/or co-requisites: AR-121 Two-Dimensional Design

**Course description**: Basic Advertising art techniques; practical problems

related to effective design advertising, including layout and typography.   
 Introduction to computer graphics and desktop publishing.

**Rationale:** We are requesting dropping the “1” from the existing title. The “1” suggests that there is a follow up course. The classes AR-542 and AR-543 have a prerequisite of AR-541 and have different titles.

**FROM: AR-**543 Design for Desktop Publishing

4 studio hours and 2 credits

Prerequisites: [AR-542 Advertising Design and Multimedia]

Course description: In this project-oriented course students receive further   
 instruction in production techniques and design concepts with an emphasis on   
 creating and advertising design and layout entirely on computer. The student   
 also learns to incorporate photography and text into publishable format.

**TO:** **AR-543 Design for Desktop Publishing**

4 studio hours and 2 credits

Prerequisite: AR-541 Advertising Design and Layout

Course description: In this project-oriented course students receive further   
 instruction in production techniques and design concepts with an emphasis on   
 creating and advertising design and layout entirely on computer. The student   
 also learns to incorporate photography and text into publishable format.

**Rationale** – Having taken AR541 students will have acquired the skills and apply them to Desktop publishing, which is considered a second level course in the study of Design. The industry has progressed to such a degree and our students are already entering with sophisticated computer skills that make AR542 no longer necessary as a prerequisite to AR543.

Nursing Department

**From: NU-101 Introduction to Nursing Care of Persons with Universal Self-Care Deficits**

Pre-requisite: (a) completion of Pre-Clinical Sequence with at least a 2.75 grade-point average; and (b) satisfactory score on the Mathematics Placement Test of MA-010. Co-requisite: BI-302, SS-520, BCLS Certification

**To: NU-101 Introduction to Nursing Care of Persons with Universal Self-Care Deficits**Pre-requisite: (a) completion of Pre-Clinical Sequence with at least a 2.75 grade-point average and a grade of C or better in BI-301; and (b) satisfactory score on the Mathematics Placement Test of MA-010

Co-requisite: BI-302, SS-520, BCLS Certification

**From: NU-102 Nursing Care of Persons with Developmental Self-Care Needs and Selected Self-Care Deficits; Intermediate Level, Part 1: Writing Intensive**

Pre-requiste: NU-101 (completed with C or better), and [BI-302,] SS-520.

Co-requisite: BI-311, BCLS Certificaton

To: **NU-102 Nursing Care of Persons with Developmental Self-Care Needs and Selected Self-Care Deficits; Intermediate Level, Part 1: Writing Intensive**

Pre-requiste: NU-101 and BI-302, (both completed with C or better), and SS-520.

Co-requisite: BI-311, BCLS Certificaton

**From: NU-201 Nursing Care of Adults and Family with Developmental Self-Care Needs and Selected Self-Care Deficits; Intermediate Level, Part II**

Pre-requiste: NU-102 (completed with C or better), [and BI-311].

Co-requisite: BCLS Certificaton

**To: NU-201 Nursing Care of Adults and Family with Developmental Self-Care Needs   
and Selected Self-Care Deficits; Intermediate Level, Part II**Pre-requiste: NU-102 and BI-311 (both completed with C or better)

Co-requisite: BCLS Certificaton

**Rationale:** The 2004 New York State Department of Education Review of the Nursing Program recommended that a minimum grade of “C” be required for all science courses. A survey of the Associate Degree Nursing Programs in NY State found that 97% of programs require a minimum grade in the science courses. A research study by a member of the Nursing Department demonstrated that students who achieved a grade of “C” or better were more likely to progress to graduation.

**NEW COURSE**

Art and Photography Department: Digital Art and Design

**AR544 Design for Motion Graphics**

4 studio hours and 2 credits  
 Prerequisites: AR-541 Advertising Design and Layout

Course description: Design for Motion Graphics: study of motion graphics techniques and principles of motion graphics including point of view, camera movement, editing, composting, audio production, and titling. Introduction to digital production methods for video, audio, and animation.

**Rationale**: This substitutes AR542 Advertising Design and Multimedia. Digital Video, editing, and sound, and animation techniques are now fundamental components of an education in design. What once required enormous resources can now be made easily on a personal computer or a laptop computer. This course will provide our students with the skills and opportunity to compete in the broad arena of motion graphics production.

**DELETION OF COURSES**:

Art and Photography Department: Digital Art and Design

**AR542 Advertising Design and Multimedia**

**PROGRAM REVISIONS**

**Academic Program Revisions:**

**The A.A.S. Degree in Digital Art and Design**

**SUMMARY OF CHANGES**

**Course revisions:**

1. AR541 Advertising Design and Layout 1 (Title change)
2. AR543 Design for Desktop Publishing (Pre-requisite change)

**New Course:**

AR544 Design for Motion Graphics

**To be deleted:**

AR542 Advertising Design and Multimedia

**From:** General Education Core Requirements Credits

EN-103 Writing for the New Media 3

EN-102 English Composition II: Intro. to Literature 3

MA-321 Mathematics in Contemporary Society 3

CH-103, 104 Laboratory Science 4

––––– Social Sciences elective 3

––––– History elective 3

––––– Humanities elective 3

Sub-total 22

Requirements for the Major

––––– Art History elective (Choose one from AR-310, 311,   
 313, 315, 316, 317, 318, or 320) 3

AR-325 History of Graphic Design 3

AR-121 Two Dimensional Design 3

AR-122 Three Dimensional Design 3

AR-148 Color Theory 3

AR-251 Drawing I 3

AR-461 Introduction to Photography 2

AR-473 Electronic Imaging 2

AR-541 Advertising Design and Layout [1] 2

[AR-542 Advertising Design and Multimedia 2]

AR-543 Design for Desktop Publishing 2

AR-642 Web Animation 3

ET-710 Web Technology I: Building

and Maintaining Web Sites 4

Sub-total 35

Electives

––––– Free electives (AR-253, 903, 904 strongly recommended) 3

Sub-total 3

Total Credits Required 60

Suggested First Semester Credits

MA-321 Mathematics in Contemporary Society 3

AR-121 Two Dimensional Design 3

AR-461 Introduction to Photography 2

EN-103 Writing for the New Media 3

ET-710 Web Technology I: Building

and Maintaining Web Sites 4

Sub-total 15

**TO:** General Education Core Requirements Credits

EN-103 Writing for the New Media 3

EN-102 English Composition II: Intro. to Literature 3

MA-321 Mathematics in Contemporary Society 3

CH-103, 104 Laboratory Science 4

––––– Social Sciences elective 3

––––– History elective 3

––––– Humanities elective 3

Sub-total 22

Requirements for the Major

––––– Art History elective (Choose one from AR-310, 311,   
 313, 315, 316, 317, 318, or 320) 3

AR-325 History of Graphic Design 3

AR-121 Two Dimensional Design 3

AR-122 Three Dimensional Design 3

AR-148 Color Theory 3

AR-251 Drawing I 3

AR-461 Introduction to Photography 2

AR-473 Electronic Imaging 2

AR-541 Advertising Design and Layout 2  
 AR-543 Design for Desktop Publishing 2

AR-544 Design for Motion Graphics 2

AR-642 Web Animation 3

ET-710 Web Technology I: Building

and Maintaining Web Sites 4

Sub-total 35

Electives

––––– Free electives (AR-253, 903, 904 strongly recommended) 3

Sub-total 3

Total Credits Required 60

Suggested First Semester Credits

MA-321 Mathematics in Contemporary Society 3

AR-121 Two Dimensional Design 3

AR-461 Introduction to Photography 2

EN-103 Writing for the New Media 3

ET-710 Web Technology I: Building

and Maintaining Web Sites 4

Sub-total 15