University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

1. Type of Action
   - A. Addition
   - B. Deletion
   - C. Modification:
     - in credits
     - in title
     - in number or alpha
     - in prerequisites or co-requisites
     - Other

2. New Alpha, Number and Title
   ICS 214 Fundamentals of Design for Print and Web

3. Credits
   3 credits

4. Old Alpha, Number and Title

5. Credits
   *

6. New Catalog Description
   Introduces development principles related to graphic design terminology, tools and media, and layout and design concepts. Topics include integration of type, images and other design elements, developing computer skills in industry standard computer programs, and study of design development pertaining to color theories, publications, and advertising. Projects will emphasize relating form to content through selection, creation and integration of typographic, digital imaging, illustrative and design elements in print and Web environments.

7. Select box and type specific information in text box.
   - Prerequisites
   - Corequisites or Recommended Preparation

8. Student Contact Hours Per Week
   - Lecture 3
   - Lab
   - Other

9. Proposed Date of First Offering
   - Semester Fall
   - Year 2008

10. This course is proposed for the * Program. ☑ can fulfill *

11. This course Makes No Difference in the number of credits required for the program/core. *Elective*

12. Equivalent or similar courses offered in the UH System:

<table>
<thead>
<tr>
<th>Campus</th>
<th>Alpha, Number, Title</th>
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<tbody>
<tr>
<td>MauiCC</td>
<td>ICS 214 Fundamentals of Design for Print and Web</td>
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13. This course is (check one and click in appropriate textbox and provide details):
   - Already articulated with
   - Appropriate for Articulation with ABIT Bachelor of Applied Science Degree at MCC
   - Not yet appropriate for Articulation

14. Reason for Initiating, Modifying or Deleting Courses or Other Pertinent Comment:
   ICS 214 will offer another choice for ICS students at WCC. Because it emphasizes both print (hard copy) and Web design, it will be an excellent skill set for employees in small companies where both types of expertise is needed. Because this and other ICS courses articulate with the ABIT Bachelor of Applied Science Degree at Maui CC, students may choose to pursue this four-year option. This course will be used in the Certificates of Competence presently being initiated by the ICS/Business Department at WCC.

Requested by: [Signature] 11/2/07
Approved by: [Signature] 12/4/07
University of Hawaii Community Colleges
Proposal to Initiate, Modify or Delete a Course

Levels of Review of Course Proposal at Windward Community College

Course Alpha, Number, and Title: ICS 214 Fundamentals of Design for Print and Web

Signatures

1. Department Area (more than one departmental instructor 's signature required)

   [Signatures]

   Dates

   11/02/07
   11/07/07
   11/21/07
   11/2/07

2. Department

   [Signatures]

   Dates

   11/2/07

   [Department Chairperson]

   Was this course discussed in a department meeting? □ Yes □ No

3. Division

   [Signatures]

   Dates

   11/6/07

4. Curriculum Committee Review

   Approved □

   Disapproved □

   Reason:

   [Signatures]

   Curriculum Committee Chairperson

   Dates

   November 27, 2007

CCCM #6100 (Amended for WCC use October 2002)
University of Hawaii Community Colleges  
Proposal to Initiate, Modify or Delete a Course  
New Course Proposal Form – Go to next page for Course Modification)  

WCC Form for New Course Proposals  
(This sheet was originally pink.)  

1. How is this course related to the education needs and goals of the College/Department/Community as reflected in the EDP/ADP?  

Goal B2 of the Strategic Planning Goals Document (Strategic Planning for 2002-2010) is to enhance and possibly restructure the vocational-technical programs to provide access to broader career clusters. This course will help increase enrollment by offering new curriculum for the creative side of computing at WCC. In the 2004-2014 State of Hawaii Job Forecast, 2930 projected Art and Design Workers will be needed in the state of Hawaii. This is a +7.5% percentage change. The outlook is stable and there will be 70 average annual job openings per year.  

Technology Vision Goals  
Objective 1 of the TV Goal is to enhance the quality of instruction by staying abreast of advances in educational technology. By teaching the newer curriculum, faculty will be learning new software to offer students at WCC.  

Objective 2d is to assist faculty in transforming the classroom from a passive to an interactive learning environment. Students in this class will be using software to develop hard copy documents for both print and Websites.  

Objective 4 is to promote dynamic and interactive learning to provide hands-on tools that facilitate in-depth exploration, for example, computer simulations, videos, Internet information resources, and/or other multimedia that add a real-life dimension to classroom sessions. Because students in ICS 214 will be creating material for the Web, they will be incorporating multimedia and Internet resources.  

Objective 4 also is to encourage access to information technology by offering a broader curriculum for Information Computer Science (ICS) and Information Technology (IT). This course will broaden the scope of ICS at WCC and will blend with the liberal arts courses such as journalism at the college.  

Business Departmental Goals  
The goals develop digital application skills to solve problems; demonstrate the use of appropriate technology tools for communication; and develop a skills set to become a productive employee will all be a part of this new course.  

2. Provide details of any additional staff, equipment, facilities, library/media material, faculty preparation and other financial support that would be required to implement this course. (Include an estimate of the actual cost of supplies and equipment.) What has been done to provide for these additional costs for the proposed date of offering? Who will teach the course?  

ICS 214 will be taught by a lecturer who has a background in design and technology. At Maui CC, this course is also cross-listed with ART 221 which is NOT taught at WCC. The proposer is investigating Perkins or PCATT monies for the lecturer.  

3. Is a similar course taught elsewhere in the UH system? Yes If yes, provide details of how this course differs from existing similar courses.  

ICS 214 was adapted from Maui CC’s course and the objectives and Student Learning Outcomes (SLOs) are the same.  

4. Is this course experimental and/or unique to Windward Community College? No If yes, provide rationale and details of its impact on the College Curriculum
5. Is a similar course taught in the upper division level by a 4-year UH college? Yes If yes, explain why this course is appropriate at the lower division or how it differs from its upper division counterpart. This course is taught at MCC and satisfies the Information Technology Core requirements for the ABIT four-year degree B.A.S. degree, which is a new degree for MCC. It had several graduates in 2007.

6. Please attach a complete course outline. Your course outline should address all the items listed in the Guidelines for Course Outlines.

7. If this course is numbered 100 or above or appropriate for transfer to a 4-year college, complete and attach WCC Form for Transfer Courses (blue). See criteria for transfer courses.
Course Alpha and Number ICS 214 Fundamentals of Design for Print and Web

Submitted by Peggy Regentine

Date: October 23, 2007

1. List the counterpart to this course on any 4-year UH campus. Describe the relationship between the course any related baccalaureate program area.

   ICS 214 is a course that will be articulated with Maui CC's new four-year program entitled Applied Business and Information Technology (ABIT).

2. Is this course taught or accepted by major accredited colleges or universities? Give one or two examples.

   Maui Community College

3. Please attach a complete course outline if you have not done so already. Your course outline should address all the items listed in the Guidelines for Course Outlines.
ICS 214 Fundamentals of Design for Print and Web
3 Credits

INSTRUCTOR: TBA
OFFICE: TBA
OFFICE HOURS: TBA
TELEPHONE: TBA
EFFECTIVE DATE: Fall 2008

Windward Community College Mission Statement

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

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<thead>
<tr>
<th>CRN</th>
<th>ICS 214</th>
<th>Fundamentals of Design for Print and Web</th>
<th>Time</th>
<th>Day</th>
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Office Hours-TBA

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Catalog Description
Introduces development principles related to graphic design terminology, tools and media, and layout and design concepts. Topics include integration of type, images and other design elements, developing computer skills in industry standard computer programs, and study of design development pertaining to color theories, publications, and advertising. Projects will emphasize relating form to content through selection, creation and integration of typographic, digital imaging, illustrative and design elements in print and web environments.

ICS 214 fulfills a graduation requirement for the Applied Business and Information Technology (ABIT) Bachelor of Applied Science Degree at Maui Community College.

Activities Required at Scheduled Times Other Than Class Times
Activities may include completion of projects outside of regularly scheduled class time.
STUDENT LEARNING OUTCOMES

The student learning outcomes for the course are:

- Demonstrate understanding of important design techniques, visual thinking, concept development and composition;
- Understand conceptual knowledge about elements of art such as objects, texture, color theory, space, and character design;
- Learn next generation image - editing tools, edit and retouch images, apply special affects, adjust color balance to produce images that resemble water color and oils, rapidly produce dynamic graphics for the web with interactive buttons and rollovers;
- Create graphics that heighten the appearance of web content, product design, business graphics, logo designing, graphics for print brochures, artwork and corporate presentations;
- Develop a personal style and vision, and design;
- Integrate and produce professional publishing, create graphic - intensive documents with precision and control for pre-press;
- Create projects based on case studies in the following areas:
  - Print and Publishing
  - Broadcast and Web Media;
- Use planning and appropriate processes in web site designing, and then apply to the design and creation of web pages;
- Use planning and appropriate processes in publication designing, and then apply to the design and creation of publications;
- Present information based on work done for projects;
- Create animated graphics, designing interactive elements, add sound and integrate movies into web sites.

Course Tasks

This course introduces the fundamentals and principles of design as they relate to creating publications or web pages. Integration of typographic, digital imaging, illustrative, and design elements will be used to deliver an intended message effectively. Skills will also be developed in industry standard computer programs. Students will be required to create course projects that reflect these skills.

Assessment Tasks and Grading

Tasks:
- Fundamentals of design
- Computer applications
- Print based project design and creation
- Web based project design and creation

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<thead>
<tr>
<th>Tasks</th>
<th>Points</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>Reading articles about media (including newspapers, video,</td>
<td>50</td>
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<td>magazines, journals, lectures, web-based material, etc.)</td>
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<td>and writing summaries and reactions.</td>
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<td>Reading text assigned materials</td>
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<td>Hands-on projects</td>
<td>200</td>
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<tr>
<td>Exams</td>
<td>100</td>
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<tr>
<td>Class participation</td>
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Learning Resources and Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include:


*The Digital Designer's Bible: The Print and Web Designers' Toolkit for Stress-Free Working Practice,* Alistair Dabbs, Alastair Campbell

Additional Information

LAB HOURS: See Computer Lab Door

COMPUTER LAB PAPER: The Academic Computing Services has established a policy allowing a quota of paper to every lab user. After this quota is used, students will be billed for paper usage. This policy will be discussed the first week of our class. ([http://www.wcc.hawaii.edu/students/Downloads/Uniprint.htm](http://www.wcc.hawaii.edu/students/Downloads/Uniprint.htm))

File Storage

All students will need a storage medium for the semester if they transport files from WCC to home. Each student will automatically have a Drive F (Documents) given to their username. Students must save all files to this drive F. Students then will then copy these files to a Drive M:\courses\peggy\ICS 101 to be graded. Always work on your drive F—then copy to drive M so that a back-up copy of your work is on F.

Notes: