

**UCC/UGC/ECCC**

Proposal for Plan Change or Plan Deletion

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| **FAST TRACK (Select if this will be a fast track item**. Refer to  [***Fast Track Policy***](http://www4.nau.edu/avpaa/UCCPolicy/Agenda_FastTrack_Consent.docx) for eligibility) |

***If this proposal represents changes to the intent of the plan or its integral components, review by the college dean, graduate dean (for graduate items) and/or the provost may be required prior to college curricular submission.***

***All Plans with NCATE designation, or plans seeking NCATE designation, must include an NCATE Accreditation Memo of Approval from the NAU NCATE administrator prior to college curricular submission.***

***UCC proposals must include an updated 8-term plan.***

***UGC proposals must include an updated program of study.***

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| 1. College: | **Social and Behavioral Sciences** | | | 2. Academic Unit: | | | **Visual Communication** |
|  | |  |  | |  | | |
| 3. Academic      Plan Name: | | **Visual Communication Minor (VCOMMN)** | | 4. Emphasis: | |  | |

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| 5. Plan proposal: | | Plan Change | | Plan Deletion | |
|  | New        Emphasis | | Emphasis       Change | | Emphasis             Deletion |

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| 6. Current student learning outcomes of the plan. If structured as plan/emphasis, include for **both c**ore and emphasis.  Knowledge  •The history of art and visual communication  •The principles of design, art, and visual literacy  •The process of design and visual composition  •Concept development and application  •Typographic literacy  •Computer application techniques and structure  Behavioral  •Development of traditional eye / hand skills ( drawing and lettering )  •Experience of creative and professional processes  •Articulation of visual solutions through verbal, visual, and written communication  Affective  •Consideration of personal and professional ethics  •Development of time and project management skills  •Nurturing of leadership skills within team-based structures | Show the proposed changes in this column (if applicable). **Bold** the changes, to differentiate from what is not changing, and change font to **~~Bold Red with strikethrough~~**for what is being deleted. *(*[*Resources, Examples & Tools for Developing Effective Program Student Learning Outcomes*](http://www4.nau.edu/avpaa/Assessment/ProgramLearningOutcomesPDF_090712.pdf)*).*  Knowledge  •The history of art and visual communication  •The principles of design, art, and visual literacy  •The process of design and visual composition  •Concept development and application  •**~~Typographic literacy~~**  •Computer application techniques and structure  Behavioral  •Development of traditional eye / hand skills ( drawing **~~and lettering~~** )  **~~•Experience of creative and professional processes~~**  •Articulation of visual solutions through verbal, visual, and written communication  Affective  •Consideration of personal and professional ethics  •Development of time and project management skills  •Nurturing of leadership skills within team-based structures |

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| 7. Current catalog plan overview and requirements in this column. Cut and paste the *Overview* and *Details* tabs, in their entirety, from the current on-line academic catalog: (<http://catalog.nau.edu/Catalog/>)Visual Communication, Minor In addition to University Requirements:   * Complete individual plan requirements.   Please note that you may be able to use some courses to meet more than one requirement. Contact your advisor for details.   | Minimum Units for Completion | 24 | | --- | --- | | GPA | 2.5 |   *Minor Requirements*  Take the following 24 units with a Grade of "C" or better in each course and a minimum GPA of 2.5 :   * ART 135, ART 136 (6 units) * VC 101, VC 161, VC 251, VC 329, VC 331, VC 351 (18 units)   Please note that some courses may only be offered in alternate terms.  Be aware that some courses may have prerequisites that you must also take. For prerequisite information click on the course or see your advisor. | Show the proposed changes in this column.  **Bold** the changes, to differentiate from what is not changing, and change font to **~~Bold Red with strikethrough~~** for what is being deleted. Visual Communication, Minor In addition to University Requirements:   * Complete individual plan requirements.   Please note that you may be able to use some courses to meet more than one requirement. Contact your advisor for details.   | Minimum Units for Completion | **~~24~~ 18** | | --- | --- | | **GPA** | **2.5** |   *Minor Requirements*  Take the following **~~24~~** **18** units with a Grade of "C" or better in each course and a minimum GPA of 2.5 :   * **VC 101, VC 161, VC 251 (9 units)** * ART 135**~~, ART 136~~** (**~~6~~** **3** units)   **Select two courses from the following (6 units)**   * **Creative-ART 136, ART 150, PHO 181** * **Theory-COM 101, COM 131, COM 200, CST 111** * **History-ARH 141, ARH 142, ARH 145, ARH 257** * **~~VC 101, VC 161, VC 251, VC 329, VC 331, VC 351 (18 units)~~**   Please note that some courses may only be offered in alternate terms.  Be aware that some courses may have prerequisites that you must also take. For prerequisite information click on the course or see your advisor. |

8. Justification for proposal:

**The proposed changes intend to make the minor in visual communication more current and less professionally oriented.**

* **VC 351 Computer Imaging II, VC 329 Graphic Design 1 and VC 331 Typographics 1 provide high-end digital design and web design skills and should not be required for minors. These classes are only offered in the Fall semester.**
* **Adding the choice of ART 136, ART 150, PHO 181 will make it easier for minors to complete the minor without having to wait any period to fulfill additional prerequisites.**
* **Adding the choice of COM 101, COM 131, CST 111, COM 200 will allow additional theory to be added to the minor.**
* **Adding the choice of ARH 141, ARH 142, ARH 145, ARH 257 will allow further exploration of the historical aspect of design.**

9. NCATE designation, if applicable**:**

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| Initial Plan |  | Advanced Plan | | | |  | Remove Designation | |
| 10. Effective beginning **FALL**: | | | **2014** | |  | | |
| [**See effective dates calendar**](http://www4.nau.edu/avpaa/timelines/1314Effective.xls). | | | |  | | | |

11. Will this proposal impact other plans, sub plans, or course offerings, etc.? Yes      No

   If yes, describe the impact. If applicable, include evidence of notification to and/or response from

each impacted academic unit

**See attached support from ART, COM, CST, PHO, ARH Departments (pending)**

**Answer 12-13 for UCC/ECCC only:**

12. A major is differentiated from another major by required course commonality: 24 units of the        required credit hours of a major must be unique, (i.e. not common or not dual use as a required        element in another major), to that major. Does this plan have 24 units of unique required        credit? Yes       No

13. Minor: A planned group of courses from one or more subject matter areas consisting of at least        18 hours and no more than 24 hours. At least 12 hours of the minor must be unique to that minor        to differentiate it from other minors.

        Does this minor have 12 units of unique required credit? Yes       No

**Answer 14-15 for UGC only:**

14. If this is a non-thesis plan, does it require a minimum of 24 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why this proposal should be approved.

15. If this is a thesis plan, does it require a minimum of 18 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why this proposal should be approved.

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| **FLAGSTAFF MOUNTAIN CAMPUS** |  |
| **Scott Galland** | **10/17/2013** |
| Reviewed by Curriculum Process Associate | Date |
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| **Approvals**: |  |
|  |  |
| Department Chair/Unit Head (if appropriate) | Date |
|  |  |
| Chair of college curriculum committee | Date |
|  |  |
| Dean of college | Date |
|  |  |
| **For Committee use only:** |  |
|  |  |
| UCC/UGC Approval | Date |

Approved as submitted: Yes  No

Approved as modified: Yes  No

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| **EXTENDED CAMPUSES** |  |
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| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals:** |  |
|  | |
| Academic Unit Head | Date |
|  | |
| Division Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Division Administrator in Extended Campuses (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Faculty Chair of Extended Campuses Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Chief Academic Officer; Extended Campuses (or Designee) | Date |
|  |  |

Approved as submitted: Yes  No

Approved as modified: Yes  No

**From:** Stuart S Galland   
**Sent:** Tuesday, October 01, 2013 3:56 PM  
**To:** Pamela Kay Stephens; Thomas Anthony Patin Jr  
**Cc:** Jean M Boreen  
**Subject:** Requesting Support for Visual Communication (Literacy) Minor

Hi,

 Visual Communications is proposing to add your courses to their Minor electives list.

As of February 2013, they indicated that they had only 14 students enrolled in the minor, so the impact would seem to be minimal.

Please let me know if your department supports this proposed change, or not.

THX

Scott Galland

Curriculum Process Associate

Office of Curriculum, Learning Design, and Academic Assessment

928-523-1753

928-699-9147 (cell)

[scott.galland@nau.edu](mailto:scott.galland@nau.edu)

**From:** Thomas Anthony Patin Jr   
**Sent:** Wednesday, October 02, 2013 9:17 AM  
**To:** Stuart S Galland  
**Subject:** Re: Requesting Support for Visual Communication (Literacy) Minor

Scot

We have no objection to these changes.

Thanks

Tom

**From:** David R Williams   
**Sent:** Thursday, October 17, 2013 9:56 AM  
**To:** Stuart S Galland  
**Subject:** RE: Requesting Support for Visual Communication (Literacy) Minor

Hey Stuart,  
We have no problem with the changes.  
David