NEW, REVISED, OR DELETED PROGRAM COVER SHEET
2008-2009
University Curriculum Committee
Undergraduate Programs (Majors, Minors, Sequences)

DEPARTMENT/SCHOOL Technology DATE 10/10/08

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A. **Proposed Action:** (more than one item may be checked if a revision).

X New Major CIPS CODE **10.03** (obtain from Planning, Policy Studies and Info Systems)

_____ New Minor CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)

_____ New Sequence

_____ Change in requirements for major

_____ Change in requirements for minor

_____ Change in requirements for sequence

_____ Other program revisions

_____ More than 50% of courses in this program are distance education.

_____ Program deletion

B. **Summary of proposed action** (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

The proposal is to change the B.S. in Industrial Technology: Graphic Communications sequence to a B.S. degree in Graphic Communications. Programmatic changes are minimal, with no new courses added and minor modifications to program structure.

C. **Routing and action summary:**

1. _____ Department/School Curriculum Committee Chair	_____ Date Approved	4. _____ College Dean	_____ Date Approved
2. _____ Department Chair/School Director	_____ Date Approved	5. _____ Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)	_____ Date Approved
3. _____ College Committee Chair	_____ Date Approved	6. _____ University Curriculum Committee Chair (8 copies to the - UCC Secretary, Moulton 109)	_____ Date Approved

Submit 8 copies of **NEW** Undergraduate proposals to University Curriculum Committee
Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee
All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for website posting.**
3/05

Old Catalog:

Graphic Communications Sequence:

Graphic Communications is a management-oriented technical curriculum related to the processes, products, services, and opportunities within the diverse printing, media publishing, and packaging industries. Students will learn about technology and management practices related to the production and distribution of graphic media in its many forms. Two unique concentrations within the graphic communications sequence may be pursued: (1) print media management or (2) web media management. The goal of the sequence is to prepare professionals to enter the field in positions such as digital media manager, web media developer, web administrator, quality control manager, project manager, production coordinator, sales representative, cost estimator, accounts manager.

— 75 hours required.
— 17 hours in General Education: MQM 100; PSY 110; CHE 102; MAT 120; PHY 105.
— 13 hours in Industrial Technology core: TEC 100, 270, 313, 330; HSC 271 or 385.
— 21 hours of required sequence courses: TEC 116, 150, 151, 152, 250, 253, and 358.
— Students will select 18 hours of required courses from one of the following concentrations:
Print Media Management Concentration: TEC 257, 351, 352, 353, 354, and 356
Web Media Management Concentration: TEC 243, 245, 283, 319, 320 and TEC 348
— 6 hours of sequence elective courses selected from the following: TEC 317, 350, 370, 383, 398 (3 hours); ACC 131, COM 160, ECO 105, FIL 185.

New Catalog:

MAJOR IN GRAPHIC COMMUNICATIONS

Graphic Communications is a management-oriented technical curriculum related to the processes, products, services, and opportunities within the diverse printing, media publishing, and packaging industries. Students will learn about technology and management practices related to the production and distribution of graphic media in its many forms. Two unique concentrations within the graphic communications major may be pursued: (1) print media management or (2) Web media management. The goal of the major is to prepare professionals to enter the field in positions such as project manager, production coordinator, digital media manager, web media developer, web administrator, quality control manager, sales representative, cost estimator, and production associate.

— 78 hours required.
— 17 hours in General Education: MQM 100; PSY 110; CHE 102; MAT 120; PHY 105.
— 40 hours in Graphic Communications core: TEC 100, 150, 151, 152, 243, 250, 253, 270, 313, 320, 330, 356, 358; HSC 271 or 385.
—Students will select 15 hours of required courses from one of the following concentrations:
Print Media Management Concentration: TEC 257, 351, 352, 353, and 354
Web Media Management Concentration: TEC 245, 283, 319, 348, and 383
— An additional 6 hours of sequence elective courses selected from the following: TEC 116, 245, 257, 283, 317, 319, 348, 350, 351, 352, 353, 354, 370, 383, 398 (3 hours); ACC 131, COM 160, ECO 105, FIL 185.

*See Question #10 below for revision notes.

Part A: Program Description and Explanations (New or Revised Programs) – GC Major

1. Institution: Illinois State University
2. Responsible department/school or administrative unit: Department of Technology
3. Proposed program title (if applicable): Graphic Communications
4. CIPS classification (applicable to new programs): **10.03**
5. Date of implementation: Fall 2009
6. Description of proposed program or name change: New major in Graphic Communications. Change the B.S. in Industrial Technology: Graphic Communications sequence to a B.S. degree in Graphic Communications.

7. Program Revision Proposal Rationale:
   The program offerings in the Department of Technology have changed significantly since the early 1990s when the Department truly did operate on a sequence model. At that time, the Industrial Technology major had a significant core and the sequence requirements were limited to about 24 – 28 semester hours. However major curriculum changes in 1996 reduced the IT core requirements and set the stage for sequences to move towards major status. The decision to move toward major-oriented programs of study was approved at a Department of Technology faculty retreat in September 2007. The purpose of this change was to establish a curriculum structure that would allow our disciplines to better serve students by maintaining contemporary offerings that were not constrained by the Department as a whole. Faculty prefaced the move toward multiple majors with explicit recognition of the need to maintain overall instructional efficiency.

   ISU defines a major as "a cohesive combination of courses, including introductory, intermediate, and advanced course work that designates a student's primary areas of specialization." This structure is now clearly the case in the Department of Technology and, with the exception of technology management related courses, there is very little, if any, topical crossover among the sequence areas. A look at the catalog requirements for TEC sequences reveals that they do indeed look more like majors than sequences. With the curriculum structure and independence of the disciplines, TEC has had defacto majors for over 10-years.

   The Department currently has three undergraduate majors, (a) Industrial Technology that comprises four sequences: Construction Management, Graphic Communications, Industrial Computer Systems, and Integrated Manufacturing Systems, (b) Renewable Energy, new in 2007, and (c) Technology Education. The Renewable Energy curriculum was established through a grant from the U.S. Department of Energy. The RE program was specifically established as a major to enhance visibility and attract industry support. With the advent of Renewable Energy as a standalone major, with no students initially, it has become apparent that the “major” model is the most functional model for curriculum flexibility, program marketing and recruitment, and development of alumni and industry support. Although this current proposal is for moving Graphic Communications to degree status, all of our existing sequences are investigating this eventuality. In summary, we have been converting our sequences to majors since the mid 1990s and have now developed in-depth specialty curriculums and the political will within the Department to operate as independent majors.

   Another concern for the sequences housed under the degree name of “Industrial Technology” is program visibility. For example, when students explore major or career choices at ISU, Graphic Communications is not easily located as it is an area of study (sequence) under Industrial Technology. High school students may become interested in the discipline of Graphic Communications through courses in art, photography, graphic design, desktop publishing, printing, web design, and computer graphics or through involvement in high school newspaper and yearbook production. These students are not likely to understand the term “Industrial Technology” when pursuing majors, but likely would be attracted to “Graphic Communications.” Indeed our long-time professional organization and departmental accreditation agency, the National Association for Industrial Technology (NAIT), is in the process of changing its name because of the perceived archaic nature of industrial professions and lack of recognition by students, faculty, and oddly enough, the industries it serves. Instead of changing our degree name, the Department will eventually abandon it.

   Graphic Communications has developed its own curricular content separate from Industrial Technology. The discipline of Graphic Communications has a discreet CIP code (10.03), and can be accredited by the Accreditation Council for Collegiate Graphic Communications (ACCGC). Fundamentally, the ACCGC exists to enhance the quality of undergraduate baccalaureate graphic communication programs in North America and the preparedness of graduates to enter the graphic communications profession.

   Graphic Communications is a high graduate-demand industry in Illinois. The profession of Graphic Communications includes all facets of traditional and digital printing, publishing, packaging, computer graphics, website development, Internet publishing, and non-print digital imaging. The graphic communications industry in Illinois includes over 7,000 business employing 120,000 individuals (US Economic Census data). Historically, nearly 100% of ISU GC graduates find employment in the discipline. Only one other B.S. degree program in Graphic Communications exists in the state of Illinois, at Western Illinois University, in their Department of Engineering Technology. The program enrollment at that school is

about 100 majors. The ISU Graphic Communications advisory board supports our move to a major and agrees that there is ample employment capacity in Illinois for many more graduates from our program.

Additional Benefits of major status for Graphic Communications:

- Increased degree recognition and program status for students (GC major and BS degree).
- Increased recognition of program from employers hiring graduates (GC major and BS degree).
- Improved program marketing through enhanced visibility to students and parents.
- Increased program visibility should also improve faculty recruitment.
- Increased industry involvement through resource sharing and donations.

8. If for Teacher Education, include reference to CTE Conceptual Framework: n/a
9. Expected impact of proposal on existing campus programs: The minor shifting of courses associated with the move from a sequence to a major are not expected to place additional demands on existing campus programs
10. Expected curricular changes including new courses: Curricular changes as a result of the move from a sequence in Industrial Technology to a major in Graphic Communications include only minor adjustments to the new core: (also see attached curriculum overview) :
    a. Changed Major Core by:

Removing:	TEC 116 Technical Drawing
Shifting to Core	TEC 320 Project Management
Shifting to Core:	TEC 243 Computer Networking Systems
Shifting to Core:	TEC 356 Graphic Communications Business Practices
Moving from Elective to Web Media Concentration:	TEC 383 Telecommunications

    b. Changed Print Media Concentration from 18 credits to 15 credits by moving TEC 356 to the Sequence Core.
    c. Changed Web Media Concentration from18 credits to 15 credits by moving TEC 320 and TEC 243 to the Major Core and adding TEC 383
11. Milner contacted to determine sufficient resources: n/a
12. Anticipated staffing arrangements: Because all courses needed to create the new Graphic Communications major already exist in the Department, no new equipment, lab space, or software is required.
13. Anticipated funding needs and source of funds: No additional funds will be needed to support this major proposal.
14. Complete and attach Financial Impact Form for New Programs: n/a
15. Letters of concurrence: n/a

CIP 10.03 Graphic Communications, General. A program that generally prepares individuals to apply technical knowledge and skills in the manufacture and distribution or transmission of graphic communications products. Includes instruction in the prepress, press, and postpress phases of production operations and processes such as offset lithography, flexography, gravure, letterpress, screen printing, foil stamping, digital imaging, and other reproduction methods.