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MEMORANDUM

ATTENTION Senate
FROM Bill Krane, Chair
Senate Committee on
Undergraduate Studies
RE: Faculty of Communication, Art and Technology

DATE October 14, 2011
PAGES 1/1

For information:

Acting under delegated authority at its meeting of October 13, 2011, SCUS approved the following curriculum revisions effective Summer 2012:

1. School of Communication (SCUS 11-48a)

- (a) Change to description and/or title and/or prerequisite and/or course number for CMNS 454, 455, 456, 461
- (b) Requirement changes to CMNS Minor in Dialogue

2. Publishing Program (SCUS 11-48b)

- (a) New Course Proposal: PUB 230-3, Graphic Design Fundamentals

Senators wishing to consult a more detailed report of curriculum revisions may do so by going to Docushare: <https://docushare.sfu.ca/dsweb/View/Collection-12682>
If you are unable to access the information, please call [778-782-3168](tel:778-782-3168) or email shelley_gair@sfu.ca.



FACULTY OF COMMUNICATION, ART AND TECHNOLOGY
Office of the Dean

SCUS 11-48

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MEMORANDUM

ATTENTION	Bill Krane, Chair Senate Committee on Undergraduate Studies	DATE	October 4, 2011
FROM	DD Kugler, Chair Undergraduate Curriculum Committee Faculty of Communication, Art, and Technology	PAGES	21 including cover memo
RE:	SCUS, October 13, 2011		

On September 29, 2011, the Faculty of Communication, Arts, and Technology Undergraduate Curriculum Committee approved the following curricular revisions:

- School of Communication Memo
 - CMNS 454: Course Change
 - CMNS 455: Course Change
 - CMNS 456: Course Change
 - CMNS 461: Course Change
 - CMNS Minor in Dialogue: Calendar Changes
- Canadian Centre for Studies in Publishing Memo
 - PUB 230: New Course Proposal
 - PUB 230: Syllabus
- FCAT Bachelor of General Studies (BGS) Full Program Proposal

Please place these items on the next meeting of SCUS.

DD Kugler



SCHOOL OF COMMUNICATION

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MEMORANDUM

ATTENTION	DD Kugler, Chair Faculty of Communication, Art and Technology Undergraduate Curriculum Committee	DATE	September 21, 2011
FROM	Zoë Druick, Chair School of Communication Undergraduate Curriculum Committee	PAGES	
RE:	Curricular Revisions		

At its meeting of September 14, 2011, the School of Communication approved the attached curricular revisions:

- Changes to CMNS 454, Computer Mediated Work and Workplace Communication
- Changes to CMNS 455, Women and New Information Technologies
- Changes to CMNS 456, Communication to Mitigate Disasters
- Changes to CMNS 461, Field Placement in Dialogue
- Changes to the calendar, CMNS Minor in Dialogue

Would you please place these proposals on the agenda of the next meeting of the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee?

Thank you,

Zoë Druick, Ph.D.
Chair, School of Communication

SIMON FRASER UNIVERSITY
Course Change Form

Existing Course Number: CMNS 454 Credits: 4

Existing Course Title: Computer Mediated Work and Workplace Communication

Please check appropriate revision(s) being recommended:

Course Number: _____ Credit Hour: _____ Title: x

Description: x Prerequisite: _____

(Note: Each revision being made must have appropriate "from", "to", and "rationale" sections completed below. Use additional pages if necessary.)

From: Computer Mediated Work and Workplace Communication

TO: Computer Supported Cooperative Work: Critical Perspectives

Rationale: *Reflects terminological changes in field.*

From: An investigation of the content, quality and character of jobs and workplace communication systems that involve computers. An examination of the influence of managerial goals and workplace relations on the design and choice of hardware and software for: office automation; computer-aided and computer-integrated manufacturing systems; computer-aided design, expert systems, and electronic networks.

TO: Topics will include the content, quality and character of jobs that involve computer supported cooperative work systems, the influence of managerial goals and workplace relations on the design and choice of computer supported cooperative work systems, issues arising in developing and implementing computer supported cooperative work systems, and using data which results from their use.

Rationale: *A more accurate reflection of material currently covered in the course.*

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

n/a

Effective date: January 2012

Approvals:

Alison Beale, Director
School of Communication

Chair, Faculty of Communication, Art &
Technology (FCAT)
Undergraduate Curriculum Committee

Chair
SCUS

date

date

date

SIMON FRASER UNIVERSITY
Course Change Form

Existing Course Number: CMNS 455 Credits: 4

Existing Course Title: Women and New Information Technologies

Please check appropriate revision(s) being recommended:

Course Number: _____ Credit Hour: _____ Title: _____

Description: x Prerequisite: x

(Note: Each revision being made must have appropriate "from", "to", and "rationale" sections completed below. Use additional pages if necessary.)

From: In the 1970s, technological change came under the scrutiny of a wide range of interest groups. Research concerned with women and technological change documented that women were affected differently by technology than men, and that, in general, women occupy different positions in the technological change process than men. As interest in women and technological change has grown in the past 25 years, the benefits of focusing on gender as a variable of study have extended beyond making women's experiences visible. Focusing on gender offers the possibility of discovering theoretical limitations which, when addressed, have implications that extend beyond the interests of women.

TO: Topics include the processes through which gendering of technologies takes place; information and communication technologies (ICTs), gender and public and private spheres; issues related to computerization of women's paid and unpaid work; and gender roles and the use of ICTs in relation to health; as well as the contributions which the study of gender and ICTs have made to theoretical debates within science, technology and society studies.

Rationale: *More precise reflection of current course content*

From: Prerequisite: 75 units, including any one of CMNS 253, 353, or 453; CMPT 320; GSWS 204 (or WS 204).

TO: Prerequisite: 75 units, including CMNS 253, ~~or permission of the instructor.~~

Rationale: *Makes course available to more students.*

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

n/a

Effective date: January 2012

Approvals:

Alison Beale, Director
School of Communication

Chair, Faculty of Communication, Art &
Technology (FCAT)
Undergraduate Curriculum Committee

Chair
SCUS

date

date

date

SIMON FRASER UNIVERSITY
Course Change Form

Existing Course Number: CMNS 456 Credits: 4

Existing Course Title: Communication to Mitigate Disasters

Please check appropriate revision(s) being recommended:

Course Number: X Credit Hour: Title:

Description: x Prerequisite: X

(Note: Each revision being made must have appropriate "from", "to", and "rationale" sections completed below. Use additional pages if necessary.)

From: CMNS 456-4

TO: CMNS 356-4

From: An examination of the special role communication and information systems play in efforts to mitigate effects of major emergencies and disasters. Topics include: Canadian and international disaster management programs, practices and issues; principles of emergency communication planning and operation, and the application and influence of new communication and information technologies (including electronic networks) in hazard information gathering, interpretation, exchange and management.

To: An *introduction* to the special role communication and information systems play in efforts to mitigate effects of major emergencies and disasters. Topics include: Canadian and international disaster management programs, practices and issues; principles of emergency communication planning and operation, and the application and influence of new communication and information technologies (including electronic networks) in hazard information gathering, interpretation, exchange and management.

From: Prerequisite: 75 units, including two of CMNS 230, 240, 253, and 353.

TO: Prerequisite: 60 units, including two of CMNS 230, 240, ~~and~~ ^{AND} 253.

Rationale: Demonstrated high student interest makes the course better suited to a larger class size and organization (lecture/tutorial) appropriate at a lower level.

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

No student having taken CMNS 456 before Spring 2012 will be eligible to take CMNS 356 for credit.

Effective date: January 2012

Approvals:

Alison Beale, Director
School of Communication

Chair, Faculty of Communication, Art &
Technology (FCAT)
Undergraduate Curriculum Committee

Chair
SCUS

date

date

date

SIMON FRASER UNIVERSITY
Course Change Form

Existing Course Number: CMNS 461 Credits: 3

Existing Course Title: Field Placement in Dialogue

Please check appropriate revision(s) being recommended:

Course Number: _____ Credit Hour: _____ Title: _____

Description: _____ Prerequisite: x

(Note: Each revision being made must have appropriate "from", "to", and "rationale" sections completed below. Use additional pages if necessary.)

From: 75 units including CMNS/DIAL 460, and permission of instructor.

TO: 75 units including CMNS 460, ~~and permission of instructor.~~

Rationale: Change required to reflect the fact that the CMNS 460 and DIAL 460 courses have been separated.

From:

TO:

Rationale:

From:

TO:

Rationale:

Does this course duplicate the content of a previously approved course to such an extent that students should not receive credit for both courses? If so, please specify.

Effective date: January 2012

Approvals:

Alison Beale, Director
School of Communication

Chair, Faculty of Communication, Art &
Technology (FCAT)
Undergraduate Curriculum Committee

Chair
SCUS

date

date

date

CMNS Minor in Dialogue: Proposed Calendar Changes

DIAL and CMNS 460/461: Background

The DIAL and CMNS 460/461 courses started off as interchangeable, but in the years since the Minor in Dialogue was instituted, no one had ever taken the CMNS courses under the DIAL designation. At the suggestion of Mark Winston, director of the Centre for Dialogue, in 2010 CMNS agreed to "separate" the courses so that Centre for Dialogue could use the DIAL 460 and 461 courses for other purposes, at the same time rendering them incapable of satisfying the CMNS Minor in Dialogue requirements.

These changes were passed by Senate and, as of Fall 2011, the DIAL 460/461 courses are no longer the same as the CMNS 460/461 courses. To insure that students don't register for DIAL and expect the CMNS credits, CMNS needs to amend the calendar language (and the website) to reflect the changes. This will prevent DIAL 460/461 students from developing an expectation that they are satisfying the CMNS Minor requirements.

There are two deletions proposed below. Highlighted text in the left hand column will be deleted in the revised version.

Current calendar	Proposed wording
Program Requirements Upper Division Requirements Students complete a total of 19 upper division units, including either Path A or B (see below), and one of • CMNS 460-4 Seminar in Dialogue and Public Issues • DIAL 460-4 Seminar in Dialogue and Public Issues Path A In addition to the requirements listed above, students choosing this path must also complete all of • DIAL 390W-5 Undergraduate	Program Requirements Upper Division Requirements Students complete a total of 19 upper division units, including either Path A or B (see below), and • CMNS 460-4 Seminar in Dialogue and Public Issues Path A In addition to the requirement listed above, students choosing this path must also complete all of • DIAL 390W-5 Undergraduate

Semester: Dialogue • DIAL 391W-5 Undergraduate Semester: Seminar • DIAL 392W-5 Undergraduate Semester: Seminar Path B In addition to the requirements listed above, students choosing this path must also complete one of • CMNS 461-3 Field Placement in Dialogue • DIAL 461-3 Field Placement in Dialogue and three of • CMNS 332-4 Communication and Rhetoric • CMNS 347-4 Communication in Conflict and Intervention • CMNS 425-4 Applied Communication for Social Issues • CMNS 432-4 Public Opinion, Propaganda, and Political Communication • CMNS 437-4 Media Democratization: From Critique to Transformation • CMNS 447-4 Negotiation and Dialogue as Communication	Semester: Dialogue • DIAL 391W-5 Undergraduate Semester: Seminar • DIAL 392W-5 Undergraduate Semester: Seminar Path B In addition to the requirement listed above, students choosing this path must also complete • CMNS 461-3 Field Placement in Dialogue and three of • CMNS 332-4 Communication and Rhetoric • CMNS 347-4 Communication in Conflict and Intervention • CMNS 425-4 Applied Communication for Social Issues • CMNS 432-4 Public Opinion, Propaganda, and Political Communication • CMNS 437-4 Media Democratization: From Critique to Transformation • CMNS 447-4 Negotiation and Dialogue as Communication
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MEMORANDUM

ATTENTION	Don Kugler, Chair Faculty of Communication, Art and Technology Undergraduate Curriculum Committee	DATE	September 15, 2011
FROM	Rowland Lorimer, Director Publishing Program	PAGES	1
RE:	Course proposal and course changes		

At its meeting of September 14, 2011 the Publishing Program Committee of the Whole approved the following:

- the attached course proposal for Publishing 230; (previously advanced as Pub 132 and tabled by the FCAT UCC)

Please see attached (2 documents).

Would you please place this proposal on the agenda of the next meeting of the Faculty of Communication, Art and Technology Undergraduate Curriculum Committee?

Thank you,

Rowland Lorimer
Director, Publishing Program



COURSE NUMBER Pub 230-3

COURSE TITLE

LONG — for Calendar/schedule, no more than 100 characters including spaces and punctuation

Graphic Design Fundamentals

AND

SHORT — for enrollment/transcript, no more than 30 characters including spaces and punctuation

Graphic Design Fundamentals

CREDITS

Indicate number of credits for: Lecture GRAPHIC Seminar 2 Tutorial _____ Lab 1

COURSE DESCRIPTION (FOR CALENDAR). 3-4 LINES MAXIMUM. ATTACH A COURSE OUTLINE TO THIS PROPOSAL.

The theory and practice of design with a focus on the development of design skills including
concept generation, design, layout, and production.

PREREQUISITE

none; IAT 102 recommended

COREQUISITE

SPECIAL INSTRUCTIONS

That is, does this course replicate the content of a previously-approved course to such an extent that students should not receive credit for both courses.? If so, this should be **noted in the prerequisite**.

COURSES(S) TO BE DELETED IF THIS COURSE IS APPROVED

NOTE: APPROPRIATE DOCUMENT FOR DELETION MUST BE SUBMITTED TO SCUS

None

RATIONALE FOR INTRODUCTION OF THIS COURSE

Design is fundamental to publishing. The successful teaching of Pub 430,

Publication Design in Transition requires that students with basic skills and mastery of

appropriate software.



SCHEDULING AND ENROLLMENT INFORMATION

Indicate effective term and year course would first be offered and planned frequency of offering thereafter:

Fall 2012

(NOTE: There is a two-term wait for implementation of any new course.)

Indicate if there is a waiver required: ☐ YES ☒ NO Will this be a required or elective course in the curriculum? ☐ Required ☒ Elective

What is the probable enrollment when offered? Estimate 60 per sem.

Which of your present CFL faculty have the expertise to offer this course?

Roberto Dosil

Are there any proposed student fees associated with this course other than tuition fees? ☐ YES ☒ NO
(If yes, attach mandatory supplementary fee approval form.)

RESOURCE IMPLICATIONS

NOTE: Senate has approved (S.93-11) that no new course should be approved by Senate until funding has been committed for necessary library materials. Each new course proposal must be accompanied by a library report and, if appropriate, confirmation that funding arrangements have been addressed.

Campus where course will be taught Harbour Centre

Library report status Needed resources are available in the library (approved).

Provide details on how existing instructional resources will be redistributed to accommodate this new course. For example, will another course be eliminated or will the frequency of offering of other courses be reduced; are there changes in pedagogical style or class sizes that allow for this additional course offering?

Dosil's teaching responsibilities will include teaching this course or sessionals will be hired.

List any outstanding resource issues to be addressed prior to implementation: space, laboratory equipment, etc:

None required.

Articulation agreement reviewed? ☐ YES ☒ NO ☐ Not applicable

OTHER IMPLICATIONS



APPROVALS

- 1 Departmental approval indicates that the Department or School has approved the content of the course, and has consulted with other Departments/Schools/Faculties regarding proposed course content and overlap issues.

Rowland Lorimer, Publishing, Sept 15, 2011

Chair, Department/School

Date

Chair, Faculty Curriculum Committee

Date

- 2 Faculty approval indicates that all the necessary course content and overlap concerns have been resolved, and that the Faculty/School/Department commits to providing the required Library funds.

Dean or designate

Date

LIST which other Departments, Schools and Faculties have been consulted regarding the proposed course content, including overlap issues. Attach documentary evidence of responses.

~~SIAT, CMNS~~

Other Faculties approval indicated that the Dean(s) or Designate of other Faculties AFFECTED by the proposed new course support(s) the approval of the new course:

Date

Date

- 3 SCUS approval indicates that the course has been approved for implementation subject, where appropriate, to financial issues being addressed.

COURSE APPROVED BY SCUS (Chair of SCUS):

Date

APPROVAL IS SIGNIFIED BY DATE AND APPROPRIATE SIGNATURE.

PUB 230

Graphic Design Fundamentals

Course description

Design and production processes are an essential aspect of publishing. This course explores the theory and practice of design and focuses on the development of design skills with an emphasis on publishing. Students undertake research and analysis; explore creative problem solving and concept generation, design, layout, and production.

Through lectures, projects, and critique sessions students develop a design vocabulary and an understanding of the relationship between content, form, and media, explore the technical issues associated with publication design and are introduced to design software applications with a focus on Adobe's *Creative Suite*.

Students will gain a working knowledge of image manipulation, typesetting, scanning, pre-press, printing, file management, transfer, storage and usage in design/e-production scenarios.

The course includes lectures, design exercises, reading and writing assignments.

Outline

Week 1

Elements and principles of design. The designer's toolbox.

The design and production process.

Readings:

Secrets of design. Elements and principles of design.

Week 2

Introduction to typographic principles and the typographic grid.

Giving form to content.

Readings:

Basic typography. Typography terminology.

Week 3

Rhythm and sequence in publication design. The relationship between type and images.

Readings:

Publication design principles. The creative brief.

Week 4

Introduction to colour theory. Editing images.

Readings:

Print production fundamentals. Communicating with colour.

Week 5

Working with photographic images. Production for pre-press and printing.

Readings:

Planning, designing, and producing publications. Gantt charts.

Week 6

Introduction to illustration principles and production.

Readings:

Principles of visual representation. Technical considerations.

Week 7

Illustrations creating meaning and style.

Readings:

The anatomy of illustrations and vector images.

Week 8

Mid-term projects review and critique

Week 9

The design and production process. Type on the screen.

Readings:

Publishing technologies from tablet to tablet.

Week 10

Periodicals in print, design and production (magazines & newspapers).

Readings:

Redefining periodical publications: digital and print editions.

Week 11

Books design and production.

Readings:

Ten reading revolutions before e-books. Shaping the page.

Week 12

Designing for two disparate media (magazines & newspapers).

Readings:

Exploiting the brand, online and offline.

Week 13

The codex illuminated: e-books and the role of the designer.

Readings:

E-readers and new readers, the designer as intermediary.

Possible exercises and assignments

All assignments require research and presentations that include verbal, written and visual components.

Exercises

- Specify and typeset sample sections of a prose book
- Create a vector illustration
- Manipulate and convert images for use in several media
- Write a creative brief and a rationale for each assignment

Assignments

- Formulate a format and design the cover and representative spreads for an illustrated non-fiction book.
- Complete a detailed analysis of existing online and offline editions of a magazine, make recommendations and create an alternative design solution.
- Design a poster promoting a book or book series, or a publishing related festival (i.e.: *Word on the Street*).
- Create an online publication, develop a site plan and static representations of selected pages.

Evaluation

The course evaluation is based on written assignments, intermediate and final design iterations, and attendance. Assessment will be continuous throughout the term. Marks awarded in this course are expected to correspond to established university-wide practices in both their levels and their distribution. In addition, the

course will also follow Policy T10.02 with respect to “Intellectual Honesty” and “Academic Discipline.”

Readings

Students receive a compilation of reading materials and resources prepared by the instructor(s). Readings may include texts or short excerpts from identified publications.

Recommended texts

Although not required for course completion, students should make an effort to consult the books listed below as they contribute to the formative principles and learning objectives of the course.

Bringhurst, Robert. *The Elements of Typographic Style*.
Hartley & Marks Publishers, 2004.

Lidwell, W., et al. *Universal Principles of Design*.
Rockport Publishers, 2010.

Meggs, P. *A History of Graphic Design*.
Wiley, 2005.

Samara, T. *Design evolution: A Handbook of Basic Design Principles Applied in Contemporary Design*.
Rockport Publishers, 2008.

Adobe InDesign, Photoshop, and Illustrator Classroom in a Book
Pearson Education, 2008.