Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit **Journalism**	Phone **724-357-4411**

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

☐ New Course   ☐ Course Prefix Change   ☐ Course Deletion

☐ Course Revision   ☐ Course Number and/or Title Change   ☑ Catalog Description Change

Current course prefix, number and full title: **JRNL327 Layout, Design, and Production**

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate
This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

☐ Learning Skills   ☐ Knowledge Area   ☐ Global and Multicultural Awareness   ☐ Writing Across the Curriculum (W Course)

☐ Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

    ☐ Global Citizenship   ☐ Information Literacy   ☐ Oral Communication

    ☐ Quantitative Reasoning   ☐ Scientific Literacy   ☐ Technological Literacy

3. Other Designations, as appropriate

☐ Honors College Course   ☐ Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

☐ Catalog Description Change   ☐ Program Revision   ☐ Program Title Change   ☐ New Track

☐ New Degree Program   ☐ New Minor Program   ☐ Liberal Studies Requirement Changes   ☐ Other

Current program name:

Proposed program name, if changing:

5. Approvals

	Signature	Date
Department Curriculum Committee Chair(s)	*[signature]*	10-14-12
Department Chairperson(s)	*[signature]*	10-15-12
College Curriculum Committee Chair	*[signature]*	10/29/12
College Dean	*[signature]*	10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	*Gail Sechrist*	11/27/12

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Liberal Studies

II. Description of Curriculum Change

1. Course Description

JRNL 327 Layout, Design, and Production   2c-3l-3cr
Prerequisite: JRNL 105 or COMM 101
Provides basic techniques and theories of layout, design, and production,
including typography, copyfitting, photo/art cropping and scaling, and
steps in design process. Includes desktop publishing in the design of ads, newspapers,
newsletters, brochures, and magazines.

2. Summary of Changes
Prerequisite change from JRNL105 to JRNL105 or COMM101
Deleted "traditional paste-up" from course description

JRNL 327 Layout, Design, and Production   2c-3l-3cr
Prerequisite: JRNL 105
Provides basic techniques and theories of layout, design, and production,
including typography, copyfitting, photo/art cropping and scaling, and
steps in design process. Includes traditional paste-up and desktop
publishing in the design of ads, newspapers, newsletters, brochures, and
magazines.

3. Rationale for change
The department accepts COMM101 in lieu of JRNL105. This prerequisite change
codifies this and reduces the need for overrides.
With desktop publishing, no one does traditional paste-up any more.