

New Program Request Form

Graphic Imaging Design Certificate A

**Prepared for:
Kansas Board of Regents**



**Submitted by:
Cowley College
125 S. Second Street**

Arkansas City, KS 67005
December 2022
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New Program Request Form

CA1

General Information

Institution submitting proposal	Cowley County Community College
Name, title, phone, and email of person submitting the application <i>(contact person for the approval process)</i>	Mark Dykes – Director of Graphic Design 620-441-5266
Identify the person responsible for oversight of the proposed program	Mark Dykes – Director of Graphic Design
Title of proposed program	Graphic Imaging Design
Proposed suggested Classification of Instructional Program (CIP) Code	10.0303 - Prepress/Desktop Publishing and Digital Imaging Design
CIP code description	A program that prepares individuals to apply technical knowledge and skills to the layout, design and typographic arrangement of printed and/or electronic graphic and textual products. Includes instruction in printing and lithographic equipment and operations, computer hardware and software, digital imaging, print preparation, page layout and design, desktop publishing, and applicable principles of graphic design and web page design.
Standard Occupation Code (SOC) associated to the proposed program	43-9031 Desktop Publishers
SOC description	Occupation Title: Desktop Publishers Occupation Description: Format typescript and graphic elements using computer software to produce publication-ready material.
Number of credits for the degree <u>and</u> all certificates requested	21 credits, Certificate A
Proposed Date of Initiation	August 2023
Specialty program accrediting agency	None
Industry certification	Students will be able to sit for the following certifications. Adobe Photoshop, Illustrator, or InDesign

Signature of College Official Michelle Schorn Date 12/2/2022

Signature of KBOR Official _____ Date _____

Narrative

Completely address each one of the following items for new program requests. Provide any pertinent supporting documents in the form of appendices, (i.e., minutes of meetings, industry support letters, CA1-1a form).

Institutions requesting subordinate credentials need only submit the following sections:

1) General Information, 2) Program Rationale, 3) Complete catalog descriptions (including program objectives) for the proposed program, 4) List by prefix, number, title, and description all courses (including prerequisites) to be required or elective in the proposed program, 5) List any pertinent program accreditation available (rationale for seeking or not seeking accreditation and plan to achieve accreditation), and 6) Program Approval at the Institution Level.

Program Rationale

- Provide an overall explanation and background surrounding the development of the proposed program. Include where the idea came from, who was involved, and why the program is needed.

Cowley College had previously been offering an Associate of Applied Science degree and Certificate A. The CIP code associated with our program was removed as a technical program with KBOR in 2019. Around the same time, we were approved to offer Associate of Fine Arts degrees in graphic design and were able to structure an AFA that met many of the previous needs of the previous AAS. The AFA allowed for a similar course load of electives and general education classes, with the added benefit of allowing a smoother transition to four-year schools.

It was suggested that a new technical certificate could be created that would nest within our current AFA. Integrating a Certificate A within the Graphic Design AFA would help facilitate the employability of our majors by granting them a certificate along with their associate degree while providing them the general education classes they need to transfer.

This new certificate could also be taken as a standalone offering by students that do not want (or are unable to) to pursue a full 60+ hour Associate degree. It would also attract students that may only want the cert-specific courses, and it will draw in non-traditional students that want to boost their design skills.

Program Description

- Provide a complete catalog description (including program objectives) for the proposed program.

Catalog Description:

The Graphic Imaging Design certificate includes the art, science, business, and technology of visual communication into a 21-hour certificate. Get a primer on the basics of good design through problem definition, analysis, idea exploration, idea development, refinement, and production.

Program Objectives:

- Apply concept theory and design in the development of materials that successfully respond to communication needs.
- Demonstrate technical skills required to produce professional-level communication materials.

- Demonstrate the ability to communicate using the proper terminology and industry jargon.
 - Students will demonstrate the ability to use industry standard graphic design software and technology.
- List and describe the admission and graduation requirements for the proposed program.

Admission Requirements:

The admissions and graduation requirements are the same for this program as other programs at the College (see policy below). This program will be offered to students at the high school and college level. For dual-credit students, they will have to meet the current requirements for high-school dual-credit enrollment. Some of the courses are sequential and have prerequisites listed on the course procedures. Upon the successful completion of the courses required for the certificate, meeting all the KBOR requirements, students will be awarded a vocational Certificate A.

250.00 ADMISSION POLICY

Admission to Cowley County Community College is open to all individuals who can academically benefit from its educational programs. Before full admission can be granted, students must provide the following:

- 1. high school diploma or GED certificate.*
- 2. transcripts from all colleges previously attended if athlete or JST Transcript if military utilizing VA benefits.*
- 3. assessment scores or ACT scores demonstrating an ability to benefit from college level coursework.*

Cowley College reserves the right to deny a student admission or readmission if it is determined to be in the best interests of the college community to do so, or if the college is unable to provide the services, courses or program(s) needed to assist the student in meeting educational objectives.

Ability to benefit

Students who do not meet the ability to benefit guidelines will be admitted on a provisional basis, pending satisfactory progress in the essential skills curriculum. These students may enroll in a maximum of 13 credit hours and must earn a semester GPA of 2.0 to be eligible for continued enrollment.

Non-Degree Seeking Students

Students of other colleges and universities and other applicants not seeking a degree from Cowley College may be admitted as non-degree seeking. Students in this category will not declare a major. Non-degree seeking students who may later decide to obtain a degree from Cowley College must then provide the above documentation.

High School Students

Students who have not received a high school diploma and are currently enrolled in grades 10, 11, or 12 maintained by a school district, or are classified as a gifted 9th grade student may be admitted to the College if they meet minimum grade point and assessment requirements, obtain written authorization from the school principal, and have an individualized plan of study or individualized education plan outlining the ability to benefit from participation in regular curricula of a postsecondary education.

International Students

Cowley welcomes students who are citizens of other nations and are able to meet admissions and U.S. Citizenship and Immigration Services (USCIS) requirements.

Graduation Requirements:

Graduation requirements are the same for this program as other programs at the College as outlined in the following policy:

216.00 GRADUATION REQUIREMENTS

Cowley College awards the Associate of Arts, Associate of Science, Associate of Fine Arts, Associate of General Studies, and the Associate of Applied Science degrees, as well as the College Certificate. Associate degrees require successful completion of a minimum of 62 credit hours, documentation of high school graduation or GED, and fulfillment of the General Education requirements.

A minimum 2.0 grade point average at Cowley College and a cumulative 2.0 grade point average including transfer course work applied is required for all associate degrees. A minimum 2.0 grade point average is required for courses applied to college certificates. Official transcripts of high school graduation or GED and any other college transcripts to be applied toward a degree must be on file in the Registrar's Office prior to issuance of a diploma.

Students completing a degree or certificate will need to complete a Degree Application and submit it to the Registrar's Office according to the published deadlines for submission. Students who fail to file the Degree Application by the deadline may request to graduate in a subsequent semester if requirements are met.

Students will be awarded a diploma or certificate upon successful completion of the degree or certificate requirements. The diploma or certificate will be issued at the end of each semester. Commencement will be held at least once a year. Students who are within 9 hours or less to fulfill graduation requirements and who plan to complete their coursework during the summer term may participate in the graduation program in May of that academic year.

The associate degree requires 15 credit hours earned in residence at Cowley College. Credit for prior learning, or other non-graded hours awarded by Cowley College, will not count toward satisfying residence hours. Developmental courses cannot be used to fulfill degree requirements. If a student does not maintain continuous enrollment (excludes summer), the student will be required to follow the graduation requirements that are in effect at the time of re-enrollment.

Demand for the Program

- Using the Kansas Department of Labor’s Long Term Occupational Outlook, (<https://klic.dol.ks.gov>) identify employment trends and projections: occupational growth, occupational replacement rates, estimated annual median wages, and typical education level needed for entry.

Occupational Growth: The Department of Labor lists the occupational outlook as “stable”.

Kansas Wages for: 43-9031.00 - Desktop Publishers										
Source: Bureau of Labor Statistics 2021 wage data - https://www.bls.gov/oes/										
Location	Annual Low (10%)	Annual QL (25%)	Annual Median (50%)	Annual QU (75%)	Annual High (90%)	Hourly Low (10%)	Hourly QL (25%)	Hourly Median (50%)	Hourly QU (75%)	Hourly High (90%)
United States	\$27,770	\$30,880	\$46,910	\$63,760	\$79,630	\$13.35	\$14.85	\$22.55	\$30.66	\$38.28
Kansas	\$36,910	\$37,820	\$44,850	\$49,200	\$60,100	\$17.74	\$18.19	\$21.56	\$23.65	\$28.89
Kansas City, MO-KS	\$36,950	\$39,840	\$46,630	\$47,720	\$60,100	\$17.76	\$19.16	\$22.42	\$22.94	\$28.89

Occupational Outlook from klic.dol.ks.gov does not give long range projections for this SOC, but does give the following wage and experience information.

43-9031	Desktop Publishers	Annual Mean \$45,530	Annual Median \$44,850	Associate's degree level	Work Experience - None	Short-term on-the job training
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Jobs listings within the state vary on the name of this occupation. A search on Glassdoor for Desktop Publishing jobs gave several alternate names for this occupation, including graphic designer, PowerPoint specialist, prepress operator, and layout artist. A search on indeed for graphic designer found 43 jobs in the state of Kansas. Of those listings, the primary skills and education needed were “2+ years’ experience (academic and professional) with Adobe Creative Suites design software, including Illustrator, InDesign, Photoshop, Lightroom, etc”. While some of the jobs listed a preferred Bachelor’s degree, the skill level is the one year of technical training with Adobe. I have included a list of relevant job openings as of 12/12/2022. Other job openings required similar skills but with different titles.

Job listing	Occupation	Education Level	Skills required	Wage listed
1.	Graphic designer	BA preferred	Graphic design (1 year) Adobe suite (1 year)	\$36,600 – \$45,300 annual
2.	Graphic designer	None	<ul style="list-style-type: none"> • Graphic design: 1 year (Preferred) • Adobe Creative Suite: 1 year (Preferred) • Adobe Illustrator: 1 year (Preferred) • Work authorization (Preferred) 	\$15 – \$25 per hour
3.	Graphic designer	Bachelors or related preferred with 2+ years of hands-on experience using computer-based design and digital media programs	<ul style="list-style-type: none"> • Graphic design: 1 year (Preferred) • Adobe Creative Suite: 1 year (Preferred) • Adobe Illustrator: 1 year (Preferred) 	\$43,900 – \$55,600 annual
4.	Graphic designer	None	<ul style="list-style-type: none"> • One year graphic design either through vocation or educational training 	\$35,100 – \$45,000 annual
5.	Graphic designer	None	<ul style="list-style-type: none"> • Graphic design: 1 year (Preferred) • Adobe Creative Suite: 1 year (Preferred) • Adobe Illustrator: 1 year (Preferred) • Work authorization (Preferred) 	From \$10 hour
6.	Graphic designer	Bachelors or Associates Degree in Graphic Design, Commercial Art, Visual Communications or equivalent experience	<ul style="list-style-type: none"> • Experience in screen printing industry would be preferred • Strong knowledge of the MAC/Apple operating system 	\$32,200 – \$40,800

			<ul style="list-style-type: none"> Advanced knowledge and proficiency of Adobe programs, including but not limited to, Photoshop, Illustrator and InDesign Understanding of color, design, typography and branding 	
7.	Graphic Designer	Bachelor's degree in fine arts, digital media, graphic design, or a similar field is preferred, but not required	<ul style="list-style-type: none"> 1-2 years of experience in graphic design or similar field is preferred Keen attention to detail Strong typesetting, layout, photo editing, and color editing skills Proficiency using design tools like Adobe Creative Cloud Knowledge of web development languages like JavaScript and HTML 	\$35,400 – \$44,800 annual
8.	Print Production Specialist/Graphic Designer	None	<ul style="list-style-type: none"> Graphic design: 1 year (Preferred) Adobe Creative Suite: 1 year (Preferred) Adobe Illustrator: 1 year (Preferred) Work authorization (Preferred) 	\$13 - \$17 per hour
9.	Graphic Specialist	2-5 years of experience or a degree in interaction design, graphic design, or related field	<ul style="list-style-type: none"> In-depth understanding of Adobe CC Core design skills: typography, layout, color, grid system, visual communication, and hierarchy Experience designing for 	\$67,000 - \$71,000 annual

			<p>marketing (direct mail, email, landing pages, digital ads) – Not “coding” just looking for the design skills using Adobe CC</p> <ul style="list-style-type: none"> • Understanding of how to create a “call to action” • Forward thinking with a good understanding of processes. • Must have a portfolio ready to display previous work. 	
10.	Digital Tooling Operator	none	<ul style="list-style-type: none"> • One year experience in using (manipulating) prepress files for card processes – such as InDesign, Illustrator, Photoshop, Acrobat, etc. 	
11.	Multimedia Project Manager	Associate’s degree in Communications, Public Health, Health Education, Journalism, Public Relations, English, Art or related field	<ul style="list-style-type: none"> • One year of experience with or training on computer design and desktop publishing applications. 	\$50,606 annual

- Show demand from the local community. Provide letters of support from at least three potential employers, which state the specific type of support they will provide to the proposed program.
 - See attached letters of support in Appendix A
- If the program/coursework will be made available to high school students, provide letters of support from local high schools and/or districts that intend to participate.
 - This program is not intended for high school students, although a high school student will be able enroll in the Design Software introductory course with permission from their school. The local school district has written a letter of support and indicate that this certificate would be beneficial to their students.
- Describe how the Perkins Comprehensive Local Needs Assessment supports the program initiation.
 - In the Comprehensive Regional Needs Assessment, in the Analyze Labor Market Information section, Graphic Design is listed on page 14 as a technical program needed in the region. It specifies 321 annual openings in the field of graphic design with an

average wage of \$46,017. A review of jobs related to Digital Media showed 22 Concentrators for 234 Openings.

- Describe/explain any business/industry partnerships specific to the proposed program.
If a formal partnership agreement exists, agreement explaining the relationship between partners and documenting support to be provided for the proposed program must be submitted to the Board office independent from the CAI materials for review purposes. The agreement will not be published or posted during the comment period.

Industry partners include A+ Printing in Ponca City and the local news publication, the Courier Traveler. Students have also been instrumental in designing work for local entities, such as the city of Arkansas City and for the Etzanoa Conservancy. The program does require internships with local businesses as part of the portfolio development process.

Duplication of Existing Programs

- Identify similar programs in the state based on CIP code, title, and/or content. For each similar program provide the most recent K-TIP data: name of institution, program title, number of declared majors, number of program graduates, number of graduates exiting the system and employed, and annual median wage for graduates existing the system and employed.

Kansas Board of Regents

Kansas Training Information Program (K-TIP)

Program Performance by Career Cluster / Academic Discipline

Arts, Audio/Video Technology & Communications by Assoc/Cert

Academic Year 2021

CIP Code	Program Name	Institution	Total # Declared Majors	Total # Concentrators	Total # Pursuing Additional Education	Total # Graduates	Total # Graduates Exited	Total # Graduates Exited and Employed	Average Wage: Graduates Exited and Employed	Median Wage: Graduates Exited and Employed
10.0303	Prepress/Desktop Publishing And Digital Imaging Design	Hutchinson Community College	37	16	22	^	^	^	^	^
10.0303	Prepress/Desktop Publishing And Digital Imaging Design	Kansas City Kansas Community College	38	^	18	^	^	^	^	^
10.0303	Prepress/Desktop Publishing And Digital Imaging Design	Labette Community College	26	14	17	6	^	^	^	^
10.0303	Prepress/Desktop Publishing And Digital Imaging Design	Northwest Kansas Technical College	^	11	^	9	^	^	^	^
10.0303	Prepress/Desktop Publishing And Digital Imaging Design	Washburn Institute of Technology	42	34	19	17	11	9	\$20,328	\$20,687
Grand Total			314	182	173	85	48	41	\$19,858	\$19,465

Sources: KHEDS Academic Year Collection, KDOL and MDOLIR Wage Records

- Was collaboration with similar programs pursued:
 - Please explain the collaboration attempt or rationale for why collaboration was not a viable option.

Formal collaboration with was not sought for the schools listed. Our campus location and service area are the major factors in determining collaboration efforts.

The program is aligned with industry needs and some of the courses are accepted as transfer credits at other colleges, but the technical nature of the courses in the certificate A prevent

them from not widely accepted. A 2+2 with McPherson College is being explored, along with articulation with WSU. This certificate can lead to an AFA degree at Cowley College and the degree path does meet the general education core, which would transfer to all state institutions.

Program Information

- List by prefix, number, title, and description all courses (including prerequisites) to be required or elective in the proposed program.
 - **CGA2013 Design Software**
(prerequisites: basic computer skills and keyboarding ability.)
This course serves as an introduction to graphic design software. It offers a hands-on approach to the fundamental concepts and terminology for creating and editing graphics in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
 - **ART2126 Foundation Drawing I**
An introduction and exploration in the basic principles, materials, and skills of freehand drawing. This course synthesizes studies in observation, proportion, sighting perspective, value, color, and composition. The course is required for all art and graphic design majors.
 - **ART2130 Foundation Design 2D**
This foundation studio course will provide a solid background in compositional principles and design vocabulary as they apply to two-dimensional problems. The course will focus on the development of research skills, technical applications, execution skills, perceptual understandings, conceptual ideation, plus visual and verbal communication and presentation skills. Studio activities will be developmental and sequential in nature to foster creative thinking and problem solving skills. This course is required of all art and graphic design majors.
 - **CGA2014 Visual Communication**
(prerequisites: Grade of C or better in Design Software (CGA2013) or Computer Illustration (Illustrator) (CGA2012) or instructor approval)
This course is designed to introduce students to the fundamentals of visual communication – the conveying of ideas and information through visual forms.
 - **CGA2022 Typography**
(prerequisites: grade of C or better in Design Software (CGA2013) or Computer Illustration (Illustrator) (CGA2012) or instructor approval)
This course is designed to introduce the fundamentals of typography. Emphasis is on creative manipulation of letterforms as design elements and their impact on the message communicated by the text and overall design. Students will use graphic design software to control and enhance type.
 - **CGA2053 Advanced Design Software**
(prerequisites: grade of C or better in Design Software (CGA2013) or instructor approval.)

This course serves as a continuation of Design Software. Students will expand their skills to a higher and more professional level of proficiency in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

- **CGA2037 Graphic Design I**

(prerequisites: Grade of C or better in Design Software (CGA2013) and Foundation Design 2D (ART2130) or instructor approval)

First in the graphic design sequence, students will learn the fundamentals of visual communication through the basic principles of line, form, and color. Emphasis will be placed on the design process, visual concepts, and visual sensitivity, effective integration of type and image, and technical skills through the use of computer graphic applications. Adobe design software is recommended. This is a studio course and meets for 6 hours per week.

- If the proposed program includes multiple curricula (e.g., pathways, tracks, concentrations, emphases, options, specializations, etc.), identify courses unique to each alternative.
- Provide a Program of Study/Degree Plan for the proposed program including a semester-by-semester outline that delineates required and elective courses and notes each program exit point.

Proposed Certificate A:

GRAPHIC IMAGING DESIGN (Technical Certificate A)		
COURSE NUMBER	COURSE NAME	CREDIT HOURS
TECHNICAL REQUIREMENTS		
CGA2013	Design Software	3
ART2126	Foundation Drawing I	3
ART2130	Foundation Design 2D	3
CGA2014	Visual Communication	3
CGA2022	Typography	3
CGA2053	Advanced Design Software	3
CGA2037	Graphic Design I	3
TOTAL HOURS		21

How the Certificate A would integrate with our existing AFA program:
Certificate classes are denoted with an asterisk.

GRAPHIC DESIGN (Associate of Fine Arts Degree)					
COURSE NUMBER	COURSE NAME	SEMESTER & CREDIT HOURS			
		1	2	3	4
GENERAL EDUCATION REQUIREMENTS					
Basic Skills (12 hours)					
ENG2211	Composition I		3		
MTH4420 or higher	College Algebra or higher	3			
ENG2212	Composition II			3	
COM2711	Public Speaking			3	
Humanities (6 hours)					
ART2141/ART2142	Art History I or II		3		
	Humanities Elective			3	
Social Sciences (6 hours)					
PSY6711	General Psychology		3		
	Social Science Elective				3
Laboratory Sciences (5 hours)					
	Laboratory Science Elective				5
GENERAL EDUCATION HOURS 29		3	9	9	8
PROGRAM REQUIREMENTS					
CGA2013	Design Software*	3			
ART2130	Foundation Design 2D*	3			
ART2126	Foundation Drawing I*	3			
CGA2014	Visual Communication*		3		
ART2135	Foundation Design 3D		3		
CGA2053	Advanced Design Software*			3	
CGA2037	Graphic Design I*			3	
CGA2022	Typography*				3
CGA2040	Graphic Design II				3
CGA2064	Portfolio Production				1
PROGRAM REQUIREMENT HOURS 28		9	6	6	7
PROGRAM ELECTIVES (CHOOSE 6-7 HOURS)					
CGA2066/CGA2067	Graphic Design Internship I or II				1
ART2127	Foundation Drawing II			3	
ART2111	Art Appreciation		3		
ART2124	Foundation Painting I			3	
ART2155	Intro to Animation			3	
ART2141/ART2142	Art History I or II			3	
MCM2430	Digital Photography			3	
PROGRAM ELECTIVE HOURS 6-7		6-7			
TOTAL HOURS 63-64		12-15	15-18	15-19	15-19

- List any pertinent program accreditation available:
 - Provide a rationale for seeking or not seeking said accreditation.
 - If seeking accreditation, also describe the plan to achieve it.

No accreditation for the Graphic Imaging Design Certificate, but students can attempt the external certifications in Adobe Photoshop after 150 hours of learning the applications.

The National Association of Schools of Art & Design offers accreditation for Art and Design programs. In the early 2000s Cowley began using NASAD metrics for hour designations for “studio” classes. Our fine art and design program faculty have recently started investigating seeking full NASAD accreditation and are in preliminary stages. This might be used for the AFA students, but not for the Graphic Imaging Design Certificate A students.

Faculty

- Describe faculty qualifications and/or certifications required to teach in the proposed program.

Cowley Requirements -

Full-time Faculty or Adjuncts – Transfer Courses

Required: Master degree in a related area to the general subject area being taught and transferred to universities.

The proposed certificate is technical and in and of itself not designed to be a transfer degree.

Full-time and Adjunct Faculty – Technical Courses

Required: A Bachelors required or Associates in related field and practical industry experience or teaching experience.

Cost and Funding for Proposed Program

- Provide a detailed budget narrative that describes all costs associated with the proposed program (physical facilities, equipment, faculty, instructional materials, accreditation, etc.).

Cowley College currently offers an Associate of Fine Arts degree in graphic design, so some costs associated with creating a new program are mitigated. We currently have an existing design lab with new computers and other equipment (printers, vinyl cutters, heat presses, drawing tablets, etc.). Existing faculty should be able to cover the new class we are adding and additional sections of classes that we offer. If this new certificate is approved, the budget for the program will use the amounts listed on CA-1a. Funding for the graphic design program comes from the Visual and Performing Arts budget.

- Provide detail on **CA-1a form**.
- Provide Excel in CTE fee details on the **CA-1b form. (Not intended for High School students)**
- If the program is requesting Perkins funding, provide details on the **CA-1c form**.
- If the program is requesting KS Promise Act eligibility, provide details on the **CA-1d form. (Not Kansas Promise Eligible)**
- Describe any grants or outside funding sources that will be used for the initial startup of the new program and to sustain the proposed program.

Over time, as demand for the program increases and as technology advances, we may request donations from area business and/or seek grants.

Program Review and Assessment

- Describe the institution's program review cycle.

The program will be reviewed and assessed twice a year by a Graphic Design Program Advisory Board as part of our Visual and Performing Arts program advisory meetings. This board will be composed of a variety of industry professionals and individuals that employ graphic designers in our local area.

Our Academic Program Review evaluation cycle assures each academic program is evaluated at least once every three - five years. In this model, every academic program and discipline will be intensively evaluated within a five-year cycle. In addition, academic programs and disciplines are expected to engage in an annual Progress Review in order to assess their progress towards task completion written in their "Plan of Action and Continuous Program Improvement" and to document progress made toward Program Learning Outcomes (PLO). The cycle will remain flexible to adjust to the dynamic nature of existing programs/disciplines and emerging specialties that may lead to program/discipline modifications and/or development of new programs/disciplines.

Program review also includes program needs and improvement targets for the next review cycle. In addition, with anticipation of approval for Perkins eligibility, we will implement Perkins program follow-up reporting procedures.

Data collected and analyzed in the program review includes: faculty credentials, stakeholder feedback (advisory and employer), program enrollment data by headcount, FTE, demographics, program completers, employment or transfer rates, program learning outcomes assessment, budget and facilities data, and other information needed for external reports.

Program Approval at the Institution Level

- Provide copies of the minutes at which the new program was approved from the following groups:
 - Program Advisory Committee
(Including a list of the business and industry members)

Advisory Committee Special E-Mail Meeting – 11/21/22

Board Members

David Allen Seaton	President of Winfield Publishing Co., Inc. and publisher of The Cowley CourierTraveler
Russ Keefe	Owner of Keefe Printing & Office Supply Inc.
Chad Winslow	President of A+ Printing

E-Mail Vote Proposal

First, thank you for agreeing to be a part of my Graphic Design program advisory board. Second, I apologize for the relatively short turn-around time required for this email. In order to meet the December 8th deadline for submission with the Board of Regents, I would greatly appreciate your reply within the next two to three days.

I am seeking your approval for the creation of a Certificate A in Graphic Imaging Design and to integrate that certificate into our existing Associate of Fine Arts degree. This means students earning their AFA would also automatically earn the certificate. It also means we could offer the 21-hour certificate as a stand-alone offering for students that did not want to pursue a full 60+ hour Associate degree. The proposed Certificate A would include these courses:

GRAPHIC IMAGING DESIGN (Technical Certificate A)		
COURSE NUMBER	COURSE NAME	CREDIT HOURS
TECHNICAL REQUIREMENTS		
CGA2013	Design Software	3
ART2126	Foundation Drawing I	3
ART2130	Foundation Design 2D	3
CGA2014	Visual Communication	3
CGA2022	Typography	3
CGA2053	Advanced Design Software	3
CGA2037	Graphic Design I	3
TOTAL HOURS		21

Advanced Design Software is the only new course being created for this certificate track, the rest of the courses are existing classes currently offered. Attached to this email you will find the syllabus for the Advanced Design Software course.

We currently have the facilities and faculty needed to begin offering this degree track, as it will not require any additional funding at its outset. With that said, over

time as we need to replace equipment or acquire new technology, offering this certificate will allow us access to Perkins funding through the state that we are currently not eligible for.

I now offer the following question for a vote:

Do you support the adoption of the proposed Technical Certificate A?

Thank you very much for your time!

Vote Results

David Allen Seaton	Yes
Russ Keefe	Yes
Chad Winslow	Yes

- Curriculum Committee

(Excerpts from Curriculum meeting)
ACADEMIC AFFAIRS MEETING MINUTES
October 6, 2022
Student Center Conference Room
2:15 pm

In person attendance: Marlys Cervantes, Chris Cannon, Shelby Huddleston, Mark Flickinger, Devin Graves, Michelle Schoon, Todd Shepherd, Scott Layton. Paul Erdmann attended for a portion of the meeting.

Attendance via ZOOM: Julia Jarboe and Janice Stover.

NEW PROGRAMS:

Graphic Design – Technical Certificate- 21-hour (7-class) Certificate A in Graphic Design Technical to meet the Perkins funding eligibility for have 51% of the classes listed as Tiered technical courses. A couple of classes would need to be constructed – Advanced Design Software. Reduce the Design Portfolio class from 3-hours to 1-hour for more credit hours. Rename Introduction to Computer Graphics to Design Software to reflect current terminology. CGA2053 will be the Advanced Design Software course code. Technical funding will help with this new program.

Mark will send to group via email for approval once CIP code is established for KBOR approval of certificate and changes are made per groups request.

Voted on and approved by electronic vote via email.

Meeting adjourned at 3:56 PM.

Minutes recorded by Katie Phillips.

- **Governing Board**
(Including a list of all Board members and indicate those in attendance at the approval meeting)

**EXCERPT OF MINUTES
MEETING OF THE GOVERNING BODY OF
COWLEY COLLEGE, COWLEY COUNTY, KANSAS,
HELD ON OCTOBER 17, 2022**

The Board of Trustees of Cowley College met in open session in the President’s private dining room inside the McAtee Dining Center on the main campus, 206 S. 4th Street, Arkansas City, KS. The Chairperson presided, and the following members of the Board of Trustees were present or absent as indicated:

	Present	Absent
Dr. Steve Abrams, Trustee	X	
Brett Bazil, Trustee	X	
Dr. Alan Marcotte, Trustee	X	
Bob McGregor, Trustee	X	
Marla Sexson, Trustee		X
David Stanley, Trustee	X	
Gary Wilson, Chair	X	
Glennis Zimmerman, Vice Chair	X	
Tiffany Vollmer, Clerk of the Board	X	

The Chairperson declared that a quorum was present and called the meeting to order. The Board of Trustees heard and approved the Awards and Reports, Public Comment, Consent Agenda, Procurement, and Executive Session.

(Other Proceedings)
* * * * *

Under Standing Committee Reports, in the Trustee Academic Subcommittee report, Trustee Bob McGregor requested the following:

A RESOLUTION APPROVING THE GRAPHIC IMAGING DESIGN CERTIFICATE A AS PRESENTED.

Thereupon, Trustee McGregor moved that said Resolution be passed. The motion was seconded by Trustee Bazil. Said Resolution was duly read and considered, and upon being put, the motion for the adoption of said Resolution was carried by the vote of the governing body, the vote being as follows:

Aye: 7
Nay: 0

Thereupon, the Chairperson declared the Resolution duly adopted and was signed by the Chairperson and attested by the Clerk of the Board of Trustees.

Submit the completed application and supporting documents to the following:
Director of Workforce Development
Kansas Board of Regents
1000 SW Jackson St., Suite 520
Topeka, Kansas 66612-1368

Appendix A

Letters of Support

The Cowley CourierTraveler

BRINGING IT ALL TOGETHER

November 10, 2022

To whom it may concern,

The Cowley CourierTraveler supports the expansion of the Graphic Design program at Cowley College. Creating a certificate program would show employers, including us, that students have demonstrated real abilities in that field. As an employer with staff who work in graphic design and layout, students in this program could potentially intern or do some work here, and even become employed here upon finishing school.

Furthermore, we have had first-hand experience collaborating with Cowley's Graphic Design Director Mark Dykes on at least one community magazine project. His skills and professionalism were excellent, and I would recommend him and the design program to other community partners.

David A. Seaton,



Publisher

620-442-4200

daseaton@ctnewsonline.com



112 North Summit • Arkansas City, Kansas 67005 • (620) 442-6510 • Fax (620) 442-6520

To Who it may concern,

Keefe Printing & Office Supply Inc is proud to support of the graphic design program at Cowley College. With the constant change in technology, the need for new and up-to-date graphic artists are a necessity. That's why we try to stay current with the college program. The students are always welcome to come to our office and see how their work can impact the marketing of any business. We always like to show the "real-world" uses and issues that they will face as graphic artists. I am always available to talk to, or interview the graduates of this program.

Thanks
Russ
Keefe Printing
620-442-6510



To whom it may concern,

A + Printing/Oklahoma labels fully supports the Cowley College graphic design program by offering internships to qualifying students. We have two company's needing graphic design services. Offering a place for up-and-coming designers to test their skills and knowledge in a real shop environment. Where designers can get real life experience in the field and gain experience for future positions in the industry. We look forward to this partnership with Cowley and are anxious to get started developing future designers in the industry!

Chad Winslow

President



December 13, 2022

Kansas Board of Regents

1000 SW Jackson Street, Suite 520
Topeka, KS 66612

Dear Board of Regents:

It is my pleasure to write a letter in support of the proposal to offer a Certificate A as part of a Desktop Publishing program being submitted by the Graphic Design department at Cowley College.

I've been in contact with the director of the department, Mark Dykes regarding the potential for this new program and certificate offering, which I genuinely hope becomes a reality. Within the past few years at Arkansas City High School, we have had to drop our A/V Communications CTE pathway due to low enrollment in technical- and application-level courses and also suspended our Digital Media Design and Newspaper Production course offering. As the former lead teacher of the pathway, I can say with certainty that the Cowley College Desktop Publishing program could potentially be the perfect opportunity to revive the pathway through dual enrollment in Cowley's program, allowing students from sophomore to senior level extraordinary benefits in being taught industry-standard layout and design techniques using industry-standard software.

This could be a mutually beneficial arrangement between Arkansas City High School and Cowley College as we would be able to develop a natural continuation of the A/V Communications pathway through shared resources and collaboration, as well as potential scholarship opportunities for students interested in graphic design and/or pursuing an Associate of Fine Arts degree. This opportunity would be of tremendous interest to many high school students who are taking our current course offerings in art, digital media, and yearbook.

In conclusion, I fully support the efforts of Cowley College and the Graphic Design department as they seek to create a Desktop Publishing program and certificate offering. Any college-level program that can provide opportunities to gain industry-standard learning and experience will significantly benefit our students, schools, and the Arkansas City community as a whole.

Sincerely,

Kara Blue

Instructor and Department Chair of English
Arkansas City High School

Appendix B

CA1a – Fiscal Summary

<u>IMPLEMENTATION COSTS</u>					
Part I. Anticipated Enrollment			Implementation Year		
Please state how many students/credit hours are expected during the initial year of the program?					
			Full-Time	Part-Time	
A. Headcount:			5	1	
Part II. Initial Budget			Implementation Year		
A. Faculty			Existing:	New:	Funding Source:
Full-time	1		\$55,000	\$	Institutional Funds
Part-time/Adjunct	#		\$	\$	
			Amount	Funding Source	
B. Equipment required for program			\$		
C. Tools and/or supplies required for the program			\$3,000	Fees/Program Budget	
D. Instructional Supplies and Materials			\$		
E. Facility requirements, including facility modifications and/or classroom renovations			\$		
F. Technology and/or Software			\$4,900	Program Budget	
G. Other <i>(Please identify; add lines as required)</i>					
Total for Implementation Year			\$62,900		

<u>PROGRAM SUSTAINABILITY COSTS (Second and Third Years)</u>					
Part I. Program Enrollment			Second and Third Years		
Please state how many students/credit hours are expected during the first two years of the program?					
			Full-Time	Part-Time	
A. Headcount:			10	2	
Part II. Ongoing Program Costs			First Two Years		
A. Faculty			Existing:	New:	Funding Source:
Full-time	#		\$55,000	\$	Institutional Funds
Part-time	#		\$	\$	
			Amount	Funding Source	
B. Equipment required for program			\$		
C. Tools and/or supplies required for the program			\$3,000	Fees/Program Budget	
D. Instructional Supplies and Materials			\$		
E. Facility requirements, including facility modifications and/or classroom renovations			\$		
F. Technology and/or Software			\$4,900	Program Budget	
G. Other <i>(Please identify; add lines as required)</i>					
Total for Program Sustainability			\$62,900		

Appendix C

CA1b – Excel in CTE Fee Summary

KBOR Excel in CTE Fee Summary for Proposed Academic Programs

*Per statute (K.S.A. 72-3810), the Kansas Board of Regents shall establish general guidelines for tuition and fee schedules in career technical education courses and programs. The Excel in CTE tuition and fee schedule of every technical education program shall be subject to annual approval.
Please include all costs charged to **high school students** for the proposed new program.*

Institution Name:	Cowley College
Program Title:	Graphic Imaging Design
Program CIP Code:	10.0303

*Please list all fees associated with this **program**:
Only list costs the institution **is** charging students.*

Fee	Short Description	Amount

*Please list all courses within the program and any fees associated to those **courses**:
Only list costs the institution **is** charging students. Do not duplicate expenses.*

Course ID	Short Description	Amount
CGA2013	Textbook – <i>Graphic Design Portfolio: InDesign, Illustrator, & Photoshop</i>	\$ 80.00

*Please list items the student will need to purchase on their own for this program:
Institution **is not** charging students these costs, rather students are expected to have these items for the program.*

Item	Short Description	Estimated Amount
X-Acto knife	Hobby knife for trimming paper	\$ 4.00
Utility Knife	Utility knife for cutting mats	\$ 5.00
Blades	Extra blades for knives	\$ 20.00
Mat board/foam board	Matting materials for projects	\$ 60.00
Spray adhesive	Spray adhesive for matting projects	\$ 20.00
Drawing materials	Pencils, pens, markers, erasers, drawing pads, etc.	\$ 30.00
Toolbox	Case to carry supplies	\$ 15.00
Flash drive	USB flash drive for saving work	\$ 10.00

Appendix D

Perkins Eligibility Request

This application should be used for new programs (currently in the program approval process) or existing programs the institution would like reviewed for Carl D. Perkins funding eligibility.

Name of Institution	
Name, title, phone, and email of person submitting the Perkins Eligibility application <i>(contact person for the approval process)</i>	Michelle Schoon, VP of Academic Affairs, 620-441-5204 michelle.schoon@cowley.edu
Name, title, phone, and email of the Perkins Coordinator	Chris Cannon, EMS Program Director and HHS Department Chair, 620-229-5985, chris.cannon@cowley.edu
Program Name	Graphic Imaging Design
Program CIP Code	10.0303
Educational award levels <u>and</u> credit hours for the proposed request(s)	21 cr hr - Cert A
Number of concentrators for the educational level	New program seeking conditional approval.
Does the program meet program alignment?	Not a state aligned program.
How does the needs assessment address the occupation and the program <i>(provide page number/section number from the CLNA and describe the need for the program)</i>	In the Comprehensive Regional Needs Assessment, in the Analyze Labor Market Information section, Graphic Design is listed on page 14 as a technical program needed in the region. It specifies 321 annual openings in the field of graphic design with an average wage of \$46,017.
Justification for conditional approval: <i>(how will Perkins funds will be used to develop/improve the program)</i>	As technology advances in the field of design, Perkins funding may be necessary to help offset some equipment costs.
Pursuant to Americans with Disabilities Act, the proposed program will be offered in a location or format is fully accessible, according to applicable ADA laws? <i>(Contact Board staff for technical assistance if there are questions regarding accessibility)</i>	Cowley classes and facilities are ADA compliant. The College has an accessibility coordinator that works with individual students depending on requested need.

Signature of College Official _____



_____ Date 12/2/2022 _____

Signature of KBOR Official _____

Date _____

Appendix E

Course Procedures

COWLEY COLLEGE COURSE PROCEDURE

CGA 2013 – Design Software 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

CGA 2013 – Design Software (3 hrs.)

This course serves as an introduction to graphic design software. It offers a hands-on approach to the fundamental concepts and terminology for creating and editing graphics in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

Course Classification: Lecture

Prerequisites:

Basic computer skills and keyboarding ability.

Co-requisites:

NONE

Controlling Purpose:

This course is designed to introduce art and graphic design majors as well as the general student to the basic software used for graphic design: Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

Learner Outcomes:

Upon completion of the course, the student will:

1. Demonstrate knowledge of the basic skills to manipulate photos using digital imaging software.
2. Demonstrate knowledge of the basic skills to create digital illustrations in computer illustration software.
3. Demonstrate knowledge of the basic skills to create page layouts in page layout software.
4. Utilize industry terminology related to graphic design software and production.

Unit Outcomes for Criterion Based Evaluation:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

UNIT 1: Image Editing

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the basic skills to manipulate photos using image editing software.

- Navigate the user interface
- Manipulate images using multiple layers
- Make selections from images using a range of selection tools
- Demonstrate the ability to modify colors in an image using a range of techniques
- Incorporate and modify text using typographic tools

- Create special effects using filters, layer styles, and blending modes
- Present and critique graphics created using digital imaging software

UNIT 2: Digital Illustration

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the basic skills to create digital illustrations in computer illustration software.

- Navigate the user interface
- Draw and compose a vector illustration using basic shapes and lines created with a variety of digital drawing/painting tools and techniques
- Transform vector objects using a range of transformation tools
- Apply and manipulate text in a vector design
- Create and manipulate vector artwork on multiple layers and multiple artboards
- Present and critique graphics created using computer illustration software

UNIT 3: Page Layout

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the basic skills to create page layouts in page layout software.

- Navigate the user interface
- Set up single and multi-page documents for digital and print production
- Create and manipulate text using text frames, threaded text, styles, and lists
- Place and manipulate images using frames, “Fitting” options, and the links panel
- Create and manipulate simple vector artwork using basic shapes and drawing tools
- Present and critique graphics created using page layout software

Projects Required:

The course will include capstone projects that will demonstrate competency for each piece of graphics software. For an updated description of these three projects, refer to the course syllabus.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

- Access to Adobe Creative Cloud software (face to face sections of the class will use software already installed in the graphic design computer lab)
- A method to save and back-up work such as a flash drive, external hard drive, or access to an online cloud storage service
- A sketchbook and drawing implements, including pencils, black pens, markers, colored pencils, etc.

A specific list of supplies can be found in the course syllabus.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.

COWLEY COLLEGE COURSE PROCEDURE

ART 2130 – FOUNDATION DESIGN 2D 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

ART 2130 - FOUNDATION DESIGN 2D (3 hrs.)

This foundation studio course will provide a solid background in compositional principles and design vocabulary as they apply to two-dimensional problems. The course will focus on the development of research skills, technical applications, execution skills, perceptual understandings, conceptual ideation, plus visual and verbal communication and presentation skills. Studio activities will be developmental and sequential in nature to foster creative thinking and problem solving skills. This course is required of all art and graphic design majors.

Course Classification: Studio

Prerequisites:

None

Controlling Purpose:

This foundation studio course will provide a solid background in compositional principles and design vocabulary as they apply to two-dimensional problems. The course will focus on the development of research skills, technical applications, execution skills, perceptual understandings, conceptual ideation, plus visual and verbal communication and presentation skills. Studio activities will be developmental and sequential in nature to foster creative thinking and problem solving skills.

Learner Outcomes:

The student will:

- Understand and use the vocabulary of visual design in discussing works of art.
- Understand and apply the general concepts of visual design to the creation of works of art.
- Show evidence through application the use of the elements of design.
- Show evidence through application the use of the principles of design.
- Develop craft skills in the creation of works of art.

Unit Outcomes for Criterion Based Evaluation:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

UNIT 1: Application of the Visual Elements of Art

Outcomes: The student will understand and use line, form and color to solve visual problems.

- Explore and experiment with the use of line in existing and original compositions.
- Explore and experiment with the use of shape and form in existing and original compositions.
- Explore and experiment with the use of space in existing and original compositions.
- Explore and experiment with the use of texture in existing and original compositions.
- Explore and experiment with the use of value in existing and original compositions.

UNIT 2: Application of the Visual Principles of Art

Outcomes: The student will understand and use the principles of design to solve visual problems.

- Explore and experiment with the use of repetition in existing and original compositions.
- Explore and experiment with the use of rhythm in existing and original compositions.
- Explore and experiment with the use of space in existing and original compositions.
- Explore and experiment with the use of economy in existing and original compositions.
- Explore and experiment with the use of emphasis in existing and original compositions.

UNIT 3: Introduction to Creative Problem Solving in Design

Outcomes: The student will understand and use an iterative process in the creation of original design solutions.

- Develop and execute a research plan in response to a design problem.
- Will generate a variety of original and creative ideas in response to a design problem.
- Will critique and analyze the ideas and select appropriate ones to explore further in response to a design problem.
- Will fully develop and craftily execute the chosen solution to a design problem.
- Will present the solution to peers for critique.

UNIT 4: Introduction to Application of Color in Design

Outcomes: The student will understand and use color to solve visual problems.

- Explore and experiment with the characters of color in existing and original compositions.
- Explore and experiment with psychological implications of color in existing and original compositions.
- Explore and experiment with the sociological implications of color existing and original compositions.
- Explore and experiment with color interactions in existing and original compositions.

Projects Required:

10

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

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[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

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COWLEY COLLEGE COURSE PROCEDURE

ART 2126 – FOUNDATION DRAWING I 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

ART 2126 - FOUNDATION DRAWING I (3 hrs.)

This foundation studio course will provide a solid background in compositional principles and design vocabulary as they apply to two-dimensional problems. The course will focus on the development of research skills, technical applications, execution skills, perceptual understandings, conceptual ideation, plus visual and verbal communication and presentation skills. Studio activities will be developmental and sequential in nature to foster creative thinking and problem solving skills. This course is required of all art and graphic design majors.

Course Classification: Studio

Prerequisites:

None

Controlling Purpose:

A primary goal is for the student to acquire a basic knowledge and understanding of drawing materials as well as developing skills with various media. A secondary goal is for the student to develop new ways of seeing and to develop their understanding of visual language.

Learner Outcomes:

The student will demonstrate an understanding of the formal elements of drawing and an eye-hand coordination as developed through observation and competence in the required media.

Unit Outcomes for Criterion Based Evaluation:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

UNIT 1: Study of Line

Outcomes: Upon completion of this unit, the students will be able to successfully use the expressive qualities of line.

- Develop an understanding of the expressive possibilities of line.
- Use pencil, vine charcoal, and marker to demonstrate the differing qualities of line.

UNIT 2: Study of Form

Outcomes: Upon completion of this unit, the students will be able to successfully render form through shape, space, and imply mass and volume.

- Develop an understanding of the use of shape in drawing.
- Develop an understanding of the use of space in drawing.
- Develop an understanding of the use of negative space in drawing.

- Develop an understanding of how to imply mass and volume in drawing through contour and cross-contour.

UNIT 3: Study of Value

Outcomes: Upon completion of this unit, the students will be able to successfully use value to compose.

- Develop an understanding of composing with light and dark.
- Use charcoal, graphite, toned paper, eraser, conte crayon.
- Draw still life, portrait, and onsite.

UNIT 4: Study of Composition

Outcomes: Upon completion of this unit, the students will be able to successfully use design elements proficiently.

- Demonstrate an understanding of rhythm in composition.
- Demonstrate an understanding of repetition in composition.
- Demonstrate an understanding of motion in composition.
- Demonstrate an understanding of balance in composition.
- Demonstrate an understanding of unity in composition.
- Demonstrate an understanding of variation in composition.
- Demonstrate an understanding of economy in composition.

UNIT 5: Perspective

Outcomes: Upon completion of this unit, the students will be able to successfully use one, two, and multiple point perspectives. The students will be able to demonstrate the emotive power and limitations of linear perspective.

- Demonstrate an understanding of one-point perspective.
- Demonstrate an understanding of two-point perspective.
- Demonstrate an understanding of the expressive power of the eye line.

Projects Required:

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

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[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.

COWLEY COLLEGE COURSE PROCEDURE

CGA 2014 – Visual Communication 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

CGA2014 Visual Communication (3 hrs.)

This course is designed to introduce students to the fundamentals of visual communication – the conveying of ideas and information through visual forms.

Course Classification: Lecture

Prerequisites:

Grade of C or better in Design Software (CGA2013) or Computer Illustration (Illustrator) (CGA2012) or instructor approval

Co-requisites:

NONE

Controlling Purpose:

This course is designed to introduce students to the fundamentals of visual communication.

Learner Outcomes:

The student will understand and use the iterative design process: problem definition, analysis, idea exploration, idea development, focus, refinement, and production. The student will understand how visual communication is used in our society and its evolution. The student will understand and use the Gestalt principles in the creation of design.

Unit Outcomes for Criterion Based Evaluation:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

UNIT 1: Introduction to Visual Communication and its Use and Meaning in Society

Outcomes: Upon completion of this unit, the students will identify how visual communication is used in society

- Define visual symbols
- Describe how visual symbols are used in society
- Describe how visual symbols are used in the navigation of information
- Apply the understanding of iconography: the symbolism of a work, an artist, or a body of art to selected works of art
- Describe the evolution of visual language in printed works
- Describe the evolution of visual language in film and television
- Describe the evolution of corporate branding and iconography in today's marketplace

- Forecast changes in visual communication resulting from interactive media and the internet
- Describe the use of color in visual imagery and the emotional responses it elicits
- Describe how colors aids in the transmission of information

UNIT 2: Introduction to the Principles of Gestalt Psychology to Visual Communication

Outcomes: Upon completion of this unit, the students will be able to identify and utilize the Gestalt concepts of visual perception

- Understand and apply the principle of closure in the creation of original student work
- Understand and apply the principle of proximity in the creation of original student work
- Understand and apply the principle of direction in the creation of original student work
- Understand and apply the principle of similarity in the creation of original student work
- Describe the application of the Gestalt principles in works of great artists

UNIT 3: Introduction to the Basic Principles of Design

Outcomes: Upon completion of this unit, the students will be to able identify and utilize the basic principles of design

- Understand and apply the graphic design principle of contrast in the creation of original student work
- Understand and apply the graphic design principle of repetition in the creation of original student work
- Understand and apply the graphic design principle of alignment in the creation of original student work
- Understand and apply the graphic design principle of proximity in the creation of original student work
- Understand and apply the graphic design principle of balance in the creation of original student work
- Understand and apply the graphic design principle of unity in the creation of original student work

UNIT 4: Introduction to the Iterative Design Process of Art Creation

Outcomes: Upon completion of this unit, the students will be to able utilize the iterative design process in creating original designs

- Understand and apply the process of process of defining the problem as the initial step in the creation of art
- Understand and apply the process of audience analysis and goal setting as a step in the creation of art
- Understand and apply the process of idea exploration and conceptualization as a step in the creation of art
- Understand and apply the process of idea development as a step in the creation of art
- Understand and apply the process of evaluation and elimination as a step in the creation of art
- Understand and apply the process of gaining feedback as a step in the creation of art
- Understand and apply the process of refinement as a step in the creation of art

Projects Required:

The course will include a range of exercises and projects that will demonstrate competency of the above techniques. For an updated description of these projects, refer to the course syllabus.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

- Access to Adobe design software (face to face sections of the class will use software already installed in the graphic design computer lab)
- A method to save and back-up work such as a flash drive, external hard drive, or access to an online cloud storage service
- A sketchbook and drawing implements, including pencils, black pens, markers, colored pencils, etc.
- Tools to mount printed artwork, which may include: a ruler, x-acto knife, utility knife, spray adhesive, and mat board.

A specific list of supplies can be found in the course syllabus.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

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Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.

COWLEY COLLEGE COURSE PROCEDURE

CGA 2022 – TYPOGRAPHY 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

CGA2022 Typography (3 hrs.)

This course is designed to introduce the fundamentals of typography. Emphasis is on creative manipulation of letterforms as design elements and their impact on the message communicated by the text and overall design. Students will use graphic design software to control and enhance type.

Course Classification: Lecture

Prerequisites:

Grade of C or better in Design Software (CGA2013) or Computer Illustration (Illustrator) (CGA2012) or instructor approval

Co-requisites:

NONE

Controlling Purpose:

This course is designed to introduce the fundamentals of typography. Emphasis is on creative manipulation of letterforms as design elements and their impact on the message communicated by the text and overall design. Students will use graphic design software to control and enhance type.

Learner Outcomes:

Upon completion of the course, the student will:

1. Develop an awareness of the structure and visual impact of letterforms
2. Use letterforms as design elements in image composition
3. Fit copy in type-centric layouts
4. Analyze type as form and texture in text and headlines
5. Utilize computer graphics applications and traditional techniques to manipulate letterforms
6. Utilize hierarchy and grids in typographic layouts
7. Identify the anatomical parts of letterforms
8. Classify the different forms of typefaces
9. Identify key moments in the history of typography

Unit Outcomes for Criterion Based Evaluation:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

UNIT 1: The Fundamentals of Typography

Outcomes: Upon completion of this unit, the students will identify and utilize the fundamentals of typography

- Identify anatomical parts of letterforms
- Identify and compare the similarities and differences between the major type classifications
- Identify font families
- Utilize type specifications – alignment, leading, kerning, tracking, appropriate line length
- Describe and utilize the aesthetics of type – shape, size, weight, tone, color, patterns, texture

UNIT 2: Creative Use of Type in Design

Outcomes: Upon completion of this unit, the students will be able to creatively utilize type

- Identify and differentiate legibility and readability
- Understand the emotional and intellectual impact of typefaces and typesetting on the viewer
- Establish a hierarchy of information using type
- Communicate information and evoke emotion using only typography
- Use type and its characteristics to guide movement through a composition
- Create creative artistic and informational designs using typography
- Utilize grids to align and give structure to typographic designs

UNIT 3: The History and Legacy of Typography

Outcomes: Upon completion of this unit, the students will be able to identify key moments in the history of typography

- Identify key innovators and innovations in typography
- Identify major eras in the evolution of type
- Identify current typographic trends

Projects Required:

The course will include a range of typographic design projects that will demonstrate competency of the above techniques. For an updated description of these projects, refer to the course syllabus.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

- Access to Adobe design software (face to face sections of the class will use software already installed in the graphic design computer lab)
- A method to save and back-up work such as a flash drive, external hard drive, or access to an online cloud storage service
- A sketchbook and drawing implements, including pencils, black pens, markers, colored pencils, etc.
- Tools to mount printed artwork, which may include: a ruler, x-acto knife, utility knife, spray adhesive, and mat board.

A specific list of supplies can be found in the course syllabus.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

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COWLEY COLLEGE COURSE PROCEDURE

CGA 2053 – Advanced Design Software 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

CGA 2053 – Advanced Design Software (3 hrs.)

This course serves as a continuation of Design Software. Students will expand their skills to a higher and more professional level of proficiency in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

Course Classification: Lecture

Prerequisites:

Grade of C or better in Design Software (CGA2013) or instructor approval.

Co-requisites:

NONE

Controlling Purpose:

This course is offered to enhance students' literacy of design software to a professional level.

Learner Outcomes:

Upon completion of the course, the student will:

5. Demonstrate knowledge of advanced skills to manipulate photos using digital imaging software.
6. Demonstrate knowledge of advanced skills to create digital illustrations in computer illustration software.
7. Demonstrate knowledge of advanced skills to create page layouts in page layout software.
8. Synergize design software applications to create complex designs and/or multi-part campaigns.
9. Utilize industry terminology related to graphic design software and production.

Unit Outcomes for Criterion Based Evaluation:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

UNIT 1: Advanced Image Editing

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the skills to manipulate photos using image editing software on a professional level.

- Adjust tone and apply color correction
- Use advanced selection techniques
- Apply masks to layers
- Create digital sketches and paintings
- Create composite images
- Demonstrate techniques using image editing software

UNIT 2: Advanced Digital Illustration

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the skills to create digital illustrations in computer illustration software on a professional level.

- Create custom brushes
- Create complex illustrations using multiple tools
- Render illustrations in different styles
- Modify the Appearance, Styles, and Effects used on objects
- Format and modify type
- Create vector logos and symbols
- Demonstrate techniques using image digital illustration software

UNIT 3: Advanced Page Layout

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the skills to create page layouts in page layout software on a professional level.

- Create multipage documents utilizing Parent pages
- Create interactive documents
- Package work for publication
- Demonstrate techniques using page layout software

UNIT 4: Synthesis

Outcomes: Upon completion of this unit, the students will be able to utilize all three applications in the creation of a marketing campaign.

- Determine which software is appropriate for a given task
- Integrate assets created in one application into another
- Configure files for prepress
- Utilize industry standard technology (such as vinyl cutters, printers, etc.) to produce materials created with design software

Projects Required:

The course will include a capstone project that will integrate all three pieces of software.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

- Access to Adobe Creative Cloud software (face to face sections of the class will use software already installed in the graphic design computer lab)
- A method to save and back-up work such as a flash drive, external hard drive, or access to an online cloud storage service
- A sketchbook and drawing implements, including pencils, black pens, markers, colored pencils, etc.

A specific list of supplies can be found in the course syllabus.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

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COWLEY COLLEGE COURSE PROCEDURE

CGA 2037 – GRAPHIC DESIGN I 3 Credit Hours

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

CGA2037 Graphic Design I (3 hrs.)

First in the graphic design sequence, students will learn the fundamentals of visual communication through the basic principles of line, form, and color. Emphasis will be placed on the design process, visual concepts, and visual sensitivity, effective integration of type and image, and technical skills through the use of computer graphic applications. Adobe design software is recommended. This is a studio course and meets for 6 hours per week.

Course Classification: Studio

Prerequisites:

Grade of C or better in Design Software (CGA2013) and Foundation Design 2D (ART2130) or instructor approval

Co-requisites:

NONE

Controlling Purpose:

This course is designed to introduce art and graphic design majors to the fundamentals of visual communication through the basic principles of line, form, and color. Emphasis is on design process, visual concepts, visual sensitivity, effective integration of type and image, and technical skills.

Learner Outcomes:

Upon completion of the course, the student will:

- Utilize the elements and principles of design to solve visual communication problems
- Create solutions to design and communication problems through critical examination of the purpose and aesthetics involved, selecting and utilizing a variety of subject matters and symbols to express ideas in visual form
- Describe the history of graphic design and its key artists
- Utilize computer graphic applications, scanning techniques, and understand proofing and printing procedures in the creation of visual communications
- Utilize industry terminology related to graphic design software and production

Unit Outcomes for Criterion Based Evaluation:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

UNIT 1: The Graphic Design Process

Outcomes: Upon completion of this unit, the students will be able to define graphic design/visual

communication and outline the steps of the graphic design process

- Define graphic design/visual communication
- Define the formal elements and principles of design
- Identify the steps in the graphic design process

UNIT 2: The History of Graphic Design

Outcomes: Upon completion of this unit, the students will be able to describe the history of graphic design and its key artists

- Identify key moments in the history of graphic design
- Research famous graphic designers and present findings to the class
- Create a posted in the style of a famous graphic designer

UNIT 3: Practical Graphic Design Projects

Outcomes: Upon completion of this unit, the students will be able to create compelling visual solutions to real-world visual communication problems

- Identify a visual communication problem presented by a client
- Research visual communication problems, businesses, and potential solutions
- Brainstorm solutions based on research
- Create sketches that outline potential solutions
- Participate in critiques to improve a design
- Create mockups and comprehensive designs that further refine visual solutions
- Create a final finished design and present it to the class
- Utilize industry terminology to explain one's visual solutions and implementation

Projects Required:

The course will include a range of projects that outline potential real-world visual communications tasks both physical and digital. For an updated description of these projects, refer to the course syllabus.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

- A sketchbook and drawing implements, including pencils, black pens, markers, colored pencils, etc.
- Hand-building tools, which may include: rulers, T-squares, an x-acto knife, utility knife, spray adhesive, different forms of glue, needles, thread, etc.
- Addition materials for projects depending on one's approach to solve the visual problem

A specific list of supplies can be found in the course syllabus.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

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