# Auburn University Proposal Form for Addition and Revision of Courses

**1. Proposing College / School:** College of Architecture, Design and Construction  
**Department:** Department of Industrial and Graphic Design

**2. Course Prefix and Number:** GDES 4991  
**Effective Term:** Fall 2012

**4. Course Title:** Research, Writing and Presentation  
**Abbreviated Title:**

**5. Requested Action:**  
- [ ] Renumber a Course  
- [X] Add a Course  
- [ ] Revise a Course  

**6. Course Credit:**  
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>1 direct study</td>
<td>weekly</td>
<td>1</td>
<td>30</td>
</tr>
</tbody>
</table>

Total Credit Hours: 1

**7. Grading Type:**  
- [X] Regular (ABCDF)  
- [ ] Satisfactory/Unsatisfactory (S/U)  
- [ ] Audit

**8. Prerequisites/Corequisites:**  
P: GDES 4250. C: GDES 4990.

**9. Restrictions:** List specific restriction in space above.  
- [ ] College  
- [ ] Major  
- [ ] Standing  
- [ ] Degree

**10. Course Description:**  
Taken concurrently with GDES 4990. Addresses research, writing and presentation requirement associated with the student’s terminal studio project.

**11. May Count Either:**  
- [ ] Program Type  
- [ ] Program Title  
- [ ] Requirement or Elective?  

**12. Affected Program(s):**  
<table>
<thead>
<tr>
<th>Program Type (e.g.: minor, major, etc.)</th>
<th>Program Title (e.g.: MS in Chemistry, Performance Option, Minor in Art)</th>
<th>Requirement or Elective? (required or optional?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BFA</td>
<td>GDES</td>
<td>Requirement</td>
</tr>
</tbody>
</table>

**13. Overlapping or Duplication of Other Units’ Offerings:**  
(If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)  
- [ ] Applicable  
- [ ] Not Applicable
14. Justification:

This course is needed to address increased university expectations for written and oral competence across all majors. Curricular revisions at the foundation level require this change to satisfy the NASAD accreditation expectation for percentage of studio credit hours in graphic design. (Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

N/A

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

Learning outcomes
- conduct research relevant to the individual’s project ideas for use in developing the project proposal
- organize and present research as a written design brief to be submitted with project proposal letter
- develop and write proposal letter in response to research and project goals
- develop and execute effective oral presentation of work for midterm and final reviews
- develop and execute effective visual presentation of work for midterm and final reviews

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Sample Outline / Dates will vary

Time line for Fall 2012

Week 1  Development of research brief. (first seven class days) This brief is intended to be a designed publication of your research for the proposed project. It will consist of writings, examples of print work, descriptions of like products or services, ideas about creative direction, color and paper swatches, complete text copy for any book or brochure, examples of imagery (photo and/or illustration), demographic profiles of target audience (who they are, interests, type of job, income level, what they drive, how they spend their leisure time, reading material) etc.

If your subject is a service, who is the competition, how do they present themselves, how will you differentiate yourself from the established competition? If your subject is a product, what is the identity of the competition, how do they present themselves, how will you differentiate yourself from the established competition?

This brief is a record all relevant research by the student and should be used as a reference tool in order to present your proposed project to your committee. Begin your research prior to the start of the semester. Your proposal letter will follow based on your research. A draft of your design brief is due Thursday, August 16, 2012.

Week 1 and 2  Development of proposal letters (ideas and research should be started before fall semester begins) The proposal letter is a formal written statement of project objectives that includes signed approval by the senior project committee. The written statement will become a part of the student’s file in the departmental office and will include the following points:
- the purpose and objectives of the project
- the exact amount of work that you propose to complete
- rationalization of concepts and method(s) to be used in execution and production of each individual piece

Any major change in project objectives must be submitted to and approved by the faculty committee no later than 10 days after proposals are approved. Minor changes made to your proposal may be made only with
committee approval and only until mid-semester review. Proposal letters should be developed along with and in response to your research. A draft of your proposal is due Thursday, August 16, 2012. Submit design briefs and proposal letters for committee approval by Monday, August 27, 2008.

How does this work? You will submit proposals letters along with a copy of your research brief to each of your committee members. Each member will mark the letter with recommended changes. You should rework the proposal by making necessary changes and then resubmitting the proposal to each committee member until a final copy has been approved by all members. Then take one letter to be signed by all faculty on your committee. You will bring the letter signed by your committee members to the Chair of the committee last.

Week 2. Submit final letters with faculty approval signatures by Tuesday, September 4, 2012.
Weeks 3-6 Required meetings. Meetings with your faculty follow the schedule below:
08/16–08/24: Discuss draft of design brief and proposal letter. Bring printed drafts of both your brief and proposal to this meeting. Issues will be identified, discussed and recommendations for corrections made. You may be asked to schedule another meeting prior to submitting materials to your committee.
09/04–09/19: Review progress of proposed project. Bring materials necessary to critique your project. All drafts should be in printed form unless the component is being designed for screen. You must schedule a minimum of two meetings with your faculty prior to the mid-semester review.
09/20–09/26: Discuss plans for visual and oral presentation. Bring a printed draft of your oral presentation and ideas for the visual presentation of your work. Issues will be identified, discussed and recommendations for corrections made. You may be asked to schedule another meeting prior to the midterm review.

Week 7 Mid-semester presentation Thursday, September 27, 2012. Each student will be asked to make a verbal and visual presentation of their work. Materials should be printed unless your project component is for web or interactive media.
Weeks 8-11 10/1–11/07: Review progress of proposed project. Bring materials necessary to critique your project. All drafts should be in printed form unless the component is being designed for screen. You must schedule a minimum of two meetings with your faculty prior to the final review.
11/11/08–11/14: Discuss plans for visual and oral presentation. Bring a printed draft of your oral presentation and ideas for the visual presentation of your work. Issues will be identified, discussed and recommendations for corrections made. You may be asked to schedule another meeting prior to the final review.
You may meet with your faculty more than the required meetings. Failure to meet with your faculty may contribute to a failing grade. Faculty will document each individual visit you make with them and the quality of each meeting. This in turn is used as a factor to determine your final semester grade.
Weeks 13-15 Final presentation Thursday, November 15, 2012. Each student will be asked to make a verbal and visual presentation of their work to the faculty showing their final project. Materials should be printed unless your project component is for web or interactive media.

(Provide a comprehensive, week-by-week breakdown of course content including assignment due dates)

18. Assignments / Projects: Determined by student in conjunction with faculty. See above.

(List all quizzes, projects, reports, activities and other components of the course grade including a brief description of each assignment that clarifies its contribution to the course's learning objectives)
19. Rubric and Grading Scale:

Basic Criteria for Evaluation
Research and Writing
The student will demonstrate ability to gather and synthesize materials that answer the given research questions relevant to his or her project. The student will present research in the forms of design brief and project proposal that demonstrate clear, informed written communication of subject, audience, purpose and concept behind the project and each of its components:
• organization
• language
• design
• supporting material
• central message

Oral Presentation
The student will demonstrate clear, informed verbal communication of subject, audience, purpose and concept behind the visual aesthetic of the project and each of its components:
• organization
• language
• delivery
• supporting material
• central message

Visual Presentation
The student will demonstrate an understanding of the audience for and purpose of his or her presentation and of the physical and aesthetic nature of his or her specific project:
• organization
• materials and composition
• craftsmanship

Meetings with Faculty
The student will demonstrate a responsible and professional attitude, initiative and self-motivation:
• on time and prepared for a productive discussion
• accepts of constructive criticisms
• exhibits progress toward fulfilling the requirements and objectives set forth in the project proposal

GRADING
The final grade will be determined by an average of the following components:
• written research brief: 20%
• written proposal letter: 20%
• final oral presentation of senior project work: 20%
• final visual presentation of senior project work: 20%
• completion of required meetings with faculty: 20%

Grading scale
A* consistently superior work in all respects including concept, design, typography, craft, and interaction with peers and committee members.
B above average work — based on the above criteria.
C average work — based on the above criteria.
D below average work — based on the above criteria.
F inadequate progress/work — based on the above criteria as well as failure in timeliness and preparation at mid-semester and final reviews.
FA failure due to flagrant disregard for any or one of these responsibilities: regular attendance, regular meetings with committee members, and timely presentation(s).
* Persons with extraordinary accomplishment may be considered for a special grade of “A commended”.
Grading Scale:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 and below

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1286 Haley Center, 844-2096 (V/TT).
GDES 4991: Fall 2012 1 credit hour
Professor Lawrie: office 218 • hours by appointment
Research, Writing and Presentation
class meeting: TBA: see attached schedule
office hours: TBA
email: lawrisa@auburn.edu
prerequisites: GDES 4240 & 4250 or 4640 & 4650
Open to GDES majors only.
Must be taken concurrently with GDES 4990 and in
the student’s final semester.

COURSE DESCRIPTION
This is one of the final required courses for the BFA in Graphic Design. GDES 4991 is taken concurrently with GDES 4990 Senior Project. This course addresses research, writing and presentation requirements associated with the Senior Project studio.
Directed discussions between student and faculty will determine the student’s research direction and result in a written research brief and project proposal. The research brief and project proposal will be submitted to the student’s senior project committee for final approval. Directed discussions will also be held to develop the student’s oral and visual presentation for both the midterm and final reviews. The objective is for students to work both independently and cooperatively with both the committee and their classmates, concentrating on completing a cohesive body of work for the semester.

LEARNING OUTCOMES
• conduct research relevant to the individual’s project ideas for use in developing the project proposal
• organize and present research as a written design brief to be submitted with project proposal letter
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ATTENDANCE
Students are expected to meet with their assigned faculty according to the schedule provided below. Failure to meet with the faculty member and / or arriving unprepared for a productive meeting may contribute to a failing grade.

SPECIAL ACCOMMODATION
Students with disabilities must formally register with the disabilities program office at 1244 Haley Center to receive classroom accommodations. Required forms describing necessary accommodations should be delivered to and discussed with me as soon as possible.

ACADEMIC HONESTY
Any student engaged in the appropriation (and misappropriation — i.e. not crediting the original writer/artist) of a visual art or the writing of others is subject to all of the regulations concerning Academic Honesty found in the Student Policy eHandbook handbook.

BASIC CRITERIA FOR EVALUATION
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**Weeks 12-15 Final presentation Thursday, November 15, 2012.** Each student will be asked to make a verbal and visual presentation of their work to the faculty showing their final project. Materials should be printed unless your project component is for web or interactive media.