

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|---|---|
| <input type="checkbox"/> Closing of Degree | <input type="checkbox"/> Change in Degree or Certificate |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree: Adding Concentration |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Degree: Deleting Concentration |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Prerequisite, Corequisite, and/or Pre/Co-requisite |
| <input type="checkbox"/> New Course | <input type="checkbox"/> Change in Course Designation |
| <input type="checkbox"/> New 82 Course (Pilot Course) | <input type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> Deletion of Course(s) | <input type="checkbox"/> Change in Course Title, Number, Credits and/or Hours |
| | <input type="checkbox"/> Change in Academic Policy |
| | <input type="checkbox"/> Pathways Submission: |
| | <input type="checkbox"/> Life and Physical Science |
| | <input type="checkbox"/> Math and Quantitative Reasoning |
| | <input type="checkbox"/> A. World Cultures and Global Issues |
| | <input type="checkbox"/> B. U.S. Experience in its Diversity |
| | <input type="checkbox"/> C. Creative Expression |
| | <input type="checkbox"/> D. Individual and Society |
| | <input type="checkbox"/> E. Scientific World |
- Change in Program Learning Outcomes
- Other (please describe): _____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: _____ Signature, Committee Chairperson: _____

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: _____

Purpose and Goals:

Launched in January 2017, CUNY TechWorks is a U.S. Department of Labor funded initiative of CUNY's Office of Continuing Education and Workforce Programs. Its mission is to connect underrepresented and low-income New Yorkers to the growing number of opportunities in New York City's thriving tech sector. In collaboration with NYC's tech employers and CUNY, Kingsborough's CUNY Techworks has created an in-demand, labor market responsive User Experience (UX) Design program, which is comprised of four courses: Human Centered Design (ART 2500), UX Visual Design (ART 2600), Coding for Designers (ART 2700), and Digital Publication (ART 7300). The program prepares participants to successfully transition into jobs by ensuring that the courses teach applied skills and are taught by instructors working in the industry. Integrated into curriculum will be topics and information needed for resumes and UX portfolio. Once students complete the program they will be referred to the career services department on campus.

Kingsborough's mission is to offer innovative programs that prepare graduates for transfer and the workforce. UX Designers are hired across industries—in fact, Kingsborough's CUNY Techworks partners included financial institutions, retail and food service businesses, online merchants, nonprofits and technology companies, among others. As a human-centered profession that requires subjective research and face-to-face communication, UX research and design is not likely to be affected by automation, and labor data supports this assertion. Tech Sector panelists at CUNY's Career Innovation Summit, held in November of 2019, at the CUNY Graduate Center agreed that UX skills will be important “forever more” as companies strive to continuously improve their users' online and in-person experiences, making products more accessible and getting them in front of the right audiences.

As more people access the internet through their smartphones and tablets, there is a growing demand for designers to optimize the mobile experience. This shift toward mobile devices has huge implications for the future of web development and design. A touch screen experience is different from a point-and-click one and the same can be said for browsing the internet at varying screen sizes.

CUNY Techworks has continuously attracted a high volume of qualified applicants since the launch of the program (see Student Interest/Enrollment in section 3). The program has significantly decreased advertising because word has spread throughout NYC about the program and a waiting list of 100+ applicants precedes each cohort. Students enrolled at Kingsborough have applied for every cohort, however, due to competing academic schedules, these students are generally not accepted due to their full course loads. Kingsborough graduates are encouraged to apply, however, upon completion of the funding period (12/31/2020) CUNY Techworks will not exist to offer these courses to Kingsborough students, graduates, or the general public. Adopting these courses as a concentration within the A.S. in Graphic Design and Illustration would offer current students marketable and applicable skills towards a career in User Experience (UX) Design, complementing the education and preparation they have received during their time at Kingsborough as well as attracting new students to the degree program.

There are three intersections that connect Graphic Design and Interaction Design (User Experience): (1) emotional design, (2) creative thinking, and (3) prototyping. According to the Interaction Design foundation, “Graphic design is about emotional communication through typography, color and images while UX design is also concerned with shaping the emotions of the user, although it tends to take a broader, big picture view of the entire user’s experience with the product.”¹ Both graphic designers and interaction designers use creative thinking while designing a product. Graphic designers create visuals to communicate effectively to their audience and in the same way “UX designers have to create products that solve users’ problems—and sometimes, conventional solutions aren’t always the best or most appropriate ones.”² Lastly, both graphic designers and interaction designers create mockups and wireframes when submitting their designs. Graphic designers focus on the “look” while interaction designers focus on the “feel” of the design. Asking questions like “Is the prototype useful? Is it usable? Is it desirable?”³ Both focuses of “look” and “feel” are needed in this increasing digital age.

¹ <https://www.interaction-design.org/literature/article/how-to-change-your-career-from-graphic-design-to-ux-design>

² <https://www.interaction-design.org/literature/article/how-to-change-your-career-from-graphic-design-to-ux-design>

³ <https://www.interaction-design.org/literature/article/how-to-change-your-career-from-graphic-design-to-ux-design>

Need and Justification:

Since its inception, CUNY TechWorks at Kingsborough has worked closely with the A.S. in Graphic Design and Illustration program. Students from the Graphic Design and Illustration program who have participated in CUNY TechWorks believe the courses were a bonus to their graphic art education. Grant funding to offer CUNY Techworks’ User Experience (UX) Design is only available through December 2020. Once funding ends, an optimal way to bridge student interest and foster marketable and applicable skills within the field is to develop a concentration that includes these courses within the Graphic Design and Illustration program at Kingsborough Community College. A similar model can be found at Austin Community College’s (ACC) Visual Communication Program. ACC is the first and only community college in the country to offer a career in the creative fields that combines graphic arts and interaction design (UX) for their students to receive an Associate of Applied Science (A.A.S.)⁴ At this time, CUNY Techworks’ User Experience Design program is the **only** of its kind in New York City offered at a Community College.

Competitor Information:

Below lists information from competitor companies and institutions.

<u>Company/Institution</u>	<u>Course</u>	<u>Hours/Duration</u>	<u>Price</u>
Noble Desktop	Visual Design	90 hours	\$3800
	UX/UI Design	60 hours	\$2495
	UX Design Bootcamp	30 hours	\$1495
	Visual Design Bootcamp	18 hours	\$975
	Photoshop for Web Design & UI	12 hours	\$650
			Total: \$9,415

⁴ <https://sites.austincc.edu/viscom/our-program/#associateDegreesUXUserExperience>

General Assembly	User Experience Design Immersive	10 weeks (7 hours)	\$14,950
	Part-time User Experience Design	10 weeks (3 hours)	\$3,950
Flatiron School	UX/UI Design	24 weeks	\$17,000
Pratt University	PMCG-800 Certificate Course in UX/UI Mobile Design	23 SESSIONS 6.9 CEU's	\$3,500
	Or PMCG-801 Introduction to UX/UI Mobile Design	2 SESSIONS 6 CEU's	\$500
	PMCG-802 Visual Artifacts in User Experience	8 SESSIONS 2.4 CEU's	\$1325
	PMCG-803 User Experience Design Research	5 SESSIONS 1.5 CEU's	\$1000
	PMCG-804 User Interface Visual Design and Prototyping	8 SESSIONS 2.4 CEU's	\$1325
FIT (Center for Continuing and Professional Studies)	UX Design Certificate Program	8 Week	\$2,700

Career Path

UX Design is a multi-disciplinary approach to user/consumer engagement by using psychology, human-centered design, and visual design to enhance how a person responds to a product, whether it is a website, mobile application, wearable technology or print material. Companies, whether they make a tangible product or deliver a service, often put the bulk of attention on their product and less on their customers. UX Design, still a relatively new concept, has been

changing engagement practices by focusing more on the customer experience—what they see, how it makes them feel, and how they respond to it. This gradual change has led companies to add UX Designer titles to their employee roster or similar titles with UX-specific skill sets, and labor market data shows the effect these changes are having across industries.

Entry-level, medium-wage jobs are hard to obtain, especially for job seekers with limited experience. The Living Wage Calculator*, a tool developed by an Economist and the Massachusetts Institute of Technology reports that in Brooklyn, the hourly living wage of a single person without dependents is \$17.46 (roughly \$37k, annually), a dual-income family of 4 is \$22.15 (\$46k, annually), and a single working adult in a family of 4 is \$30.85 (\$57k, annually). Upon entering the workforce, new workers can earn jobs that match or exceed these salaries—Graphic Designers with under 2 years of experience can earn median salaries of \$49k, and for Web Designers that amount is \$56k; Social Media and Marketing Strategists can start earning \$47k and \$68k, respectively.

Job Title	Job Postings	Growth Projections	Median Salary
UI/UX Designer**	5,151	19.6%	\$90k
Graphic Designer**	4,265	7.7%	\$54k
Web Designer**	579	19.6%	\$65k
Software Developer**	48,383	16.7%	\$94k
Search Marketing Strategist***	1,447	10.6%	\$68k
Social Media Strategist**	2,930	26.4%	\$50k

*<https://livingwage.mit.edu/counties/36061>

**via Burning Glass Technologies

***onetonline.org

According to payscale.com “A Graphic Designer earns an average salary of **\$42,078 per year.**”⁵ For a User Experience Designer they “earn an average salary of **\$73,800 per year,**”⁶ which is a **42.9%** increase in salary. The need for UX designers with a graphic arts skill set are only going to rise. New York City is becoming a rising tech hub with the startup scene being called Silicon Alley⁷. Labor analysts predict that between 2012 and 2022, web developer jobs will grow by 34% to 8.2K jobs – nearly three times the citywide average of 13% over the same period. This includes web designers, although the distribution of job creation for developers and designers is less clear

New York City Labor Market for Graphic Designers

Job Title	Median Wage
Graphic Designer	41,050
Graphic Design Intern	26,000
Designer	68,640
Product Designer	128,960

Openings by Location

Location	Median Wage
New York, New York	45,700
Brooklyn, NY	43,500
New York, NY 10036	40,600
New York, NY 10001 (Chelsea Area)	31,650

⁵ https://www.payscale.com/research/US/Job=Graphic_Designer/Salary

⁶ https://www.payscale.com/research/US/Job=UX_Designer/Salary

⁷ https://www.huffingtonpost.com/entry/five-things-to-know-about-silicon-alley_us_5a287351e4b006a26fb3cff0

Opening by Employers

Employer Name	Total Ads
Creative Circle, LLC	140
Creative Circle	60
Aquent	29
Onward Search	29
JBCCONNECT	12
Solomon Page	10
Estee Lauder Companies	10

Openings by Hard Skills

Skill Name
Graphic Design
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Microsoft Powerpoint
Microsoft Office
CSS
Marketing
HTML
Apple Keynote

New York City Labor Market for Designers and Coders

Job Title	Median Wage
Web Developer	114,400
Full Stack Developer	126,300
UX Designer	93,00
Full Stack Engineer	145,600
UX/UI Designer	102,100
Java Full Stack Developer	110,240

Openings by Location

Location	Median Wage
New York, New York	114,440
New York, NY 10001	150,800
New York, NY 10017	145,600
New York, NY 10036	156,600

Opening by Employers

Employer Name	Total Ads
Open System Technologies	62
Cyber Coders	59
Workbridge	56
Jobspring Partners	47
Creative Circle, LLC	44
Google	19
Bloomberg	19

Openings by Hard Skills

Skill Name
HTML
Photoshop
Search Engine Optimization
Salesforce
Javascript
Wordpress
Secure Sockets Layer

Student Interest/Enrollment:

Since 2018, interest in the CUNY TechWorks program has continuously grown. To date, 617 people have registered for Information Sessions, 302 have gone through the rigorous application process (completing application, taking TABE tests, followed by one-on-one interviews), and 155 have been enrolled into a cohort.

Recruitment	Overall
Total Participants RSVP on Eventbrite	617
Total Participants Served* (A student attending an info-session, filled out an application, and took a TABE exam)	302
Total Participants Enrolled in Education/Training Activities (A student who has been chosen by the program)	155

CUNY TechWorks recruitment efforts have included: Advertising in Continuing Ed Catalogues, providing 2-hour info-sessions at partnering institutions such as Brooklyn Public Library, City

Tech, and at Kingsborough Community College. We also have partnered with the Department of Education's CTE Media and Art High School consortium for outreach. A CUNY Techworks faculty member is the chair of that consortium and could start the articulation agreements with high schools.

Out data for CUNY TechWorks program participants is as follows:

Average Age is 29

Attained a Bachelor's degree - 79 (44%)

Attained a degree beyond a Bachelor's degree - 28 (16%)

Attained a high school equivalency such as a GED - 3 (2%)

Attained a post-secondary technical or vocational certificate (non-degree) - 3 (2%)

Attained an Associate's degree - 17 (10 %)

Attained high school diploma - 8 (5%)

Completed one or more years of education after high school - 36 (20%)

Additional information of who the program has primarily attracted includes the following:

Visual Design: We define a student who has a Visual Design Background as an individual that has worked with any VD software or having graphic design knowledge. This can be formal or informal learning.

Coding: We define a student who has a coding background as an individual that has worked with any coding language such HTML, CSS, Javascript or backend language like python.

Career Changer: We define a student who is a Career Changer as an individual that wants to break into the tech field via UX design. These students may have AA/BA in other fields. These students may not have a degree at all and have extensive works experience.

Using the data gathered through CUNY TechWorks, we believe the new concentration can certainly be marketed to those students who have attained a high school equivalency such as a GED (2%), attained a post-secondary technical or vocational certificate (non-degree) (2%),

attained an Associate's degree (10 %), attained high school diploma (5%), and have completed one or more years of education after high school (20%) – this totals 39% of the CUNY TechWorks demographic and we can continue outreach and recruitment on a larger scale – through Enrollment Management efforts - as this would now be offered within the degree program. Additionally, we would continue our partnership with the Department of Education's CTE Media and Art High School consortium for outreach and will construct Memorandums of Understanding (MOU's) with these High Schools to assist in easy transition for pursuit of the A.S. in Graphic Design and Illustration. Based on the above demographics recruitment efforts can also focus on the career changers, who may be interested in pursuit of the degree program – potential outreach could include potential graphic design or tech expos and publications.

Curriculum:

The Art Department's Graphic Design and Illustration program proposes a new concentration in UX Design (User Experience Design). This concentration builds on the learning students have acquired through the existing Graphic Design and Illustration program courses (see below for course descriptions). The core graphic design course requirements lay the foundation for the knowledge and skill sets the students will gain through this new concentration. They will then learn the process for visualizing and designing digital interfaces in addition to print design. The addition of the UX Design concentration with Art 7300 Digital Publication, and the inclusion of three new courses, Art 2500 Human Centered Design, Art 2600 UX Visual Design, and Art 2700 Coding for Designers, will elevate the students' abilities enabling them to conceive, design and develop websites and apps. Below are the Program Learning Outcomes for the A.S. in Graphic Design and Illustration as well as courses and descriptions of the Major Requirements for the program.

Program Learning Outcomes:

Upon successful completion of the Graphic Design and Illustration degree program requirements, graduates will:

1. identify the array of career paths available to this and related industries (**Overview**)
2. be able to conceive a visual solution to a communications problem (**Concept**)

3. discern between a resolved, well-designed, illustrated, etc., piece from a poorly designed one (**Aesthetics**)
4. be able to employ a skill set to transition from an idea into print or digital media (**Execution**)
5. create effective visual communications that are responsive to the needs of clients and their target audiences (**Commercial Applications**)
6. create and maintain a professionally presented body of work (**Portfolio**)
7. be able to critique work using an informed visual vocabulary (**Presentation**)

CUNY Common Core:

CUNY CORE	CREDITS
REQUIRED CORE: (4 Courses, 12 Credits)	12
When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.	
ENG 1200 - English Composition I	3
ENG 2400 - English Composition II	3
± Mathematical and Quantitative Reasoning	3
± Life and Physical Sciences±	3
FLEXIBLE CORE:	18
When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major. One (1) course from each Group A to E and one (1) additional course from any group. No more than two courses in the same discipline.	
A. World Cultures & Global Issues	
<i>Suggested: ART 3300 - Survey of Art History: From Ancient to Renaissance Art</i>	
<i>Suggested: ART 3400 - Survey of Art History: From Renaissance to 19th Century Art</i>	
B. U.S. Experience In Its Diversity	
C. Creative Expression	
<i>Suggested: ART 3500 - Nineteenth-Century Art</i>	
<i>Suggested: ART 3600 - Twentieth-Century Art</i>	
D. Individual & Society	
± E. Scientific World	
± Plus another course selected from any Group A – E	

The Current A.S. in Graphic Design and Illustration program requirements include the following:

DEGREE REQUIREMENTS (6 Courses, 18 Credits)	18
ART 5500 – Design Foundations	3
ART 6800 - Illustration	3
ART 7400 - Typography	3
ART 4300 – Digital Illustration	3
ART 4600 – Photoshop as a Design Tool	3
ART 7500 – Graphic Design and Advertising	3

Art 5500 Design Foundations

Supplies the groundwork necessary to all studio courses as the principles of design are introduced. Using basic materials and techniques, the study of line, value, color, shape, and texture in two-dimensional composition, is included.

Art 6800 Illustration

A studio course for the development of basic illustration concepts and skills including drawing, painting and using various media. Students will develop illustration techniques appropriate to the field of visual communication and the development of a portfolio.

Art 7400 Typography,

This studio course introduces the fundamentals of typography as a design discipline and its practical applications. Students will learn the principles and terminology of type and how to design with it to communicate effectively.

Art 4300 Digital Illustration,

Introduction to the computer program Adobe Illustrator and its use as a tool to create and manipulate illustrations and graphic designs for the development of portfolios.

Art 4600 Photoshop as a Design Tool,

Introduction to core features and functions of this photo-based image editing program. Students will manipulate, re-touch, apply effects, import and scan images, perform color and tonal corrections and use illustration and paint techniques. This design and illustration tool will be used in the development of portfolio work.

Art 7500 Graphic Design and Advertising,

In this studio course, students will explore an array of graphic design and advertising assignments with an emphasis on concept development and creative visual problem-solving and will create professional quality portfolio work.

Proposed Courses for the UX (User Experience) Design Concentration

UX (User Experience) DESIGN (4 Courses, 12 Credits)	12
ART 7300 – Digital Publication Design	3
ART 2500 – Human Centered Design	3
ART 2600 – UX Visual Design	3
ART 2700 – Coding for Designers	3

Art 7300 Digital Publication,

Introduction to the computer program Adobe InDesign and its use as a page layout tool for designing print and digital publications including magazines, books, brochures, and more.

Art 2500 Human Centered Design,

This course introduces students to the user experience process of Human-Centered Design for designing and solving business problems. By the end of the course, students will have an understanding of the process that drives UX thinking and fosters skills for collaboration and problem-solving.

Art 2600 UX Visual Design,

This course will immerse students in the practice of UX and Visual Design for Digital Interfaces. Students will learn the process for visualizing and designing apps for all platforms. The process includes planning, design thinking, visual design, and interaction design. Emphasis will be placed on learning the UX process, design principles, aesthetics, web and mobile design concepts, color, typography, visual communication, design elements and patterns, and design process from concept to completion.

Art 2700 Coding for Designers

This will be a hands-on course in which students will create coded prototypes with an interactive and responsive interface. In doing so, students will learn and apply technical skills such as HTML/CSS, jQuery, PHP, and a CMS such as WordPress, as well as incorporate Interaction Design and UX Design theories.

Concentration Learning Outcomes (CLO's) and Assessment

The Concentration Learning Outcomes for the UX design concentration are:

1. Students will use design thinking methodology and apply it to digital interfaces.
2. Students will use the technical and visual skill sets necessary to develop digital interfaces.

The measurable /observable learning outcomes specific to this concentration will be the students' ability to produce a professionally created website or app.

Upon completion of the concentration, students will be able to develop websites and apps.

Note: Curricular maps in appendix

Articulation:

We are currently in discussion with New York City College of Technology (CUNY) and their Communication Design Department. Upon initial review of the three new courses, they appear to have potential equivalencies within the Communication Design (COMD) program.

Cost Assessment:

A. Faculty:

This concentration would require hiring a new, full time professor. Current faculty have full loads and do not have the expertise required to teach these courses. The full-time faculty member who would teach the proposed courses would be a professional web and app developer with a minimum of five years professional experience. This person would be knowledgeable in all aspects of digital interaction design from conceptualizing to visual design to prototyping to testing and front-end development. They would possess a minimum of two years teaching experience. An educational degree of an MFA or equivalent would be required. The offered position would be that of an Assistant Professor. Recent salaries for an Assistant Professor have been in the range of **\$59,000-\$72,000**/year, so we would expect a similar salary for the UX Assistant Professor.

The Program Director for the Graphic Design and Illustration program will serve in the same capacity for this new concentration as they do for the other concentrations. These responsibilities include serving as a mentor to new faculty, overseeing class scheduling and assessment. The College Laboratory Technician will also serve in the same capacity for this new concentration.

B. Facilities and Equipment:

The existing facilities and equipment are adequate for teaching this concentration. An office space for the faculty member would need to be identified and provided as our department has no available space.

In our efforts to strive for equity and to provide each student with the appropriate resources and supports to foster success we would request 25 Mac laptops equipped with the relevant software (25 licenses for Adobe Creative Cloud and Figma, a free cloud-based UX software) to support student's ability to practice what they learned in class and complete assignments at home. The portability of the laptops would allow students to have access to the technology off-campus, in order to practice and complete additional work outside of class time. These laptops will be beneficial not just for those students in the UX concentration, but for all students in the Graphic Design and Illustration A.S. program. The laptop loan program greatly benefits all students in the program, which had 224 enrolled students as of Fall 2019.

Item	Item	Cost per unit	Total
Mac Laptops x 25	Laptop	\$1599+tax	\$41,000
Adobe XD	Software	Already have	Already have
Figma	Software	\$ 0	\$ 0

It would also be beneficial to set aside around \$2,000 in anticipation of new UX software that may come along in the future. While not guaranteed, the Perkins grant may be a good source for such funding as it aligns with their mission. Previously, the Graphic Design and Illustration program has utilized Perkins grants for drawing tablets, laptops, and student digital portfolio guidance.

Total Estimated Cost:

Item	Item	Cost per unit	Total
Mac Laptops x 25	Laptop	\$1599+tax	\$41,000
Faculty (one)	Instructor	\$59,000-\$72,000/per year	\$59,000-\$72,000
Budget for new UX Software	Software	\$2,000	\$2,000
			TOTAL: \$102, 000 – 115,000

Evaluation:

Evaluation of this new concentration will be consistent with evaluations of the current program and concentrations. Both Program Learning Outcomes and Concentration Learning Outcomes will continue to be assessed regularly each semester in the same manner as we have been practicing. One outcome is selected prior to the beginning of the semester and communicated to all faculty members in our program. At the end of the semester each instructor evaluates their student's work based on a rubric established by the group. Typically the project assessed is the last project of the semester so the entire semester's learning can be evaluated. Projects are rated on a scale of 1 to 4 with a rating of 3 and 4 considered "meeting the standard". The data is tallied and a percentage is established for each rubric question indicating the percentage of the class who met the standard in that particular area. The data is then collected by the Program Director and organized into a spreadsheet showing the results of each course in the program. The information is shared during a faculty meeting before or around the beginning of the following semester. We review the data and discuss the findings. We also use this meeting to discuss other issues of relevance. The Program Director then completes a document called "Assessment of Course Embedded Outcomes" which summarizes the findings and our plans for addressing changes we identified as necessary.

New faculty will be mentored by the Program Director with assistance from all full time faculty members and support staff. A formal peer review will be conducted each semester.

Add/Delete/Change	A.S. GRAPHIC DESIGN AND ILLUSTRATION	
	HEGIS code: 5012.00	
	Program code: 21309	
	CUNY CORE	CREDITS
	REQUIRED CORE: (4 Courses, 12 Credits)	12
	When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.	
	ENG 1200 - English Composition I	3
	ENG 2400 - English Composition II	3
	± Mathematical and Quantitative Reasoning	3
	± Life and Physical Sciences±	3
	FLEXIBLE CORE:	18
	When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major. One (1) course from each Group A to E and one (1) additional course from any group. No more than two courses in the same discipline.	
	A. World Cultures & Global Issues	
	<i>Suggested: ART 3300 - Survey of Art History: From Ancient to Renaissance Art</i>	
	<i>Suggested: ART 3400 - Survey of Art History: From Renaissance to 19th Century Art</i>	
	B. U.S. Experience In Its Diversity	
	C. Creative Expression	
	<i>Suggested: ART 3500 - Nineteenth-Century Art</i>	
	<i>Suggested: ART 3600 - Twentieth-Century Art</i>	
	D. Individual & Society	
	± E. Scientific World	
	± Plus another course selected from any Group A – E	
CHANGE	DEGREE REQUIREMENTS (7 6 Courses, 21 18 Credits)	21-18
	ART 5500 - Design Foundations	3
DELETE	ART 5700 - Drawing I	3
CHANGE	ART 6800 - Illustration	3
	ART 7400 - Typography	3
	ART 4300 - Digital Illustration	3
	ART 4600 - Photoshop as a Design Tool	3
CHANGE	ART 7500 - Graphic Design and Advertising	3
	Select one (1) of the following concentrations:	
CHANGE	GRAPHIC DESIGN AND ILLUSTRATION: (3 4 Courses, 9- 12 Credits)	9-12
ADD	ART 5700 - DRAWING I	3
	ART 6900 - Illustration Style	3
	ART 7300 - Digital Publication Design	3
	Art Elective	3

Add/Delete/Change	A.S. GRAPHIC DESIGN AND ILLUSTRATION	
	HEGIS code: 5012.00	
	Program code: 21309	
	CUNY CORE	CREDITS
	REQUIRED CORE: (4 Courses, 12 Credits)	12
	When Required Core courses are specified for a category, they are strongly suggested and/or required for the major.	
	ENG 1200 - English Composition I	3
	ENG 2400 - English Composition II	3
	± Mathematical and Quantitative Reasoning	3
	± Life and Physical Sciences±	3
	FLEXIBLE CORE:	18
	When Flexible Core courses are specified for a category, they are strongly suggested and/or required for the major. One (1) course from each Group A to E and one (1) additional course from any group. No more than two courses in the same discipline.	
	A. World Cultures & Global Issues	
	<i>Suggested: ART 3300 - Survey of Art History: From Ancient to Renaissance Art</i>	
	<i>Suggested: ART 3400 - Survey of Art History: From Renaissance to 19th Century Art</i>	
	B. U.S. Experience In Its Diversity	
	C. Creative Expression	
	<i>Suggested: ART 3500 - Nineteenth-Century Art</i>	
	<i>Suggested: ART 3600 - Twentieth-Century Art</i>	
	D. Individual & Society	
	± E. Scientific World	
	± Plus another course selected from any Group A – E	
	DEGREE REQUIREMENTS (6 Courses, 18 Credits)	18
	ART 5500 - Design Foundations	3
	ART 6800 - Illustration	3
	ART 7400 - Typography	3
	ART 4300 - Digital Illustration	3
	ART 4600 - Photoshop as a Design Tool	3
	ART 7500 - Graphic Design and Advertising	3
	Select one (1) of the following concentrations:	
	GRAPHIC DESIGN AND ILLUSTRATION: (4 Courses, 12 Credits)	12
	ART 5700 - DRAWING I	3
	ART 6900 - Illustration Style	3
	ART 7300 - Digital Publication Design	3
	Art Elective	3

Table A: Undergraduate Program Schedule

- Indicate academic calendar type: Semester Quarter Trimester Other (describe):
- Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)
- Use the table to show how a typical student may progress through the program; copy/expand the table as needed.

Term: Fall		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Eng 1200 English Composition I	3	x						
Art 3300 Survey of Art History: From Ancient to Renaissance Art	3	x						
Art 5500 Design Foundations	3		x					
Art 6800 Illustration	3		x					
Term credit total:	12	6	6					
Term: Winter		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Mathematical and Quantitative Reasoning	3	x						
Term credit total:	3	3						
Term: Spring		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Eng 2400 English Composition II	3	x						
Art 3500 Nineteenth Century Art	3	x						
Art 4600 Photoshop as a Design Tool	3		x		Art 55 Design Foundations			
Art 7400 Typography	3		x		Art 55 Design Foundations			
Term credit total:	12	6	6					
Term: Summer		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Flex core D Individual and Society	3	x						
Term credit total:	3	3						
Term: Fall		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Flex Core Group B US Experience in its Diversity	3	x						
Art 4300 Digital Illustration	3		x		Art 55 Design Foundations			
Art 73 Publication Design	3		x		Art 55 Design Foundations			
Art 2500 Human Centered Design	3			x	Art 55 Design Foundations			
Term credit total:	12	3	6	3				
Term: Winter		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Required Core Life and Physical Sciences	3	x						
Term credit total:	3	3						
Term: Spring		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Flex Core A different course than from A E	3	x						
Art 2600 UX Visual Design (Formerly Art 2500)	3			x	Art 55 Design Foundations			
Art 2700 Coding for Designers	3			x				
Art 7500 Graphic Design and Advertising (Formerly Intro to Graphic Design and Advertising)	3		x		Art 55 Design Foundations			
Term credit total:	12	3	3	6				
Term: Summer		Credits per classification						
Course Number & Title	Cr	LAS	Maj	New	Prerequisite(s)			
Flex Core Group E Scientific World	3							
Term credit total:	3							
Program Totals:	Credits: 60		Liberal Arts & Sciences: 30		Major: 30		Elective & Other:	

Cr:= credits LAS = Liberal Arts and Sciences Maj = major requirement New = new course Prerequisite(s) = list prerequisite(s) for the noted courses