REPORT OF ACADEMIC STANDARDS COMMITTEE
Report #W2015–3; April 2015

In this report the Academic Standards Committee (ASC) brings to Senate its evaluation and recommendation on the following items:

- **Certificate in Graphic Communications: Curriculum Revision (The Chang School)**
- **Certificate in Environmental Engineering Science: Modification to Certificate Title (The Chang School)**
- **New Certificate in Digital Art Production (The Chang School)**

A. CERTIFICATE IN GRAPHIC COMMUNICATIONS: CURRICULUM REVISION

Courses in the current Graphic Communications Certificate are based on curriculum from the undergraduate program in Graphic Communications Management, which have been thoroughly revised, including course content and course codes. These undergraduate curriculum changes will be implemented in the Fall 2015. Accordingly (and concurrently), we are submitting for approval the following changes to the certificate course descriptions and course codes:

Delete	Add
CDGA 651 Graphic Communications Processes	
CGRA 102 Layout and Typography I	CGCM 130 Design and Layout (required course)
CGRA 103 Introduction to Electronic Premedia I	CGCM 110 Introduction to Graphic Communications (required course)
CGRA 104 Printing Processes I	CGCM 120 Graphic Communications Processes 1 (required course)
CGRA 202 Layout and Typography II	CGCM 230 Typography (elective course)
CGRA 203 Introduction to Electronic Premedia II	CGCM 111 Graphic Communication Technologies (elective course)
CGRA 204 Printing Processes II	CGCM 121 Graphic Communication Processes 2 (elective course)
	CGCM 210 Consumer Packaging (elective course)
	CGCM 720 Magazine Production and Publishing (elective course)
	CGCM 740 Beyond the Visual: Accessibility for Graphic Communications (elective course)

We are also requesting a change to the number of required courses from four to three, and subsequently, reducing the number of courses needed to complete the certificate from seven to six.

Future development plans include identifying possible substitutions for CGRA 116, CGRA 230, and CGRA 320 in consultation with the Graphic Communications Management School Council.

It should be noted that the number of students completing the certificate in recent years has been low. It is envisioned that changes to the certificate will support enrolment growth among the target market for Chang School course offerings, through a certificate structure which more closely mirrors that of other certificates (i.e., 6 courses rather than 7), as well as through revised and refreshed courses which should offer broader appeal to the Chang School market.

The new certificate better reflects the changing face of graphic communications. Whereas the existing certificate has separate courses for premedia and printing processes, based on traditional graphic arts workflows of the past, many industry companies are now completing premedia and printing within the

same organization, often under the same roof. The existing separate courses were based on a time when separate companies often did premedia work and printing. This is no longer the norm.

Finally, the proposed new courses offer broader appeal. Courses in Design and Layout, Packaging, Typography, Magazine Production and Accessibility for Graphic Communications are anticipated to respond better to the needs and interests of students and the changing demands of society. For example, accessibility in documents is an area of increasing ethical and legislated responsibility; packaging is a cross-disciplinary field which may be of interest to students from many different backgrounds and career paths.

CURRENT CERTIFICATE	PROPOSED CERTIFICATE
Required Courses CDGA 651 Graphic Communications Processes CGRA 102 Layout and Typography I CGRA 103 Introduction to Electronic Premedia I CGRA 104 Printing Processes I	**Required Courses** CGCM 110 Introduction to Graphic Communications* CGCM 120 Graphic Communication Processes 1* CGCM 130 Design and Layout *
Electives (select three) CGRA 116 Estimating in the Graphic Arts CGRA 202 Layout and Typography II CGRA 203 Introduction to Electronic Premedia II CGRA 204 Printing Processes II CGRA 230 Selling in the Graphic Arts CGRA 320 Binding and Finishing I	**Electives (select three)** CGRA 116 Estimating in the Graphic Arts ^^ CGRA 230 Selling in the Graphic Arts ^^ CGRA 320 Binding and Finishing I ^ CGCM 111 Graphic Communication Technologies * CGCM 121 Graphic Communication Processes 2 * CGCM 210 Consumer Packaging ** CGCM 230 Typography ** CGCM 720 Magazine Production and Publishing *** CGCM 740 Beyond the Visual: Accessibility for Graphic Communications ***
	*first offered in 2015-16 **first offered in 2016-17 ***first offered in 2017-18 ^ last offered in 2015-16 ^^ last offered in 2016-17

Recommendation
- Having satisfied itself of the merit of this proposal, ASC recommends: *That Senate approve the Certificate in Graphic Communications: Curriculum Revision*

B. CERTIFICATE IN ENVIRONMENTAL ENGINEERING SCIENCE: MODIFICATION TO CERTIFICATE TITLE

At the December 3, 2014 Chang School Council meeting, it was approved to change the title of the Certificate in Environmental Engineering Science to: "Certificate in Environmental Engineering Management and Science".

However, in order to avoid potential for misunderstanding of the nature of the certificate the title was revised again. The recommendation is to change the title from "Certificate in Environmental Engineering Management and Science" to "Certificate in the Environmental Sciences."

Rationale: The CKES170 Water Treatment and CKES160 Waste Management courses are now electives and not required; therefore, it makes sense to take both "Engineering" and "Management" out of the certificate title.

Recommendation
- Having satisfied itself of the merit of this proposal, ASC recommends: *That Senate approve the Certificate in Environmental Engineering Science: Modification to Certificate Title*

C. CERTIFICATE IN DIGITAL ART PRODUCTION

1. Introduction

The Certificate in Digital Art Production is designed to teach practical digital skills in an experiential learning environment, hone design and storytelling skills, and enrich students' theoretical and historical understanding of art, media and culture. The Certificate in Digital Art Production proposes to combine several existing Chang School Image Arts courses, with several new Chang School courses that are based on updated digital Image Arts courses, providing students with much sought after skills and knowledge.

The Certificate in Digital Art Production benefits from the research and effort that the Image Arts expert faculty has incorporated the Integrated Digital Option, launched by the School of Image Arts in 2014. The Option is comprised of studio and lecture courses in image-based media and visual studies and is designed to expand creative and analytical skills beyond the borders of film and photography. Several new courses were designed for this new Option, and several courses were redesigned with new and updated content.

2. Certificate Goals

Creative and design skills shall match current technical skills in industry, so that students not only become functional in digital based technologies, but apply these technologies to create original content. Much of the learning will be experiential. Students will develop digital and visual arts skills through assignments, tutorials and projects.

The goals of this Certificate are to impart the following professional competencies:
- Expertise in digital content production, including necessary technical and creative skills, applicable for work in these industries: game, graphic design, computer generated effects, user interface, animation, web media, mobile app and web design
- Overview of current digital industries and movements
- Applied creativity – including processes such as concept development, visual design and scriptwriting
- Strategic approaches to visual art and design for the digital world
- Theoretical knowledge of digital industries, including connections to culture, history, and current issues
- Entrepreneurial approaches - crucial for success in the arts

3. Target Audience

This Certificate is designed for:
- People who want to work in one of the following industries but require further digital and design skills: digital games, digital animation, graphic design, user interface design, mobile application, web design, computer generated effects, digital art
- Industry professionals, who want to expand and upgrade their current skills to include up-to-date digital tools and design skills
- Those looking for a career change who want to develop their creative and digital skills
- Students, and graduates, in related fields, such as film, photography, fine art, graphic design, and journalism who require digital skills to enhance their work
- Individuals with digital skills who want to develop their knowledge of art and design, as it applies to digital content creation, and enhance their creative skills
- Visual artists who need digital skills to expand their audience, and enhance their work

- Students who are interested in acquiring a solid foundation in Digital Art Production for further study at the undergraduate or graduate level.

4. Curriculum Structure and Delivery Mode

This certificate offers a coherent yet flexible program of study. All six (6) courses in the Certificate are courses that are offered in the Image Arts undergraduate program with the exception of CEID 100.

Two (2) required courses:
CMPC 101 Visual Studies I – ensures students develop an understanding of visual communication, design and visual storytelling
CMPC 103 Art and the Classical Tradition – provides a foundation in the history of art

Four (4) electives taken from the following list:
CDMP 125   Fiction Screenwriting
CEID 100   Digital Skills and Innovation for the Global Economy
CFPN 534   Graphic Design
CFPN 535   Interaction Design
CFPN 537   Immersive Imaging
CFPN 539   The Human Figure
CFPN 541   Digital Animation Concepts
CFPN 542   Design for Mobile
CMPC 203   Art in the Modern World
CNPF 566   History of Animation
Students can focus on specific digital skills for creative application in courses such as Digital Animation, Immersive Imaging, Interaction Design or Design for Mobile. Students can gain important design skills, crucial to succeed in digital arts, in courses such as Graphic Design, or The Human Figure. Fiction Screenwriting will be of interest to students pursing skills for the animation and game industries. Students can gain historic perspective in courses such as, Art in the Modern World or History of Animation.

Courses will be mainly delivered in class. CEID 100 is offered on-line. CMPC 101 is offered both online and in class. Once the courses are established, suitability for hybrid or online delivery will be determined for each course.

5. Certificate Learning Outcomes and Functional Competencies

Upon completion of the Certificate, students will:
  i) have gained insight and breadth of knowledge concerning:
- the use of digital technology to create original designs, illustrations, computer generated effects, web pages, artworks, mobile applications, interaction and animations
- historical perspective on art, technologies, and society
- web economy and distribution
- entrepreneurial approaches

  ii) have acquired functional competencies in:
- a range of current professional software
- writing code
- interaction design
- animation technique
- mobile design
- image design and communication
- screenwriting and visual narrative

- digital and traditional drawing and design skills, from concept to finished product and presentation
- interdisciplinary and academic skills, such as critical thinking, research, writing, and comparative analysis

6. Proposed Schedule
The scheduled launch of the Certificate in Digital Art Production is Fall 2015.

Fall 2015   New course: CFPN 535 Interaction Design
Winter 2016   New course: CFPN 534 Graphic Design
Spring 2016   New course: CFPN 542 Design for Mobile
Fall 2016   New courses: CFPN 541 Digital Animation Concepts and CFPN 537 Immersive Imaging
Winter 2017   New course: CNPF 566 History of Animation

7. Academic Management
It is proposed that the academic home for the Certificate in Digital Art Production be the School of Image Arts, which will ultimately assume responsibility for the Certificate. The academic homes for the individual courses will be their academic schools and where applicable, the associated department within Image Arts. The Standing Curriculum Committee for the Certificate may be disciplinary or interdisciplinary based and shall have appropriate representation from the programs and teaching departments offering courses in the Certificate.

8. Admission Criteria
It is recommended that applicants have the following:
OSSD with six Grade 12 U or M credits with a minimum average of 60 percent, or equivalent; or mature student status.

9. Societal Need
Employment in the digital industries continues to grow in Canada. Employees in many fields need to have, or to upgrade, digital skills. Most companies need to create or enhance on-line, and mobile, presence. There is an increasing need for original digital visual content as society spends more time on web and devices. Game development is growing in Ontario and Government has implemented hiring incentives and tax breaks in the game industry. Animation is increasingly used for special effects, games, film, television, and web. Artists and entrepreneurs need digital skills. Continued changes in the digital world require that individuals in many fields keep creative and digital skills current.

Digital industries continue to grow and the need for creative content continues to increase. These courses will provide an opportunity to those practitioners currently working in related industries who seek up-to-date digital skills, artists who need digital skills to design, create and promote their work and students who have strong digital skills who seek creative and design skills. The courses proposed for the certificate, are much in demand in the undergraduate program. Offering these courses in The Chang School gives students and practitioners a unique opportunity to learn this combination of technical and creative skills on a part-time basis.

10. Comparator Certificate Programs
The Certificate in Digital Art Production is unique in Canada. The curriculum of the Certificate compares well to other programs offered in the GTA, and Canada. Although some of the courses are similar to courses offered at other institutions, the Certificate in Digital Art Production is the only program that offers the benefit of university degree level credits in a flexible, part-time program. These benefits are sought after by students who already have university degrees, and seek this higher level of education,

students who need university credits to complete a degree, and people who need flexibility because they have day-time jobs or commitments that prohibit them from full time enrollment.

Recommendation
- Having satisfied itself of the merit of this proposal, ASC recommends: *That Senate approve the Certificate in Digital Art Production.*

Respectfully Submitted,

Chris Evans, Chair for the Committee

ASC Members:
Charmaine Hack, Registrar
John Turtle, Secretary of Senate
Chris Evans, Chair and Vice Provost Academic
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