



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

**Revised Course Request: Unique Course
(Substantive Modification)**

SDSU	Molly Wicks	Jason Zimmerman	11/4/2019
Institution	Form Initiator	Dean's Approval Signature	Date
	Arts, Humanities & Social Sciences / School of Design		
SDSU	School of Design	Dennis D. Hedge	12/12/2019
Institution	Division/Department	Institutional Approval Signature	Date

Section 1. Existing Course Title and Description

Prefix & No.	Course Title	Credits
ID 377	Design Presentation and Marketing Strategies	2
ID 377L	Design Presentation and Marketing Strategies Lab	0

ID 377 Course Description

This course provides students with the knowledge and skills necessary to present and promote design ideas. Emphasis is placed on professional design marketing strategies, design proposals, and personal portfolio development.

ID 377L Course Description

This course provides students with the knowledge and skills necessary to present and promote design ideas. Emphasis is placed on professional design marketing strategies, design proposals, and personal portfolio development.

Section 2. Modification(s) Requested

2.1. This modification will include:

- | | | | |
|--|---------------------------------------|----|-------------------|
| | Current | to | New |
| <input checked="" type="checkbox"/> Change in instructional method | <u>R – Lecture</u> | | <u>A – Studio</u> |
| <input checked="" type="checkbox"/> Deletion of a lab component | <u>ID 377L</u> | | |
| If the addition of a lab/lecture component requires a change in pre-requisites or co-requisites, indicate below: | | | |
| The lab should be removed as a co-requisite requirement for the lecture. | | | |
| Effective term of the change: | <u>Fall 2020</u> | | |
| <input checked="" type="checkbox"/> Explain any additional minor changes proposed at this time below (if needed): | | | |
| <input checked="" type="checkbox"/> Course title change | <u>Design Presentation Strategies</u> | | |

2.2. Add justification for all changes noted above:

This modification addresses three changes to ID 377-377L.

- 1) The instructional method has been revised from *R – Lecture* to *A – Studio* to better reflect the nature of the course and the significant level of one-to-one interactions, and extensive hands-on student engagement.
- 2) The lab has also been eliminated. A number of labs have been eliminated from the curriculum (215L, 216L, 314L, 318L, 377L, and 415L). These are being removed as ID professors have found lecture time to be sufficient for instruction and students are able to

meet the learning outcomes within the lecture time. This change has been completed to alleviate workload needs.

- 3) The course title has been adjusted to better reflect the professional curriculum and appeal to wider audience. The title also clarifies the content of the course.

Section 4. Department and Course Codes (Completed by University Academic Affairs)

	Current		New
<input type="checkbox"/> Change in University Department Code	<u>SDSG</u>	to	<u>No change</u>
<input type="checkbox"/> Change in CIP Code	<u>50.0408</u>	to	<u>No change</u>