REQUEST FOR A NEW COURSE
University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

<table>
<thead>
<tr>
<th>Course Subject</th>
<th>Recommended Number</th>
<th>Course Title (maximum of 30 characters)</th>
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</thead>
<tbody>
<tr>
<td>FMKT</td>
<td>4xx3</td>
<td>Tech/Visual Comm: Fashion</td>
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</tbody>
</table>

*Remember when abbreviating names, this is how they will appear on student's transcripts.

Course Title: (full title of course if longer than 30 characters)
Technology/Visual Communication: Fashion Collection

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp
CIP Code: 19.0905

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.
Course description only Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.
(Please use standard American English including full sentences.)

This course is designed to equip the fashion marketing student with the technology and visual merchandising skills that are largely used in the fashion industry. The UCO Historic Fashion Collection will be utilized in exhibitions and the study and preservation of historical dress. Students will apply the use of Adobe Software to develop visual aids that will accompany the presentation of these fashions both online and in community exhibits.

Human Environmental Sciences
Department submitting the proposal

Susan Miller Smiller43@uco.edu X5807
Person to contact with questions email address Ext. number

Approved by:

Department Chairperson 7/22/20
College Dean 8/18/20

College Curriculum Committee Chair 8-18-20
PLEASE NOTIFY DEPARTMENT CHAIR WHEN PROPOSAL IS FORWARD TO DEAN

Academic Affairs Curriculum or Graduate Council Date
(Assigned by the Office of Academic Affairs.)

Effective term for this new course
Office of Academic Affairs Date

Academic Affairs Form
August, 2015

Functional Review
1. Does this course have an undergraduate / graduate counterpart?  
   - Yes  X No

2. Is this proposal part of a larger submission package including a program change?  
   X Yes  _ No

3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)  
   - Yes  X No  If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.

CTE Approval (Stamp or initial) _______________________

4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?  
   X Yes  _ No  If yes, when was the most recent offering?  ______________

5. Does this course affect majors or minors outside the department?  
   - Yes  X No  If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:  
   Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213 Example 3: 8 hours of biology including BIO 1404
   Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3813)
   FMKT 2113, FMKT 4423

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?  
   FMKT 2113 & FMKT 4423

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.  
   N/A

9. Will this course have enrollment restrictions?  
   X Yes  _ No  If No, go to question 13.

10. Specify which major(s) may or may not take this course.  
    Specifying a major, excludes all other majors from enrolling.
    Check one: May  X  X  May not ______
    Major Code: 3080

11. Which of the following student classification(s) may enroll in this course?  
    Check all that apply:
    - Graduate  (2) 19 + hours
    - Graduate  (1) 0-18 hours
    - Post Baccalaureate *  
    - Senior  X
    - Junior  X
    - Sophomore  
    - Freshman  
    * Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.  
    Admission to Graduate Programs
    Admission to Nursing Program
    Admission to Teacher Education
    Other

Academic Affairs Form
August, 2015

Functional Review (undergraduate proposals only)
13. **Course objectives**: Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: [http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints.](http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints.))

The student will:

1. Develop skills using Adobe software for creating visual materials.
2. Recognize the importance of the terminology used in a study of historical fashions and how to properly showcase historical pieces.
3. Identify the importance of designers of each of the time periods of the apparel in the collection.
4. Develop a visual to assist in the exhibition of the historical pieces using Adobe software.
5. Research collection pieces, appropriate display techniques, and their presence within each time-period.
6. Recognize textiles, designs and construction of the various pieces in the collection.
7. Plan, develop, and produce an exhibition of historic pieces from the collection using Adobe software for research cards.

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**Course Detail Information**:

14. **Contact Hours (per week)**

- **3** Lecture hours (in class)
- Lab hours (also studios)
- Other (outside activities)

15. **Repeatable course**.

- **1** Number of times this course can be taken for credit.

16. **Schedule type**: (select one only)

- Activity P.E. (A)
- Lab only (B)
- Lecture/Lab (C)
- **Lecture only (L)**
- Recitation/Lab (R)
- Student Teaching (STU)
- Studio Art/Design (XSU)

17. **List existing course(s) for which this course will be a prerequisite**. Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

- **N/A**

18. **What resources, technology or equipment must be acquired to teach this course?** List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

- **N/A**

19. **The UCO Library has the required library resources available for this new course?**

- **Yes X No** If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.

- Nicole Willard – January 2020 – students will exhibit historic fashions in the library, as well as, research historic fashions of the various decades that relate to the UCO Historic Fashion...
Collection. All needed resources should be available.

If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

20. Names of current faculty qualified to teach this course.
   Dr. Susan Miller & Ms. Joanne Wong

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:
   Additional faculty are not needed at this time. Full-time or adjunct faculty can teach this course. It is preferred that who teaches this course is trained in the area of fashion and exposed to the Historic Fashion Collection.

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.
   The course will be taught in the full-time course load for the professor/professors teaching the course.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.
   This course is replacing a course that is being removed from the Fashion Marketing curriculum (FMKT3233 Decorative Textiles)

24. Projected enrollment for two academic years following approval of new course:

<table>
<thead>
<tr>
<th>Semester</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Summer</td>
<td></td>
<td></td>
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25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:
   - Non-liberal arts and sciences
   - **Liberal arts and sciences**

   "The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, and dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences." State Regents Policy and Procedures. Chapter 2, Section 5, "Degree Requirements" part 1, (2), P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)
   The UCO fashion marketing program houses an extraordinary historical fashion collection. The addition of this course is to provide FMKT majors with an awareness of this collection and these pieces as they have influenced the history of fashion. Also, Adobe Illustrator and InDesign technology is being introduced and used by the students in this course, as recommended by the Advisory Board and FMKT faculty as they have been made aware that these programs are the primary technology used in the field. This course will also allow the student to perform a
variety of visual merchandising approaches that are used in the fashion industry.

27 Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.

<table>
<thead>
<tr>
<th>Disciplines</th>
<th>X</th>
</tr>
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<tbody>
<tr>
<td>Discipline Knowledge</td>
<td></td>
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<tr>
<td>Leadership</td>
<td>X</td>
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<tr>
<td>Research, Scholarly and Creative Activities</td>
<td>X</td>
</tr>
<tr>
<td>Service Learning and Civic Engagement</td>
<td>X</td>
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<tr>
<td>Global and Cultural Competencies</td>
<td>X</td>
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<tr>
<td>Health and Wellness</td>
<td>X</td>
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28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from "Course Level Characteristics" document for the appropriate course level of proposed course. Document may be found on: http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc).

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<th>Course Level Characteristics</th>
<th>Please describe how this course meets this requirement.</th>
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<tbody>
<tr>
<td>1. It is assumed that students in these courses have completed sufficient course work to have attained senior standing.</td>
<td>Students are prepared for the higher level content in this course having taken the Heritage of Dress course as a prerequisite, as well as other Fashion Marketing courses.</td>
</tr>
<tr>
<td>2. It is assumed that students in these courses have a substantial background in the area of inquiry equivalent to 15 hours of study. Area of inquiry is defined broadly, including courses in the offering department, as well as courses in other departments that relate to the subject of study.</td>
<td>They will have the required number of hours for Jr/Sr level courses with coursework in a variety of areas, especially FMKT and Business.</td>
</tr>
<tr>
<td>3. These courses should be offered at a level of sophistication of instruction and of expected student performance that is beyond that of other undergraduate courses. In short, 4000 level courses should offer more in-depth study than courses offered at the 3000 level and below.</td>
<td>Students will address situations in the history of fashion regarding communication, technology, networking, as well as, exhibitions of the historic collection, as displayed in museums. Students will gain knowledge regarding Adobe Illustrator, InDesign, and visual merchandising that will strengthen their knowledge in the professional expectations both locally and internationally regarding a Historic Fashion Collection.</td>
</tr>
<tr>
<td>4. Students in these courses should be required to undertake a substantial scholarly activity in addition to classroom instruction, such as a written research project, library assignment, juried performance, or creative work.</td>
<td>Instructional methods will include group discussions, audio-visuals, multi-media presentations, guest speakers, research and lab experience, interviews, and group evaluations.</td>
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| 5. Included among 4000 level courses would be capstone courses that review and integrate previous learning, practicums and student teaching, and courses in which a major instructional responsibility is placed on the student (as in individual studies, directed readings, and seminars). | **Problem Solving (Research, Scholarly, and Creative Activities)** – Students learn to analyze complex arguments, to produce arguments informed by careful research, and to document sources following academic conventions. ([Objectives 1 & 6])

**Service Learning and Civic Engagement** – In service learning sections, students produce exhibitions that allow students to learn how the public use of historic costumes have the potential to affect an audience and to effect a change in their communities. ([Objectives 3, 4, & 6])