

**REVISED COURSE OUTLINE**

**Rochester Institute of Technology  
Rochester, New York**

**COLLEGE of IMAGING ARTS AND SCIENCES  
School of Print Media**

**REVISED COURSE: 2080-840**

**1.0 Title:** Project Design **Date:** 10/20/06  
**Credit Hours:** 2  
**Prerequisite(s):** None  
**Corequisite(s):** None  
**Course proposed by:** Twyla Cummings and Franziska Frey

**2.0 Course information:**

	<b>Contact hours</b>	<b>Maximum students/section</b>
Classroom	2	15
Lab		
Studio		
Other (specify _____)		

**Quarter(s) offered (check)**

\_\_\_\_\_ **Fall**  **Winter** \_\_\_\_\_ **Spring** \_\_\_\_\_ **Summer**

**Students required to take this course:** (by program and year, as appropriate)

All MS in Print Media students pursuing the on-line degree.

**Students who might elect to take the course:**

Those graduate students with an interest in Graphic Media research.

**3.0 Goals of the course** (with a rationale for the course, when necessary)

At the end of the course the student will be able to: 1) present the principles of scientific research in the graphic media industry, 2) clearly state a research question, 3) complete a thorough, scholarly literature review and bibliography and 4) be able to identify areas of research in the graphic media industry.

**4.0 Course description** (as it will appear in the RIT Catalog, including pre- and co-requisites, quarters offered)

This course exposes Graduate students to the applications of the principles of research in the graphic media industry. This includes a systematic study of the scientific method, research statement generation, and types of research design. The students will study problems in the graphic media industry in preparation to complete a Graduate Level Research Project. Additional outside work will concentrate on problem solving, the use of the Internet and the Library in developing bibliographies and the form of the technical writing required for the Research Project.

**5.0 Possible resources (texts, references, computer packages, etc.)**

- 5.1 Graziano, A. and Raulin, M. (2007). Research Methods: A Process of Inquiry (6<sup>th</sup> ed.) NY:NY Pearson Education Group, Inc.
- 5.2 American Psychological Association. (2001). Publication Manual of the APA (5<sup>th</sup> ed.). Washington DC: Author.

**6.0 Topics (outline):**

- 6.1 Methods of scientific research
- 6.2 Library research methods
  - 6.2.1 Internet cautions
  - 6.2.2 Plagiarism
- 6.3 Literature review
  - 6.3.1 Bibliography
  - 6.3.2 APA Style Format
- 6.4 Research Topic and Statement development
- 6.5 Research methodology
  - 6.5.1 Field research
  - 6.5.2 Survey research
  - 6.5.3 Observation research
  - 6.5.4 Secondary research
- 6.6 Data collection
- 6.7 Major factors impacting the graphic media industry
  - 6.7.1 Technology factors
  - 6.7.2 Economic and political factors
  - 6.7.3 Cultural factors
- 6.8 Graphic media research opportunities

**7.0 Intended learning outcomes and associated assessment methods of those outcomes**

LEARNING OUTCOME	CRITIQUES	EXAMS/QUIZZES	HOMEWORK/ PROJECTS
Identify areas for research in graphic media		X	X
Development of Research Statement	X		X
Describe various types of research		X	
Complete literature review and bibliography	X		X

**8.0 Program or general education goals supported by this course**

8.1 This course builds the skill base required to produce a scholarly research project.

**9.0 Other relevant information** (such as special classroom, studio, or lab needs, special scheduling, media requirements, etc.)

This course can be taught utilizing existing faculty.

**10. Supplemental information**

- 10.1 Students will complete a thorough, scholarly literature review and bibliography that focuses on a specified graphic media research area.
- 10.2 Students will develop a research statement that is derived from a clear and concise research question.
- 10.3 Students will complete a graphic media research study.