

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

COLLEGE of IMAGING ARTS AND SCIENCES
Department of Print Media

NEW (or REVISED) COURSE:
2081-701

- 1.0 Title:** Research Methods and Trends in Graphic Media **Date:** 3/28/05
Credit Hours: 4
Prerequisite(s): Fundamentals of Statistics I (0307-711)
Corequisite(s):
Course proposed by: Frank Cost, Twyla Cummings and Franziska Frey

2.0 Course information:

	Contact hours	Maximum students/section
Classroom	4	20
Lab		
Studio		
Other (specify _____)		

Quarter(s) offered (check)

Fall **Winter** **Spring** **Summer**

Students required to take this course:

This is a required course for all students entering into the on-campus MS in Print Media program (JPRT).

Students who might elect to take the course:

Those Graduate students with an interest in Graphic Media research.

3.0 Goals of the course

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 hypothesis, 3) describe various types of research design, 4) complete a thorough, scholarly literature review and bibliography and 5) be able to identify areas of research in the graphic media industry.

4.0 Course description

This course exposes Graduate students to the theory and applications of the principles of scientific research in the graphic media industry. This includes a systematic study of the scientific method, hypothesis generation, the nature of theory, types of research design and measurement. The study of problems in the graphic media industry in preparation to complete a Graduate Level Thesis.

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 Thesis.

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

5.1 Graziano, A. and Raulin, M. (2004). Research Methods: A Process of Inquiry (5th ed.) NY:NY Pearson Education Group, Inc.

5.2 American Psychological Association. (2001). Publication Manual of the APA (5th 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 Hypothesis development and testing

6.5 Research methodology

6.5.1 Field research

6.5.2 Survey research

6.5.3 Observation research

6.6 Measurement and 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 redefinition, reorganization, and strategic trends

6.9 Graphic media research opportunities

7.0 Intended learning outcomes and associated assessment methods of those outcomes

LEARNING OUTCOME	CRITIQUES	EXAMS/QUIZZES	HOMEWORK ASSIGNMENTS
Present principles of scientific research		X	
Development of testable hypothesis	X		X
Describe various types of research		X	
Complete literature review and bibliography	X		X
Identify areas for research in graphic media		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 thesis that is of jury publication quality.
- 8.2

9.0 Other relevant information

This course can be taught utilizing existing faculty. A smart classroom is required.

10.0 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 testable hypothesis that is derived from a clear and concise research question.
- 10.3 Students will complete a graphic media research study.