

Jason Rotter  
Fall 2015

Proposal for Multidisciplinary Studies Program:  
**Urban Design** (Geography / Art & Design)  
at  
Millersville University of Pennsylvania



# Multidisciplinary Studies (MDST)

## Signature and Approval Form (Student Proposal)

\_\_\_\_\_ (Student Proposer)  
Jason Rotter

\_\_\_\_\_ (Faculty Advisor, Core 1)  
Dr. Chuck Geiger

\_\_\_\_\_ (Faculty Advisor, Core 2)  
Prof. Brant Schuller

\_\_\_\_\_ (MDST Coordinator)  
Dr. Robert Bookmiller

\_\_\_\_\_ (MDST Committee Chair)  
Dr. Ellen Long

\_\_\_\_\_ (date approved by committee)

\_\_\_\_\_ (administrative approval and date received)

# Multidisciplinary Studies (MDST): Urban Design Rationale Statement

## Concentration: Urban Design (Geography and Design)

Student: Jason Rotter      Millersville University

I am currently a junior at Millersville University, with 63 credits completed. I expect to graduate in May 2017 with all courses satisfied for the multidisciplinary major. After graduating from Millersville University, I plan on earning my Master's degree in one of the various fields of study related to urban design, such as the Master's in geodesign at Philadelphia University, infrastructure planning at NJIT, or landscape architecture at various schools in the Philadelphia area. I am going to pursue a career in urban planning following the conclusion of my postgraduate study, but I am flexible in my employment plans. I will consider the quickly expanding field of digital cartography, transportation planning and infrastructure planning among others related to urban planning and studied by urban designers.

Urban design is interdisciplinary in nature and professionals in many fields, including landscape architecture, geography and urban planning work in the discipline, while some of these professionals refer to themselves as urban designers. Urban design is derived from and also supersedes the disciplines studied in its application in the modern world, from transportation planning, city policy, architecture and other related fields, each of which "involves the arrangement and design of buildings, public spaces, transport systems, services, and amenities. Urban design is the process of giving form, shape, and character to groups of buildings, to whole neighborhoods, and the city" (urbandesign.org). Professionals in each of these fields work in the discipline, which is crucial in the modernizing developed and developing worlds.

As a graduate from Millersville University with experience in design programs such as Adobe Illustrator, architecture programs such as AutoCAD, and extensive GIS knowledge, I will be fully prepared to enroll in postgraduate studies. The curriculum I have proposed includes various elements of geography, cartography and design fields including wayfinding in ART 349, to aid in spatial and directional skills, and illustration in ART 375 to strengthen my abilities to render designs that are both aesthetic and functional. The wayfinding class teaches ideas "applied to the design of environmental signage and other graphic communication used in both public and private environments." Legibility and functionality are issues that are both strengthened by knowledge in typography, a subject associated with cartography and signage, which I studied in ART 240. ART 144, digital theory and skills, strengthened my knowledge of Adobe programs such as Illustrator which are used commonly by city planners and designers. 2D design and 3D design are both very relevant and included in curriculums in graduate level urban design programs, and I studied both subjects in ART 142 and 242, respectively.

In the geography core of classes, human geography (GEOG 120) introduced me to the field of human interactions with the built environment as well as global development. Urban geography (GEOG 227) directly relates to the field of urban design as it covers the overall city landscape, urban society as well as planning and design principles. Transportation geography (GEOG 278) relates to city planning in the important aspect of transportation networking in a globalizing world. Urban and regional planning (GEOG 372) is highly relevant to urban design, as it is the main overarching field of the subject, and advanced GIS (GEOG 395) will lead me to gain knowledge in the highly sought after skill of geospatial applications. Cartography (GEOG 384) will aid in my mapping skills, a highly relevant field within urban planning and design. I have also completed Map Interpretation and Analysis (GEOG 281) as well as an introductory web and interactive design course (ART 247) and drawing course (ART 133).

I will also enroll in a capstone experience during my senior year at Millersville University. At this time, I expect this to be an internship or co-op, at a planning commission or company such as Traffic Planning and Design, or Landstudies. My required related classes all relate to urban design as well, including an introductory city planning course (GOVT 341), architectural design course (ITEC 346) and urban sociology course (SOCY 441). The program I am proposing is more suitable than alternative major/minor curriculums in that it includes courses that relate to my career interests. The program cores, related courses and capstone all work together as a curriculum that ultimately fits my personal abilities and will prepare me for enrollment in a geodesign, urban planning, landscape architecture, sustainable design et cetera Master's degree, leading to a career challenging me to be a part of innovations in changing urban societies.

# Multidisciplinary Studies Curriculum and Course Outline

**Degree:** BA

**Major:** Multidisciplinary Studies (MDST)

**Concentration:** Urban Design (Geography and Art/Design)

**Major Requirements:** 39 credit hours (plus 9 credit hours of related course work)

Note: The Multidisciplinary Studies Major (MDST) includes individualized concentrations approved by the MDST Curriculum Committee. Each concentration will reflect course requirements and distribution in three areas: Core 1, Core 2, and the Capstone Experience. In addition, working with their advisor each student must identify 9 credit hours of related course work completed from General Education and other electives. In special circumstances and pursuant to University policy, advisors may make appropriate course substitutions. (Course listings are not sequential.)

<b>Geography and Urban Planning (18 credit hours)</b>	<b>Art and Design (18 credit hours)</b>
GEOG 120 Human Geography (C)	ART 142 2D Design (C)
GEOG 227 Urban Geography (C)	ART 144 Digital Theory and Skills (C)
GEOG 278 Transportation Geography (IP)	ART 240 Typography I (C)
GEOG 372 Urban and Regional Planning	ART 242 3D Design (C)
GEOG 384 Cartography	ART 349 Information Design - Wayfinding
GEOG 395 Adv Geographic Info Systems	ART 375 Illustration (IP)
<b>Capstone Experience (3 credit hours)</b>	<b>Required Related (9 credits)</b>
GEOG Internship/Co-op	GOVT 341 Introduction to City Planning
	ITEC 346 Architectural Drawing and Design
	SOCY 441 Urban Society

Note: Curriculum proposals must include a minimum of 18 credit hours of course work at 300 or 400 level: 9 credit hours in Core 1; 6 credit hours in Core 2; and 3 credit hours in the Capstone experience. Faculty members proposing curricula must inform appropriate department chairs and School Deans in writing of the inclusion of coursework in a program of study. Include a current DARS or transcript. Students should identify areas of coursework included in Core 1 and 2 and should identify courses completed (C) or in progress (IP).

## **Geography and Urban Planning (18 credit hours):**

**GEOG 120: 3 s.h.**

### **Human Geography (G3, D)**

Cultural geography of race, ethnicity, gender and political systems. Emphasis on processes that create and maintain cultures and the geographies that these processes produce. Offered in spring.

**GEOG 227: 3 s.h.**

### **Urban Geography (G3)**

External relations and internal structure of urban areas throughout the world. Analysis of economic activities and growth of urban areas; environmental and social problems; public policy demands.

**GEOG 278: 3 s.h.**

### **Transportation Geography (G3)**

Transportation is defined as the movement of goods and people from place to place. This course introduces the principles underlying these movements, with discussion of the economic, social and environmental impacts. Offered periodically.

**GEOG 372: 3 s.h.**

### **Urban and Regional Planning (G3)**

Introduction to land use and other types of planning in urban and rural areas. Assessment of development suitability and environmental impact. Techniques for implementing different types of plans. Offered annually.

**GEOG 384: 3 s.h.**

### **Cartography**

Introduction to concepts and techniques of mapmaking. Skill developed in computer-based compilation, layout and lettering of maps. Offered periodically. Prereq: GEOG 281, 295.

**GEOG 395: 4 s.h.**

### **Advanced GIS**

Advanced experience with Geographic Information Systems (GIS) concepts and software. Emphasis on environmental and planning applications and organizational consideration. Offered periodically. Prereq: GEOG 295 or ESCI 281.

## **Art and Design (18 credit hours)**

**ART 142: 3 s.h.**

### **2D Design (G1)**

Introduces two-dimensional design and composition, applicable to all art forms, in which students seek original, creative solutions to problems. Design principles and methods are employed as students learn language and visual communication techniques. Artistic production, criticism, analysis and evaluation are central to this course. For both non-art and art majors. Offered in fall, spring.

**ART 144: 3 s.h.**

### **Digital Theory and Skills**

An introduction to the basic vocabulary and principles of visual communication and media theory, including the various roles and digital tools, skills and techniques of the graphic and interactive design industry. Offered annually.

**ART 240: 3 s.h.**

### **Typography I (G1)**

History and development of communication systems, especially as related to writing and the evolution of the Roman alphabet. Traces history of calligraphy and lettering in Western culture through study and studio practice. Includes creative design projects in layout and composition. Includes criticism, analysis and evaluation. For both non-art and art majors. Offered in fall, spring.

**ART 242: 3 s.h.**

**3D Design**

Introduces visual composition as related to organizing and working with three-dimensional space. The student seeks original, creative solutions to visual problems by exploring methods and techniques. Covers fundamental visual grammar and principles. Offered in fall, spring. Prereq: ART 142.

**ART 349: 3 s.h.**

**Information Design: Wayfinding (W)**

Introduction to the principles of information design: wayfinding design and environmental graphics. These principles are applied to the design of environmental signage and other graphic communication used in both public and private environments. Issues of function, legibility and fabrication will also be introduced. Offered periodically. Prereq: ENGL 110 and ART 144, 240 or permission of instructor.

**ART 375: 3 s.h.**

**Illustration**

Studio exploration of various techniques and digital media appropriate for contemporary illustration. Offered periodically. Prereq: ART 133 or 142 or permission of instructor.

**Required Related (9 credits):**

**GOVT 341: 3 s.h.**

**Introduction to City Planning (P)**

Study of the dynamics of human settlement patterns in the country and abroad. Examines public policy alternatives regarding land use and development patterns. Introduces methods and techniques used in designing settlement systems and studies values reflected in human settlement patterns. Offered every other spring. Prereq: COMM 100, ENGL 110 and junior status.

**ITEC 346: 3 s.h.**

**Architectural Drawing and Design**

Principles of residential design. Emphasizes the development of a complete set of original working drawings; computer-aided design (CAD); presentation drawings and model building; architectural styles and regional differences in materials and construction practices. 2 hrs. lec., 3 hrs. lab. Offered fall, spring. Prereq: ITEC 241.

**SOCY 441: 3 s.h.**

**Urban Society**

Historical and postmodern analysis of urban development, in particular the impact of demographic, political and socioeconomic structural changes on the social fabric of U.S. metropolitan cities. Topics include inner-city life and culture, race, gender, class relations and policy implications. Offered periodically. Prereq: SOCY 101.

**Capstone Experience (3 credit hours):**

GEOG Internship/Co-op