Code # Enter text…

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[x ] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- |
| Shelley Gipson 2/14/2017 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 9/18/2017 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 10/20/2017 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 10/20/2017 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Joe Ford, [mford@astate.edu](mailto:mford@astate.edu), 970.972.3050

2. Proposed Starting Term and Bulletin Year

Spring 2019, Bulletin year 2018-2019

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

GRFX 2783

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Human Centered Design

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Conceptualizing, prototyping and testing application interfaces with a respect for the real needs and desires of human users.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? Yes
   1. If yes, which ones?

a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703

* 1. Why or why not?

A fundamental understanding of software, design, color theory, typography and composition, and web design are required to be successful with this course. These skills and theories building blocks for the more advanced work required in interface design.

1. Is this course restricted to a specific major? Yes
   1. If yes, which major? BS Digital Innovations

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Studio

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? No

Please explain. Enter text...

12. Is this course in support of a new program? Yes

a. If yes, what program?

BS Digital Innovations

13. Does this course replace a course being deleted? No

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

This course is ½ semester

**Week 1** **Modules:**

Introduction to ‘Creation of Artifacts in Society’

Brainstorming

Prototyping

Testing

Iteration

*Assignment 1: Read Chapters 1-9 of ‘Creation of Artifacts in Society’ and discuss in Class Discussion Board*

**Week 2** **Modules:**

Human Centered Design defined

Learnability

Ease of Orientation

Efficiency

Memorability

Accessibility

Error Forgiveness

Delight

*Assignment 2: Case study of your favorite mobile app considering week 2 Module content*

**Week 3** **Modules:**

Static websites vs. web applications

Product design for the web

User Testing

*Assignment 3: Run a User Test on volunteers of a popular, free mobile application. Report results*

**Week 4** **Modules:**

Rapid prototyping

Adobe XD application tutorials

*Assignment 4: Brainstorm, Sketch and Prototype a new mobile application*

**Week 5** *Assignment 5: User testing of mobile application and iterations based on feedback*

**Week 6** **Modules:**

Introduction to WordPress Content Management System

*Assignment 6: Use WordPress to build a product landing page with a functional Call to Action*

**Week 7** *Assignment 7: Create a second version of landing page and A/B test user interaction. Report results*

This course is an Astate Online Services course (AOS). All AOS courses are 7 weeks.

18. Special features (e.g. labs, exhibits, site visitations, etc.)

none

19. Department staffing and classroom/lab resources

This is an online course, no classrooms/labs will be affected

1. Will this require additional faculty, supplies, etc.?

This course will be taught by a new non-tenure instructor line (position filled).

20. Does this course require course fees? no

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course introduces routines, protocols and tools for building apps. Students must understand these concepts in order to advance in the program. With an understanding of design and aesthetics (from GRFX 1111 and GRFX 1112) as well as web (GRFX 2703), this course builds the foundation for creating individual projects down the road.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The Department of Art and Design is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. This program is not NASAD accredited. This course will help to bring new digital media to the university. Its enrollment is restricted to the major, so its goals and focus are Digital Innovations. Though the format and concepts are similar, it functions separately from our BFA programs.

c. Student population served.

BS Digital Innovations students

d. Rationale for the level of the course (lower, upper, or graduate).

Students need some foundation study, and this is a foundation course. The 2000 level is most appropriate.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. **[x ]** Global Awareness | * 1. **[ x]** Thinking Critically | * 1. **[x ]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course will is an E/I for PLO 1 and 2 below. It will emphasize content from earlier courses while introducing new content. Students should bring basic content/skill to the class. Instruction concentrates on enhancing content/strengthening skill, adding new content material, and building more complex skills based on entrance benchmark.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | **SWBAT apply various digital design, strategic communication and creative media knowledge and skills to complete professional work.** |
| Assessment Measure | Direct Measure:  Description: In Digital Innovations Portfolio, students present ≥ 10 professional-level works to a committee made up of Faculty from all areas. This is a capstone course designed to prepare students for entrance into professional practice  Measure: Student applies subject knowledge to conceptualize, develop, and complete professional work that answers project objectives.  Faculty Scores students on multiple aspects of production (project objective, audience, purpose and context) on a scale from 1 to 5, 3 being average.  Data Collection: Each Measure is scored on a 5 point scale.  Scale: 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  Data Analysis: Successful students will score a combined average of 3.5 or higher.  Indirect Measure:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 1 (2020-2021) on a Two year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on portfolio content  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design, strategic communication and creative media faculty ) reporting to Department of Art and Design Assessment Coordinator |

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| **Program-Level Outcome 2 (from question #23)** | **SWABT apply the written, oral and aesthetic skills required of a professional designer.** |
| Assessment Measure | **Direct Measure**:  Description: In Digital Innovations Portfolio, students make an oral presentation and defend their professional portfolio in real time with a committee of Faculty representing all areas of the program.  **Measure 1:** Student can evaluate his/her outcomes based on critical, ethical, and aesthetic issues.  Question: Choose one of the works (or series/campaigns) that you presented and explain why you believe this is the best solution to the problem in the context of contemporary critical, ethical, and aesthetic issues.  **Data Collection:** Each Measure is scored on a 5 point.  **Scale:** 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  **Data Analysis:** Successful students will score a combined average of 3.5 or higher.  **Indirect Measure**:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 2 (2021-2022) on a Two year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on oral defense, and  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design, strategic communication and creative media faculty ) reporting to Department of Art and Design Assessment Coordinator |

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will demonstrate an understanding of human-centered user experience design techniques. |
| Which learning activities are responsible for this outcome? | Lectures  Guided Tutorials  Project based assignments |
| Assessment Measure | Assignments Graded by Rubric |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**Graphic Design (GRFX)**

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major or permission of instructor, Corequisite GRFX 2203. Spring.

**GRFX 2103. Visual Thinking** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execution in various media. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio class. Prerequisite, a grade of C or better in ART 1033 and ART 1013; or permission of instructor. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites: Declared Graphic Design Major or permission of instructor, Corequisite GRFX 1111. Spring.

**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. It is expected that students will spend a mini- mum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites, a grade of C or better in ART 1013 and GRFX 2203; or permission of instructor. Fall.

**GRFX 2703. Introduction to Web Design** Basic concepts of designing for the web using Site Maps, Wireframes and Mock-ups; introduction to HTML, emphasizing semantic use of elements; introduction to CSS as a way to separate content from presentation. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. Prerequisites, a grade of C or better in GRFX 2303; or permission of instructor. Fall.

GRFX 2783 **Human Centered Design** Conceptualizing, prototyping and testing application interfaces with a respect for the real needs and desires of human users. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa- tions including creating visual narrative, designing typeface, and experimenting with typography. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2303; or permission of instructor. Spring.

**GRFX 3400. Graphic Design Review** Portfolio review for BFA admission. Passing is prerequi- site for 4000-level GRFX courses. Limit: Students may take this course only twice. Prerequisites, a 2.75 GPA in all ART, ARTH, GRFX courses; ART 1013, ART 1023, ART 1033, ART 1043, ART

3033, ARTH 2583 and ARTH 2893; Co-requisite: GRFX 3503; permission of advisor and depart- ment chair required. Fall, Spring.