Code # FA20 (2014)

**Program and/or Course Deletion Proposal-Bulletin Change Transmittal Form**

x **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

☐ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

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| **Program and/or Course Deletion** Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary. |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Chair:**  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (If applicable)**   |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Vice Chancellor for Academic Affairs** |

**1. Program and/or Course Title, Prefix and Number**

ART 2423, Print and Publication Design

**2. Contact Person** (Name, Email Address, Phone Number)

Curtis Steele, csteele@astate.edu, 870.530.1317

**3. Last semester student can graduate with this degree and/or last semester course will be offered**

Fall 2022

**4. Student Population**

a. The program and/or course was initially created for what student population?

BFA Graphic Design and BFA Graphic Design, Digital Design Emphasis students

b. How will deletion of this program and/or course affect those students?

Course is being revised and offered as ART 2613 Typography and Layout. Context will also be disbursed throughout curriculum.

**5.**

**a. How will this affect the department?**

The reconfiguration of the graphic design emphasis will create a stepped structure. (1)With an introduction to graphic design, design technology, visual thinking, type and layout, and web design forming the foundation that will be assessed upon admission into the program. Students will not be allowed to move forward in the program without credit for this course. (2)Students will move one to advertising design, intermediate web design, typography II, and Identity and Package Design. At the end of this stage, student portfolios will be assessed during the BFA Review. Students are required receive credit in this course before taking any 4000 level classes. (3) Students then take Internship, Photography, Branding, Experimental Design and one 4000-level ART studio or graphic design course before completing Portfolio Presentation. This is the capstone for the Graphic Design program. These new classes and recombining of curriculum will make this program strong. It will produce a contemporary designer that is adaptive to current trends.

**b. Does this program and/or course affect another department?**  No

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

Enter text...

**6. (For courses only) Will another course be substituted?**  Yes

**If yes, what course?**

**ART 2613, Typography and Layout**

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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**Major in Graphic Design**

**Bachelor of Fine Arts**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| ART 1013, Design I Making Connections (See Art Major Core)  | **-**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 84) **Students with this major must take the following:** *MUS 2503, Fine Arts - Musical* *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)*  | **35**  |
| **B.F.A. Art Major Core:** Grade of “C” or better required for all B.F.A. Art Major Core Requirements, including prerequisites.  | **Sem Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 1023, Design II  | 3  |
| ART 1043, Drawing II  | 3  |
| ART 3033, Drawing III  | 3  |
| ARTH 2583, Survey of Art History I  | 3  |
| ARTH 2593, Survey of Art History II  | 3  |
| **Sub-total**  | **21**  |
| **Studio Art Requirements:** Grade of “C” or better required for all Studio Art Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 3063, Painting  | 3  |
| ART 3083, Printmaking  | 3  |
| ART 3093, Ceramics  | 3  |
| ART 3103, Sculpture  | 3  |
| ART 3403, Photography  | 3  |
| **Sub-total**  | **15**  |
| **Additional Requirements:**  | **Sem. Hrs.**  |
| ARTH 4573, History of Graphic Design  | 3  |
| Art History Elective  | 3  |
| **Sub-total**  | **6**  |
| **Graphic Design Requirements:** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ~~ART 1413, Design Technology~~  | 3  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | 3  |
| ~~ART 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| ART 2443, Introduction to Web Design  | **3**  |
| ART 2453, Visual Thinking  | 3  |
| **ART 2613, Typography and Layout** **ART 2630, Graphic Design Admission Review** | **3****0** |
|  |  |
|  |  |
| **ART 3330, BFA Review**  | **0** |

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**Major in Graphic Design**

**Bachelor of Fine Arts**

**Emphasis in Digital Design**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| ART 1013, Design I Making Connections (See Art Major Core)  | **-**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 84) **Students with this major must take the following:** *MUS 2503, Fine Arts - Musical* *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)*  | **35**  |
| **B.F.A. Art Major Core:** Grade of “C” or better required for all B.F.A. Art Major Core Requirements, including prerequisites.  | **Sem Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 1023, Design II  | 3  |
| ART 1043, Drawing II  | 3  |
| ART 3033, Drawing III  | 3  |
| ARTH 2583, Survey of Art History I  | 3  |
| ARTH 2593, Survey of Art History II  | 3  |
| **Sub-total**  | **21**  |
| **Studio Art Requirements:** Grade of “C” or better required for all Studio Art Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 3063, Painting  | 3  |
| ART 3083, Printmaking  | 3  |
| ART 3093, Ceramics  | 3  |
| ART 3103, Sculpture  | 3  |
| ART 3403, Photography  | 3  |
| **Sub-total**  | **15**  |
| **Additional Requirements:**  | **Sem. Hrs.**  |
| ARTH 4573, History of Graphic Design  | 3  |
| Art History Elective  | 3  |
| **Sub-total**  | **6**  |
| **Emphasis Area (Digital Design):** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ~~ART 1413, Design Technology~~  | ~~3~~  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | 3  |
| ~~ART 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| ART 2443, Introduction to Web Design  | 3  |
| ART 2453, Visual Thinking  | 3  |
| **ART 2613, Typography and Layout**  | **3**  |
| **ART 2630, Graphic Design Admission Review** | **3**  |
| **ART 3330, BFA Review**  | 0 |

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**Minor in Graphic Design**

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| **Required Courses:** Grade of “C” or better required for all ART/ARTH Minor Require­ments, including prerequisites (Department of Art minimum) Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor.  | **Sem. Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1033, Drawing I  | 3  |
| ~~ART 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | **3**  |
| **ART 2613, Typography and Layout**  | **3**  |
| Upper-level electives in Graphic Design  | 9  |
| **Total Required Hours:**  | **~~21~~  22** |

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**ART 1093. Elective Ceramics for Non majors** STUDIO ART. Basic exploration of techniques of clay manipulation including the use of the potters wheel. Lab assistants will fire selected pieces. May only be taken once and may not be repeated, 3 hours may be applied toward a degree in fields other than art. All other courses in Ceramics are reserved for Art Majors with all the required prerequisites. 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, permission of instructor. Fall, Spring.

**~~ART 1413. Design Technology~~** ~~Introduces students to basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Includes problem-solving, color theory, design file input/output techniques, and use of tools for graphic design and image composit­ing. Enrollment restricted to declared Graphic Design majors. Spring.~~

**~~ART 2413. Typography~~** ~~GRAPHIC DESIGN. Fundamentals of typography in both form and text. Emphasis on developing typographic literacy through history, type classification, letterform anatomy, hierarchy, visual structure, and how type works as a compositional element in graphic design. 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 ART 1013 and ART 1413. Fall.~~

**~~ART 2423. Print and Publication Design~~** ~~GRAPHIC DESIGN. Exploration in the underlying principles of publication design and a practical introduction to the preparation of graphic design for printing. Topics include grid theory, text and display typography, sequence, page layout, type and image integration, and printing processes. 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. Prerequisite, a grade of C or better in ART 2413. Spring.~~

**ART 2443. Introduction to Web Design** GRAPHIC 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 ART 2413, or permission of instructor. Fall, even.

**ART 2453. Visual Thinking** STUDIO ART. 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. Spring.

**ART 2503. Fine Arts-Visual** FINE ARTS. Introduction to major artists, media, styles and works of art within their cultural and historical contexts for the non-art major. Note, this course does not meet general education requirements for any degree in art. Fall, Spring, Summer. (ACTS#: ARTA 1003)

**ART 3033. Drawing III** STUDIO ART. Students will focus on the human figure through drawing sessions employing life models, undergoing detailed studies of anatomy, and creating independent projects involving the figure. May be repeated for credit. 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. Prerequisites, a grade of C or better in ART 1013, ART 1033 and ART 1043. Fall, Spring, Summer.

**ART 3063. Painting** STUDIO ART. Introduction to composition and techniques in painting 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. Prerequisites, a grade of C or better in ART 1013, ART 1033, and ART 1043. Fall, Spring.

**ART 3073. Watercolor Painting** STUDIO ART. Emphasis on the development of composition and techniques with transparent watercolor media. May be repeated for credit. It is expected that students will spend a minimum of three additional clock hours per week on work outside the

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**ART 3083. Printmaking** STUDIO ART. Covers intaglio, relief, silkscreen, lithography and contemporary printmaking techniques. 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. Prerequisites, a grade of C or better in ART 1013, ART 1033, and ART 1043. May be repeated for credit. Fall, Spring.

**ART 3093. Ceramics** STUDIO ART. Introduction to ceramic materials and techniques, wheelthrown and handbuilt forms. Glazing and firing undertaken. 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. Prerequisites, a grade of C or better in ART 1013, ART 1033, and ART 1043. May be repeated for credit. Fall, Spring.

**ART 3103. Sculpture** STUDIO ART. Studio practice and experimentation in three dimensional design. Clay, wood, metal, and other materials are used. 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. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, and ART 1043. Fall, Spring.

**ART 3330. BFA Review** Admissions screening, transfer screening for all BFA students. Coun­seling and advising practice by portfolio review. Provides realistic assessment of student status in relation to program. Passing is prerequisite for 4000 level ART courses. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583, and ARTH 2893; a 2.75 GPA in all ART, ARTH, and ARED courses. Fall, Spring.

**ART 3403. Photography** STUDIO ART. An introductory study of photographic equipment, techniques, and processes both film based and digital. Requires three hours of lab per week. 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. Prerequisites, a grade of C or better in ART 1013, ART 1033, and ART 1043. Fall.

**ART 3413. Identity Design** GRAPHIC DESIGN. Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on semiotics, color, logos, letterhead packages and the elements of corporate identity design. Stress placed on problem solving using type and image and conceptual thinking. May be repeated for credit. 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 ART 1013, ART 1033, ART 1043, and ART ~~2423~~ **(+changes with ART 2630)** . Fall.

**~~ART 3423. Package Design~~** ~~GRAPHIC DESIGN. Structure, color, and graphics and creative application to the field of packaging. Designing of three dimensional containers and displays. 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 ART 1013, ART 1033, ART 1043, and ART 2423. May be repeated for credit. Fall.~~

**~~ART 3433. Digital Illustration~~** ~~GRAPHIC DESIGN. Introduction to illustration using computer applications. May be repeated for credit. 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 ART 1013, ART 1033, ART 1043, and ART 2423. Fall.~~

**ART 3443. Advertising Design** GRAPHIC DESIGN. Fundamentals and history of graphic design as it applies to advertising including the agency hierarchy and the advertising designer’s role. Emphasis on accurate communication regardless of media through development and imple­mentation of creative work plans, concepts, and implementation and 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. Prerequisite, a grade of C or better in ART ~~3413~~ **3613** . May be repeated for credit. Spring.

**ART 3453. Motion Graphics** GRAPHIC DESIGN. This course will explore the foundations of motion graphics. Design for screen, effective use of typography, graphical elements, sound, video and motion are covered with simple animations, logo and shape motion and environmental visual effects. May be repeated for credit. 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 ART ~~2423~~ **2613** **(+changes with ART 2630)** and ART 2443. Spring odd.

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**ART 3463. Intermediate Web Design** GRAPHIC DESIGN. Advanced HTML and CSS techniques to create sophisticated web page layouts that adhere to standards-based guidelines; introduction to client-side web interactivity using the jQuery library. Each student is required to create a full featured, graphic design portfolio website. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time. Prerequisites, a grade of C or better in ART ~~2423~~ **2613** and ART 2443. Spring.

**ART 3863. Intermediate Painting** STUDIO ART. Builds on basic skills and concepts from begin­ning drawing and painting courses, individualized projects exploring color and space in a variety of subject matter and approaches, and study of historical and contemporary art in relation to studio practice. May be repeated for credit. 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 3063; or permission of instructor. Fall, Spring.

**ART 4033. Advanced Drawing** STUDIO ART. Working from various subject matter, including the figure model, in different media. Experimental studies in composition and technique. May be repeated for credit. 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. Prerequisites, a grade of C or better in ART 3033, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4063. Advanced Painting** STUDIO ART. Individual work for advanced students. 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 3863, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4083. Advanced Printmaking** STUDIO ART. Continuation of Printmaking 3083. 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 3083, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4093. Advanced Ceramics** STUDIO ART. Continuation of ceramics work. Independent projects for advanced students. 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. May be repeated for credit. Prerequisites, a grade of C or better in 6 hours of ART 3093, and a grade of CR in ART 3330; permission of instructor required. Fall, Spring.

**ART 4103. Advanced Sculpture** STUDIO ART. Continuation of sculpture work with emphasis on development of personal direction. 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 3103, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4320. Exhibition Preparation** Focus on information pertaining to the preparation for ART 4330. Prerequisites, a grade of CR in ART 3330; a minimum GPA of 2.75 in all work with ART, ARTH, or ARED prefix; and permission of department chair. Students MUST meet the prerequisite requirements or they will not be allowed to register for this course. Fall and Spring.

**ART 4331. Senior Exhibition** Capstone course required for all graduating BFA Studio Art emphasis students. 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. Prerequisites, a grade of CR in ART 3330 and ART 4320; a minimum GPA of 2.75 in all work with an ART, ARTH or ARED prefix; permission of advisor, instructor, and department chair required; 12 hours of 15 hour emphasis area completed prior to senior exhibition semester. Fall, Spring.

**ART 435V. Studio Problems** STUDIO ART. An opportunity for the studio oriented student to explore and develop techniques and concepts in both two and three dimensional media. Areas not covered by other existing studio courses will be emphasized. May be repeated for credit. 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. Enrollment restricted to permission of advi­sor, instructor, and department chair. Fall, Spring, Summer.

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**ART 4363. Graphic Design Internship** GRAPHIC DESIGN. Supervised work in a profes­sional graphic design setting. May be repeated for credit. Enrollment restricted to permission of Department Chair. Prerequisites, a grade of CR in ART 3330; and a minimum GPA of 2.75 in all work with an ART, ARTH or ARED prefix. Fall, Spring, Summer.

**ART 4403. Photography for the Graphic Designer** GRAPHIC DESIGN. Study of photo­graphic equipment, techniques and processes with emphasis on graphic design applications. May be repeated for credit. 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 ART ~~2423~~ **2613**, and ART 3403, and a grade of CR in ART 3330; or permission of instructor. Spring, even.

**ART 4413. Advanced Photography for the Graphic Designer** GRAPHIC DESIGN. This course offers advanced studies in photography as it is utilized in graphic design. Advanced studies in studio and site photography and the application of photography to print and digital media. May be repeated for credit. 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 ART 4403; a grade of CR in ART 3330; or permission of instructor. Spring, even.