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| CIP Code: |  |
| Degree Code: |  |

**Bulletin / Banner Change Transmittal Form**

**[x ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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 | 3/14/2019 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 3/15/2019 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 3/27/2019 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 3/27/2019 |   **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)

Shelley Gipson, Dept. of Art + Design, sgipson@astate.edu, 870.972.3753

**2.Proposed Change**

**Make a number of changes to Graphic Design (GRFX) courses:**

* + - 1. **Change description of GRFX 3400, Graphic Design Review as indicated below, namely,**

**a. Change Corequisite from Identity Design (GRFX 3503) to prerequisite of Typography (GRFX 2303).**

* 1. **Change order of limit and passing to match BFA Review (GRFX 3800) description.**
  2. **Add “Graphic Design” to description to differentiate from BFA Review (GRFX 3800) more.**
  3. **Change prerequisites to read grade of C or better and flip to be grade first, GPA second to match BFA Review (GRFX 3800).**
  4. **Change Review to be before 3000-level classes instead of 4000-level.**

1. **Change prerequisites for GRFX 3503, 3603, 3703, 3713, 3753 to implement change 1.e.**

**Note: Digital Design Review will be deleted on another form**

**3.Effective Date**

Fall 2019

**4.Justification –** *Please provide details as to why this change is necessary.*

These changes will bring Graphic Design in line with NASAD standards that call for a review/admission before the student has completed half of their degree. Other changes that have influenced this include course rotations and new voting structures in the Review itself. Graphic Design has changed their rotations so that Ad Design/Intermediate Type/Identity Design may be taken in any order. They must have Type and Layout to take any of these courses, so having it as a prerequisite will (hopefully) lead them to take the Review much earlier in their program. During F18/S19, students were voted on both BFA and GD Review if the student had completed the appropriate coursework.

The Digital Design Review has been successful over the past year without the Introduction to Web course. All Graphic Design Faculty voted on the same prerequisite of Typography. Since DD is an emphasis only – have the same review will save everyone a lot of headaches.

**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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**Department of Art + Design**

*Professor Temma Balducci, Chair***Professors:** *Gipson, Rowe, Salvest, Vickrey***Associate Professors:** *Arnell, Norris, Whiteland, Wilkinson***Assistant Professors:** *Baker, Ford, Salamanca***Instructors:** *Buckley, McCarroll, Parker, Sullivan*

**MISSION STATEMENT**

The Department of Art + Design is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. The faculty prepares its stu- dents to assume leadership positions in their professional lives while maintaining a commitment to the conceptual and aesthetic standards of their chosen discipline. The department develops and supports a nurturing creative community that builds confidence through academic rigor and provides an environ- ment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential. Graduates of the Department of Art + Design join the community as socially responsible artists, designers, educators and historians ready to contribute to diverse and changing creative fields.

The Bachelor of Arts degree provides a liberal arts-fine arts education in art history. Art history provides practice in analysis, interpretation, critical thinking, and writing skills. This degree is good preparation for a student planning to work toward an advanced degree in art history. A certificate in Museum Studies is also available to help students prepare for a job in a variety of museum fields. The Department also offers a certificate in Swift Coding.

No grade below C in courses with an ART/ARTH/ARED/ARTM prefix may be applied to the Bachelor of Arts with an Emphasis in Art History Degree. A cumulative 2.75 GPA (or higher) in all courses with an ART/ARTH/ARED/ARTM prefix is required for the Bachelor of Arts with an Emphasis in Art History Degree.

The Bachelor of Fine Arts degree programs are designed to prepare students for professional careers as a classroom art teacher, graphic designer, or studio artist. The BFA in Graphic Design, the BFA in Graphic Design (with emphasis in Digital Design) or the BFA in Art (with emphasis in Studio Art or Art Education) is the initial professional degree, and it is the requisite degree for the student who plans to pursue a studio-oriented post-baccalaureate degree.

No grade below C in courses with an ART/ARTH/ARED/ARTM/GRFX prefix may be applied to the Bachelor of Fine Arts Degree. A cumulative 2.75 GPA (or higher) in all courses with an ART/ARTH/ARED/ARTM/GRFX prefix is required for the BFA degree.

Arkansas State University is an Accredited Institutional member of the National Association of Schools of Art and Design.

**BFA/TRANSFER REVIEW POLICY**

**BFA review** (ART 3330) is an admissions screening procedure for ~~all~~ the BFA of Fine Arts (Major in Art: Studio Art or Art Education) ~~programs~~. Students should enroll in ART 3330 the semester they will complete the BFA Art Major Core. Students ~~enrolled in BFA programs~~ must pass ~~the~~ BFA Review PRIOR to enrollment for required 3000-level ART courses, except ART 3033, Drawing III. Prerequisites are a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593, and a 2.75 GPA in all ART, ARTH, ARED and GRFX courses. In addition, Art Education students are encouraged to have a passing score for the Teacher Education Application exam. Students will be limited to two attempts to pass the BFA Review. **Graphic Design Review** (GRFX 3400) is an admissions screening procedure for the BFA (Major in Graphic Design: Graphic Design or Graphic Design with an Emphasis in Digital Design) Students should enroll in GRFX 3400 the semester they are completing GRFX 2303 Typography and Layout. Students must pass the Graphic Design Review PRIOR to enrollment for 3000-level GRFX courses. Prerequisites are a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593, and GRFX 2303, and a 2.75 GPA in ART, ARTH and GRFX courses. Minors and Certificates do not participate in the Review.

**Transfer credit** is awarded based on evaluation by the chair and/or curriculum specialists. Students must provide the course title, description, and syllabus (when required). Grades from these courses are included in the GPA requirements for ART 3330 and GRFX 3400. Artwork from these courses will be included in the BFA Review (see above).

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**GRFX 2103. Ideation** 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. Fall, 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, Spring.

**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 and a grade of CR in GRFX 3400; or permission of instructor. Fall, Spring.

**~~GRFX 3400. Graphic Design Review~~** ~~Portfolio review for BFA admission. Passing is prerequisite 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 2593; Co-requisite: GRFX 3503; permission of advisor and depart- ment chair required. Fall, Spring.~~

**GRFX 3400. Graphic Design Review** Portfolio review for **BFA in Graphic Design** admission. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593 and GRFX 2303; a 2.75 GPA in all ART, ARTH, GRFX courses; permission of advisor and department chair required. Fall, Spring.

**GRFX 3503. Identity 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. 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 2103;a grade of CR ~~or better~~ in ~~ART 1013, and GRFX 2303~~ GRFX 3400. Fall, Spring.

**GRFX 3603. Advertising Design** Fundamentals and history of graphic design as it applies to advertising including the agency hierarchy and the advertising designer’s role. Emphasis on ac- curate 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. May be repeated for credit. Prerequisite, a grade of CR or better in GRFX ~~3503~~GRFX 3400, or permission of instructor. Fall, Spring.

**GRFX 3703. Intermediate Web 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 GRFX 2703 and GRFX 3303; a grade of CR in GRFX 3400. Spring.

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**GRFX 3713. 3D Digital and Game Design** Foundational instruction in the art of creating digital 3D content for applications in animation, interactive and game design and in the production of physical objects utilizing 3D printing and laser cutting 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 1023 and GRFX 2103; a grade of CR in GRFX 3400; or permission of instructor. Fall.

**GRFX 3753. Motion Graphics** 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. 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 2703 and GRFX 3303; a grade of CR in GRFX 3400. Spring.

**GRFX 3783. Patterns in Application Design** User Experience Design with a focus on established design patterns of iOS and Android applications. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112, GRFX 2703 and GRFX 3713. Spring. [Note: this course is part of the Digital Innovations BS; and does not require the Review]