Code # FA13 (2014)

**New/Special Course 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 [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| x**New Course or** ☐ **Special Course (Check one box)**  *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. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

ART 2613

2. 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).

Typography and Layout

3. 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 problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Studio.

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard letter

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

No

6. 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

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

Introduction to classical typography; tradition, terminology, and craftsmanship. Introduction to traditional and digital print processes. Students will develop rectilinear typographic compositions while learning type indication, comping, and professional presentation 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 Graphic Design class.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

A grade of C or better in ART 1013, ART 1411, and ART 2313

b. Why?

Design I and Design Tech are the building blocks from which this course is based. If students don’t have this information, they will not be able to keep up with the content of this course.

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

Fall, Summer

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

Curtis Steele

[csteele@astate.edu](mailto:csteele@astate.edu)

870-972-3050

11. Proposed Starting Term/Year

SUMMER 2016

12. Is this course in support of a new program? Yes/No

No

If yes, what program?

13. Does this course replace a course being deleted?

No

If yes, what course?

Enter text...

Has this course number been used in the past? no

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. 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...

15. Justification should include:

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

This is a fundamental course in graphic design. It is the students first course to study type and layout. These are fundamental building blocks from which all other courses expound upon. All further areas contain type and layout.

Students will have an understanding of classical typography including it’s tradition, terminology and craftsmanship through lectures, readings and projects. Students will also be introduced to traditional and digital print processes through lecture and practice. Students will also develop reticilinear typographic compoisions while learning type indication, comping, and professiona presentation techniques.

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 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 students 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 environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential.

This course enables students to further their skill set and knowledge they need to assume leadership roles in their field and equals the playing field. This course content is offered to junior and senor level Graphic Design students in all competitive graphic design BFA programs.

c. Student population served.

BFA Graphic Design and BFA Graphic Design, Digital Design emphasis students.

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

This is an introductory class that requires some based art knowledge. The Sophomore level is appropriate

16. 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.)

*week 1*

|  |
| --- |
| Lecture:Typography is everywhere / roles of typography |
| Lecture: From Sounds to SymbolsPre-writing societies, the development of oral communication, Pictographs, Ideographs, Phoenician Alphabet, Greek Alphabet, Roman alphabet Rustica, Half Unicals, Carolingian, Minuscule, Black letter, etc.Letterform Basics, Anatomy of letterforms, Character sets and type families:Basic classifications, in class exersize: sans and san serif letter tracingsIntroduction of Typographic terms, the language of graphic design. Parts of a character and basic typeface classification and type families.  Homework: Assignment 1- The letter as art, final due next week. |

*week 2*

|  |
| --- |
|  |
| Lecture: Typeface classification, Alphabet Variation, The optics of spacing, Terms- kerning, tracking, leading. |
| Lecture: Renaissance, Printing, Colonial & Industrialized Typography  Guttenberg and movable type. Garamond, Griffo, Manutius . Intro of san serif fonts, Caslon, Baskerville, Printing technology.  Introduction to type crimes.  Assignment 2- An exercise in lettering- first and last name mix and match, sans and sans serif, final due next class.  Homework: Study for quiz on typeface anatomy and terms  Bring into next class: Examples of “the good, bad, ugly” assignment. |

week 3

Lecture; Printing processes past and present. Quiz: quiz on typeface anatomy and terms

Due: Assignment 2- An exercise in lettering- first and last name mix and match, sans and sans serif, final due next class.

Crit on Assignment 2

Homework: Assignment 3- mix and match with typeface classification.

Quiz: Typeface anatomy and terms

week 4

|  |
| --- |
| Field trip: Local printing press, digital and 4 color process.Field trip: Letterpress studioLecture: Developing Hiearchy, Clarifying Content, Typographic Color, |
| Setting text type, alignments, selecting and combining fonts for creatively. Hierarchy, implied space, contrast, extreme and low, connotations.  Due: Assignment 3- mix and match with typeface classification.  Crit / Quiz  Handout Assignment 4A: Quotation, typeface family members- version 1,2,3 due next class  Typograsphic systems: Axial, Radial, Dilatational, Random, Grid, Modualr, Transitional, Bilateral. |

week 5

Lecture: Basic techniques for visual emphasis. Grouping, chunking information for readability and comprehension.

Setting text type, alignments, selecting and combining fonts for creatively. Hierarchy, implied space, contrast, extreme and low, connotations. More about type crimes.

Assignment 4B: Typographic systems: Axial, Radial, Dilatational, Random, Grid, Modualr, Transitional, Bilateral.

Review of Assignment 4A and crit

week 6

Lecture: Historic Type Designers and Historic Typographic Movements and Art movements of the 20th 21st century.

Type designers: Morris, Goudy, Gill, Bauhaus, Bayer, Renner, Zapf, Brody etc.

Movements: Constructivist, De Stijl, Post Modern, Bauhaus etc.

Due: Assignment 4B: Typographic systems: Axial, Radial, Dilatational, Random, Grid, Modualr, Transitional, Bilateral.

Assignment 5: 20th 21st century type designer poster

week 7

Due: Assignment 5/ Crit

Lecture: Spatial Mechanics of Paragraphs, Text and paragraph settings and line intervals.

Lecture: Creating Archetectural Space – With the Typographic Grid

Manuscript grid, Column grid, Modular grid, Hierarchical grid and Breaking the grid.

Text Type & Tthe Grid Structure

Homework: Assignment 6- Type specimen poster

week 8

Lecture: More about Type Crimes Do’s & Don’t’s and Unique Considerations for Linquistics Deconstruction.

Image and typography.

Due: Assignment 6- Type specimen poster / Crit

Homework: Assignment 7 Spread assignment, three versions.

week 9

Design expression through unique Text Settings: Text wrapping, copy fitting, initial caps, drop, raised, standup,

insert, decorative, boxed, overlapping, reversed, hanging, folios pull quotes, sidebars, headlines and subheads.

Due: Assignment 7 Spread assignment, three versions.

Crit

week 10

Design expression through unique Text Settings: Text wrapping, copy fitting, initial caps, drop, raised, standup,

insert, decorative, boxed, overlapping, reversed, hanging, folios pull quotes, sidebars, headlines and subheads.

week 11, 12, 13 , 14

|  |
| --- |
| Design expression through unique Text Settings: Text wrapping, copy fitting, initial caps, drop, raised, standup,  insert, decorative, boxed, overlapping, reversed, hanging, folios pull quotes, sidebars, headlines and subheads.  Assignment 8: Editorial spread- comps  Handout Assignment : Final |
| Lecture: Color (Hue and Value) in Typographic Expression, how it affects Hierarchy, color and space, distinction, psychology and cultural connotations. |

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Projects

Homework

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

No

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No

20. What is the primary intended learning goal for students enrolled in this course?

Understand letterform specification and structure, including the origins of the alphabet.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Thinking with Type: A critical guide for designers, writers, editors, and students. Ellen Lupton,

Princeton Architectural Press, 2004

Getting It Right With Type, TheDos and Don’ts of Typography, Victoria Squire, Laurence King Publishing, 2006

b. Number of pages of reading required per week: Enter text...

10 to 20 pages

c. Number of pages of writing required over the course of the semester:

22. High-Impact Activities (Check all that apply)

☐Collaborative assignments

☐Research with a faculty member

☐Diversity/Global learning experience

☐Service learning or community learning

☐Study abroad

☐Internship

☐Capstone or senior culminating experience

☐Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will have some understandin of typographic space and the mixing and matching of typeface classifications with content.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Students will apply all that they have learned in lecture, readings, and research to create a project that intergrates space, type, and content.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Craft, design, multimodel thinking, etc, will be evaluated by the instructor using a rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Learning Activity:

Assessment Tool:

**Outcome #3**:

Enter text...

Learning Activity:

Assessment Tool:

Enter text...

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

☐Minimally  
x☐Indirectly  
☐Directly

* 1. Thinking Critically

☐Minimally  
☐Indirectly  
x☐Directly

* 1. Using Technology

☐Minimally  
☐Indirectly  
x☐Directly

**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.

**ASU-J 2014-2015 Undergraduate Bulletin, page 210**

**Major in Graphic Design**

**Bachelor of Fine Arts**

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

|  |  |
| --- | --- |
| **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** |

**ASU-J 2014-2015 Undergraduate Bulletin, page 211**

**Major in Graphic Design (cont.)**

**Bachelor of Fine Arts**

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

|  |  |  |
| --- | --- | --- |
| ART 3413, Identity Design | 3 | |
| ~~ART 3423, Package Design~~ | ~~3~~ | |
| ~~ART 3433, Digital Illustration~~ | ~~3~~ | |
| ART 3443, Advertising Design | 3 | |
| ART 3463, Intermediate Web Design | 3 | |
| **ART 3483, Typography II** | | **3** | |
|  | |  | |
| ART 4363, Graphic Design Internship | 3 | |
| ART 4403, Photography for the Graphic Designer | 3 | |
| ~~ART 4423, Campaign Design~~ | ~~3~~ | |
| ART 4423, Branding (this change has been approved, but has not been changed in the bulletin) | 3 | |
| ~~ART 4473, Advanced Web Studio~~ | ~~3~~ | |
| ~~ART 4491, Graphic Design Portfolio~~ | ~~1~~ | |
| **ART 4493, Portfolio Presentation** | 3 | |
| **ART elective, 4000 level ART or Graphic Design course** | 3 | |
| **ART elective, 4000 level ART or Graphic Design course** | 3 | |
| **Sub-total** | **43** | |
| **Total Required Hours:** | **120** | |

**ASU-J 2014-2015 Undergraduate Bulletin, page 212**

**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/.

|  |  |
| --- | --- |
| **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 |

**ASU-J 2014-2015 Undergraduate Bulletin, page 213**

Major in Graphic Design (cont.)

**Bachelor of Fine Arts**

**Emphasis in Digital Design**

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

|  |  |  |
| --- | --- | --- |
| **~~ART 3413, Identity Design~~** | **~~3~~** | |
| **ART 3433, Digital Illustration** | **3** | |
| **ART 3443, Advertising Design** | **3** | |
| **ART 3453, Motion Graphics** | **3** | |
| **ART 3463, Intermediate Web Design** | **3** | |
| **ART 3483, Typography II** | | **3** | |
|  | | **3** | |
| **ART 4363, Graphic Design Internship** | **3** | |
| **ART 4403, Photography for the Graphic Designer** | **3** | |
| **ART 3713, 3D Digital and Game Design 3**  **ART 4423, Campaign Design** | **3** | |
| **ART 4473, Advanced Web Studio** | **3** | |
| ~~ART 4491, Graphic Design Portfolio~~ | ~~1~~ | |
| **ART 4493, Portfolio Presentation** | **3** | |
| **ART 4713, Design for Physical Computing 3**  Sub-total | 3  43 | |
| **Total Required Hours:** | **120** | |

**ASU-J 2014-2015 Undergraduate Bulletin, page 214**

**Minor in Graphic Design**

|  |  |  |  |
| --- | --- | --- | --- |
| **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** | | |

**ASU-J 2014-2015 Undergraduate Bulletin, page 448**

**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~~ **2613**, 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 2613. Typography and Layout. GRAPHIC DESIGN. Introduction to classical typography; tradition, terminology, and craftsmanship. Introduction to traditional and digital print processes. Students will develop rectilinear typographic compositions while learning type indication, comping, and professional presentation 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 Graphic Design class. Prerequisites, a grade of C or better in ART 1013, ART 1411, and ART 2313. Fall, Summer.

ART 2630. Graphic Design Admission Review. GRAPHIC DESIGN. Foundation Portfolio and presentation for BFA Graphic Design, BFA Graphic Design, Digital Design emphasis must pass faculty review panel to be admitted to program.  Also serves as exit review for Graphic Design minors.  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 only once. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1411, ART 2313, ART 2453, and ART 2613. Fall.

**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

**ASU-J 2014-2015 Undergraduate Bulletin, page 449**

**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~~ **2613** . 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** and ART 2443. Spring odd.

**ASU-J 2014-2015 Undergraduate Bulletin, page 450**

**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.

**ASU-J 2014-2015 Undergraduate Bulletin, page 451**

**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.

**ART 4423. Campaign Design** GRAPHIC DESIGN. Continuation of ART 3443 Advertising De­sign. Implementation of total campaign as it applies to non-profit and corporate/institutional design. Integrating creative and practical work across many applications within the campaign. Emphasis on concept development, creative writing, implementation and presentation. 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 3443; a grade of CR in ART 3330; or permission of instructor. May be repeated for credit. Fall.

**ART 4443. Film Based Photography** STUDIO ART. Advanced studies of photographic equip­ment, techniques and processes with emphasis on personal expression. Requires three hours of lab per week. 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 3403, and a grade of CR in ART 3330; or permission of instructor. Fall.

**ART 4453. Advanced Photography** STUDIO ART. Advanced studies in photography as fine art, includes silver and nonsilver based processes with emphasis on aesthetic expression. 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 4443. Fall, even.

**ART 4473. Advanced Web Studio** GRAPHIC DESIGN. Continuation of ART 3463. Based on lecture topics, students will complete self-directed research and experimentation culminating in practical applications within the coding environment. 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. Prerequisite, C or better in ART 3643. Fall.

**ART 4491. Graphic Design Portfolio** GRAPHIC DESIGN. Capstone course required for all BFA, Graphic Design students. Portfolio Preparation of graphic design solutions demonstrating the student’s overall knowledge and skills. May be repeated for credit. It is expected that students will spend a minimum of three additional clock hours per week on work outside scheduled class time for each studio Graphic Design class. Enrollment restricted to permission of advisor and instruc­tor. Prerequisite, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED prefix. Fall, Spring.

**ART 4493. Portfolio Presentation** GRAPHIC DESIGN. Capstone course required for all gradu­ating BFA, Graphic Design emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the students overall knowledge and special skills. 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. Enrollment restricted to permission of advisor and instructor. Prerequisite, minimum GPA of 2.75