Code # FA11 (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 pheath@astate.edu

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| --- |
| 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 1411

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).

Design Technology

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 Problems

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.

**basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software.**

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?

**Enrollment restricted to declared Graphic Design majors (including the Digital Design emphasis) and Graphic Design Minors.**

b. Why?

Keep enrollment manageable

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

 Spring

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

Curtis Steele, csteele@astate.edu, 870.972.3050

11. Proposed Starting Term/Year

Spring 2016

12. Is this course in support of a new program? no

If yes, what program?

Enter text...

13. Does this course replace a course being deleted? Yes

If yes, what course?

ART 1413 Design Technology

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)

**Students will gain an understanding of software used in the creation of graphic layout and production of files. The course will have the student explore visual communication through use of color, composition, scale, and typography. Students will exhibit software proficiency using Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.**

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’s Mission Statement includes a goal of “[providing] an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential.” For the graphic design major with an emphasis in graphic design or digital design, one of the most critical situations is the analysis and understanding of the principles of graphic design in relationship to digital media applications.

This new graphic design class separates the teaching of software and the teaching of graphic design principles and production. This new course sequence will provide the critical knowledge and skills needed for advanced practice and development.

c. Student population served.

**Entry level students in the BFA in Graphic Design and the BFA in Graphic Design: Digital Design**

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

**As an introductory course, the freshman 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 one: Introduction to Adobe Illustrator and the concepts and expectations of the course.

Week two: Introduction to Adobe Illustrator through in-class assignments.

Week three: Introduction typography manipulation through in-class assignments.

Week four: Symbol and shape building for use in logo development

Week five: Developing several advanced layout options using typography, symbols, and shapes.

Week six: Introduction to Adobe Photoshop through in-class assignments.

Week seven: Selecting, compositing, and working with layers

Week eight: Type effects, paint and pen tools, basic color adjustment with photographs

Week nine: Retouching photographs, filter selection, saving and pre press

Week ten: Edit images with precise selection control and create dramatic visual effects with Photoshop.

Week eleven: Introduction to Adobe InDesign through in-class assignments.

Week twelve: Creating multiple page documents and text, image formatting

Week thirteen: Character and paragraph formatting, color swatch creation using spot and cmyk

Week fourteen: Preflight, printing, and exporting files.

Week fifteen: Final assignment using the three software programs to build a multipage layout

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

**5-6 projects covering Illustrator and Photoshop**

**1 final project covering InDesign publication**

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

none

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

**No additional faculty or classroom resources will be necessary**

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

Students will have a basic understanding of how to use computer software technologies to create designs.

21. Reading and writing requirements:

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

Lynda.com subscription for course materials only

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

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

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 a basic understanding of production within the Adobe Creative suite.

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

Students are required to watch training videos, complete training projects, and complete class assignments.

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

Students present their projects in a critique setting. The craft and presentation of these projects are graded by rubric. Students are required to achieve a C average in this class before moving forward (as it is a prerequisite that falls into a stepped structure).

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

**Outcome #2:**

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

**Outcome #3**:

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

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

* 1. Global Awareness

x☐Minimally
☐Indirectly
☐Directly

* 1. Thinking Critically

☐Minimally
☐Indirectly
x☐Directly

* 1. Using Technology

☐Minimally
☐Indirectly
xDirectly

**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** |
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|  |  |
| **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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**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 1411. Design Technology. GRAPHIC DESIGN. Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. 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 declared Graphic Design majors (including the Digital Design emphasis) and Graphic Design Minors. 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 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 …