Code # FA09 (2014)

**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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| **Bulletin Change**Please attach a copy of all catalogue pages requiring editorial changes. |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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.Contact Person** (Name, Email Address, Phone Number)

Curtis Steele, csteele@astate.edu, 870.972.3050

**2.Proposed Change**

Changes to the BFA – Graphic Design: The following changes reflect current teaching and design practice, with less focus on traditional print design and more focus on creating a contemporary designer with a diverse skill set.

**FROM**

***Course Sem. Hrs.***

ART 1413, Design Technology 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 3330, BFA Review 0

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 4363, Graphic Design Internship 3

ART 4403, Photography for the Graphic Designer 3

ART 4423, Branding 3

ART 4473, Advanced Web Studio 3

ART 4491, Graphic Design Portfolio 1

Sub-total 43

**TO**

***Course Sem. Hrs.***

**ART 1411, Design Technology 1**

**ART 2313, Introduction to Graphic 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 0**

ART 3330, BFA Review 0

ART 3413, Identity Design 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, Branding 3

**ART 4493, Portfolio Presentation 3 exists**

**Choose 2 6**

**ART 4xxx, upper level ART or Graphic Design courses**

Sub-total 43

**New Course Forms**

ART 1411, Design Technology 1

ART 2313, Introduction to Graphic Design 3

ART 2613, Typography and Layout 3

ART 2630 Graphic Design Admission Review 0

ART 3433, Digital Illustration 3

**Delete Forms**

ART 1413, Design Technology 3

ART 2413, Typography 3

ART 2423, Print and Publication Design 3

**3.Effective Date**

Spring 2016 (needed for Bulletin in Fall 2015)

**4.Justification**

1. Change Design Technology from ART 1413 to ART 1411

After being taught for a few years, the Design Technology class has become a guided self study, more suited to a one hour class.

2. Switch Portfolio from 1 hour to 3, using the existing ART 4493

The Graphic Design faculty are choosing to use this more extensive three hour class to increase productivity and image resolution, and overall expectation of students in this, the class where their portfolio is often recreated.

3. Add a new class: ART 2313, Introduction to Graphic Design

This intro class will help students become aware of graphic design in the field, job expectation, and college expectations

4. Add ART 3483, Typography II

Type II will give the department an infusion of type in its theoretical as well as conceptual development

5. Add ART 2630, Graphic Design Admission Review

This will serve as an admission review. Students will not be able to proceed if they do not pass. Students will be asked to retake classes in order to attain a significant portfolio in foundational work. At this point, students will be able to minor or change their major.

6. Remove ART 3433, Digital Illustration and ART 4473 Advanced Web Studio

These classes are in the Digital Design program, by keeping them separated, the two degrees become more significantly different. They are more appropriate in the emphasis.

7. Combine ART 2423, Print and Publication Design and ART 2413, Typography into a new course ART 2413, Typography and Layout

These changes reflect current practice and teaching strategies. Print and Publication is on the decline in industry, and its curriculum is being dispersed throughout the program specifically in the new Typography and Layout class.

8. Remove ART 3423, Package Design

The content of this course will be dispersed throughout the program, reinforcing the use of design in 2-d and 3-d in all graphic design classes.

**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.
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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.
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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 (cont.)**

**Bachelor of Fine Arts**

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|  |  |
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| 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**  |