Code # FA28 (2015)

**Bulletin / Banner Change Transmittal Form**

[ ]  **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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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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 Steel, csteele@astate.edu, 870.972.3753

**2.Proposed Change**

Update the Graphic Design Curriculum.

1. Switch hours between Design Tech and Portfolio Capstone

Design Tech changes from 3 hours to 1

Capstone Review changes from 1 hour to 3

2. Remove courses

Delete Digital Illustration and Package Design in favor of having these types of projects throughout the curriculum

Print and Pub has been folded into Type, now Type and Layout

3. Increase the amount of typography that is in the program

a. Fold in Print and Publication into Typography to create a new class: Typography and Layout.

b. Add Intermediate Type

4. Increase awareness of design field and expectations from the beginning of the curriculum

Introduction to Graphic Design has been added

**Old Graphic Design Courses**

***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

**New Graphic Design (prereq)**

**GRFX 1111 Design Technology (Graphic Design major) 1**

GRFX 2103 Visual Thinking (none) 3

**GRFX 2203 Introduction to Graphic Design (Design I, Design Tech coreq) 3**

**GRFX 2303 Typography and Layout (Intro to GD) 3**

GRFX 2703 Introduction to Web Design (Intro to GD) 3

**GRFX 3303 Intermediate Typography (Typography) 3**

**GRFX 3400 Graphic Design Review (Identity Co) 0**

GRFX 3503 Identity Design (Intermediate Typography, Drawing I) 3

GRFX 3603 Advertising Design (Identity) 3

GRFX 3703 Intermediate Web Design (Intro to Web) 3

GRFX 4103 Photography for the Graphic Designer (Interm. Type, Photo, Review) 3

GRFX 4503 Branding (Advertising, BFA Review, Instructor) 3

GRFX 4603 Graphic Design Internship (chair, BFA Review) 3

GRFX 4803 Portfolio Capstone 3

Choose 2: 6

 ART 4083, Advanced Printmaking

 ART 4103, Advanced Sculpture

 GRFX 4143, Advanced Photography for the Graphic Designer

 GRFX 4703, Advanced Web Studio

Sub-total 43

**3.Effective Date**

Fall 2016 Bulletin, Spring 2017 Launch

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

All of these changes were brought about though assessment of the curriculum. Students taking the BFA Review were not prepared to answer questions about their profession, describe their intent, audience, research base, etc. This is far too late in the program for this to happen. So –

1. Design Tech is moving to an online platform that should not cost so much. Instead, we are going back tot the 3 hour Portfolio Capstone as an exit course, taught as a Studio Class and not a seminar. This will help prepare students for entering the job market.

2. Digital Illustration and Packaging (3D) will be added throughout the curriculum.

3. Type is absolutely fundamental to a designer. This has been needed for some time. Students have not had adequate time to focus on typography. By adding Intermediate, the students will be able to develop advanced skills in type including experimental. Print and Publication has become outdated. Though designers still use 2-D materials, they must be the whole designer – doing everything. These changes will help the students increase the amount of time they spend on this approach.

4. Introduction to Graphic Design will bridge studio practice and graphic design. They will become aware of industry standards and job requirements as Freshman. This course is intended to strengthen the program through awareness.

**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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**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. 83) **Students with this major must take the following:** *MUS 2503, Fine Arts - MusicTHEA 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 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~~  |

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

**Bachelor of Fine Arts**

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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 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~~  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2103, Visual Thinking  | 3  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Introduction to Web Design  | 3  |
| GRFX 3400, Graphic Design Review  | 0  |
| GRFX 3503, Identity Design  | 3  |
| GRFX 3603, Advertising Design  | 3  |
| GRFX 3703, Intermediate Web Design  | 3  |
| GRFX 4103, Photography for the Graphic Designer  | 3  |
| GRFX 4503, Branding  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4803, Portfolio Capstone  | 3  |
| **Graphic Design Electives – Choose 2 of the following**  | **6** |
|  ART 4083, Advanced Printmaking |  |
|  ART 4103, Advanced Sculpture |  |
|  GRFX 4143, Advanced Photography for the Graphic Designer |   |
|  GRFX 4703, Advanced Web Studio |  |
| **Sub-total**  | **43**  |
| **Total Required Hours:**  | **120**  |