Code # FA08 (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: Digital Design Emphasis: The following changes reflect current teaching and digital design practice. This will further differentiate the graphic design major from the digital media emphasis.

**BFA Graphic Design – Digital Design Emphasis OLD**

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 3433, Digital Illustration 3

ART 3443, Advertising Design 3

ART 3453, Motion Graphics 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

**BFA Graphic Design – Digital Design Emphasis NEW**

**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 3483, Typography II 3**

**ART 3713, 3D Digital and Game Design 3**

ART 3453, Motion Graphics 3

ART 3463, Intermediate Web Design 3

ART 4363, Graphic Design Internship 3

ART 4423, Branding 3

ART 4473, Advanced Web Studio 3

**ART 4713, Design for Physical Computing 3**

**ART 4493, Graphic Design Portfolio 3 exists**

ART 4XXX, Upper level elective 3

Sub-total 43

**New Courses**

ART 3713, 3D Digital and Game Design 3

ART 4713, Design for Physical Computing 3

**3.Effective Date**

Spring 2016 (needed for Bulletin in Fall 2015)

**4.Justification**

1. Changes in blue reflect changes made to the Graphic Design Core.

This is on another form.

**2.** Add ART 3713, 3D Digital and Game Design

This course will take the digital media emphasis into a contemporary digital area. This has been missing from the program.

3. Add ART 4713, Design for Physical Computing

This course reflects a new area for studio research. Digital Design students will have the opportunity to investigate and then take new technologies into the workplace.

4. Add one ART 4000 level elective

This will allow students to round out their education. Moving from their studio basics to a place where they can bring graphic design and studio together. This will make a more well rounded student capable of innovative design thinking.

**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.
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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** | **0**  |
| **ART 3330, BFA Review**  | 0 |

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Major in Graphic Design (cont.)

**Bachelor of Fine Arts**

**Emphasis in Digital Design**

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| **~~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** |
|  |  |
| **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~~ Branding** | **3** 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** s | 3 |
| **ART elective, 4000 level ART or Graphic Design course** | 343  |
| Sub-total **Total Required Hours:**  | **120**  |