Code # Enter text…

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |
| --- | --- |
| Shelley Gipson 9/20/2019 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 9/20/2019 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 9/25/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue. 9/25/2019 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

**Temma Balducci, Dept. of Art+Design,** [**tbalducci@astate.edu**](mailto:tbalducci@astate.edu)**, 870.972.3050**

2. Proposed Starting Term and Bulletin Year

**Fall 2020**

**2020-2021 Bulletin**

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

**GRFX 2713**

4. 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).

**Web Design for Digital Innovations**

**Short title: WEB DESIGN DIGITAL INNOVATIONS**

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

**Basic concepts of designing for the web; introduction to CSS as a way to separate content from presentation.** **This course requires three or more hours per week outside of class.**

6. Prerequisites and major restrictions. (Indicate all prerequisites. 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).

1. Are there any prerequisites? **Yes**
   1. If yes, which ones?

**A grade of C or better in GRFX 1112 and GRFX 1211 or instructor permission**

* 1. Why or why not?

**The software proficiency gained in those courses is necessary to move forward in the sequence.**

1. Is this course restricted to a specific major? **Yes**
   1. If yes, which major? **BS Digital Innovations**

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

**Fall**

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

**Studio**

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

**Standard letter**

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **No** 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.)

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? **No**

Please explain. Enter text...

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

a. If yes, what program?

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

14. Will **No**  this course be equivalent to a deleted course?

a. If yes, which course?

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

**Course Details**

17. 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 - What is the Internet**

**Week 2 - Design Principles and Wireframes**

**Week 3 - HTML and CSS Introduction**

**Week 4 – UX and Flow**

**Week 5 – Getting our Content on the Internet**

**Week 6 – Responsive Design**

**Week 7 – Final Project**

**Week 8 - Critique**

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

**None**

19. Department staffing and classroom/lab resources

**Existing** **Faculty**

1. Will this require additional faculty, supplies, etc.?

**No**

20. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

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

**Students will be able to design and prototype a basic website using HTML CSS and Adobe XD, explain how the Internet functions at a basic end-user level, and identify the guiding principles for effective and communicative contemporary web design.**

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 + Design is dedicated to the creative, aesthetic, and cultural development of visual art students that builds upon a well-rounded liberal arts education. Web Design is central to Digital Innovations. This course is the beginning course in the sequence of three courses in Web Design.**

c. Student population served.

**Students enrolled in the BS in Digital Innovations**

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

**This course builds on its pre-reqs and lays the ground work for the courses that follow in terms of software.**

**Assessment**

**Approved by Dr. DeProw 25 Sept. 2019.**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[X]** Thinking Critically | * 1. **[X]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course will replace GRFX 2703 in the assessment plan. It introduces PLO#1 SWBAT apply a working knowledge of digital design to create a professional portfolio and introduces PSLO#2 SWABT apply the aesthetic skills required of a professional designer.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | SWBAT apply a working knowledge of digital design to create a professional portfolio. |
| Assessment Measure | Description: In Digital Innovations Portfolio, students present ≥ 10 professional-level works to a committee made up of Design Faculty and Faculty from the area of concentration. This is a capstone course designed to prepare students for entrance into professional practice  Measure: Student applies subject knowledge to conceptualize, develop, and complete professional work that answers project objectives.  Faculty Scores students on multiple aspects of production (conceptualizing, development, completion) and intent (project objective, audience, purpose and context) on a scale from 1 to 5.  **Data Collection:** Each Measure is scored on a 5 point scale.  **Scale:** 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  **Data Analysis:** Successful students will score a combined average of 3.5 or higher. |
| Assessment  Timetable | **Preliminary was 20-21, but will occur S20.** |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design and concentration faculty) reporting to Department of Art and Design Assessment Coordinator |

|  |  |
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| **Program-Level Outcome 2 (from question #23)** | SWABT apply the aesthetic skills required of a professional designer. |
| Assessment Measure | **Direct Measure**:  Description: In Digital Innovations Portfolio, students make an oral presentation and defend their professional portfolio in real time with a committee of Faculty representing all areas of the program.  **Measure:** Student can evaluate his/her outcomes based on critical, ethical, and aesthetic issues.  Question: Choose one of the works (or series/campaigns) that you presented and explain why you believe this is the best solution to the problem in the context of contemporary critical, ethical, and aesthetic issues.  **Data Collection:** Written and Oral Answers scored on a 5 point.  **Scale:** 1 being unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent  **Data Analysis:** Successful students will score a combined average of 3.5 or higher.  **Indirect Measure**:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | **Preliminary was 20-21, but will occur S20.** |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design and concentration faculty) reporting to Department of Art and Design Assessment Coordinator |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | **Design and prototype a basic website** |
| Which learning activities are responsible for this outcome? | Assignments, Research, prototyping(mockup), finished projects and critique. |
| Assessment Measure | **final project is graded with a rubric** |

*(Repeat if needed for additional outcomes)*

**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 Digital Innovations**

**Bachelor of Science  
Concentration in Graphic Communications**A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| ~~GRFX 1111, Design Technology~~ | ~~1~~ |
| GRFX 1112, Design Literacy | 2 |
| GRFX 1211, Design Technology for Digital Innovations | 1 |
| GRFX ~~2703~~ 2713, ~~Introduction to~~ Web Design for Digital Innovations | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX ~~3703~~ 3723, Intermediate Web Design for Digital Innovations | 3 |
| GRFX ~~3713~~ 3733, ~~3D Digital and~~ Game Design for Digital Innovations | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX ~~4603~~ 4613, ~~Graphic Design~~ Digital Innovations Internship | 3 |
| GRFX 4773, Design Build I | ~~6~~ 3 |
| GRFX 4783, Design Build II ~~- Must take twice~~ | 3 |
| GRFX 479~~3~~2, Digital Innovations Portfolio | ~~3~~ 2 |
| **Sub-total** | ~~30~~ 29 |
| **Concentration in Graphic Communications:** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | ~~37~~  38 |
| **Total Required Hours:** | **120** |

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**Major in Digital Innovations**

**Bachelor of Science  
Concentration in Strategic Communications**A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| ~~GRFX 1111, Design Technology~~ | ~~1~~ |
| GRFX 1112, Design Literacy | 2 |
| GRFX 1211, Design Technology for Digital Innovations | 1 |
| GRFX ~~2703~~ 2713, ~~Introduction to~~ Web Design for Digital Innovations | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX ~~3703~~ 3723, Intermediate Web Design for Digital Innovations | 3 |
| GRFX ~~3713~~ 3733, ~~3D Digital and~~ Game Design for Digital Innovations | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX ~~4603~~ 4613, ~~Graphic Design~~ Digital Innovations Internship | 3 |
| GRFX 4773, Design Build I | 3 |
| GRFX 4783, Design Build II ~~- Must take twice~~ | 3 |
| GRFX 479~~3~~2, Digital Innovations Portfolio | ~~3~~ 2 |
| **Sub-total** | ~~30~~ 29 |
| **Concentration in Strategic Communications:** | **Sem. Hrs.** |
| STCM 4333, Social Media Measurement | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| COMS 4383, Computer Mediated Communication | 3 |
| STCM 4113, Integrated Marketing Communications | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | ~~37~~  38 |
| **Total Required Hours:** | **120** |

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**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in ART 1013, GRFX 2103 and GRFX 2203; or instructor permission. Fall, Spring.

**GRFX 2703. Introduction to Web Design** Basic concepts of designing for the web using Site Maps, Wireframes and Mock-ups; introduction to HTML, emphasizing semantic use of elements; introduc- tion to CSS as a way to separate content from presentation. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2303; or instructor permission. Fall.

**GRFX 2713. Web Design for Digital Innovations** Basic concepts of designing for the web; introduction to CSS as a way to separate content from presentation. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations majors. Prerequisites, a grade of C or better in GRFX 1112 and GRFX 1211; or instructor permission. Fall.