Code # FA05 (2014)

**Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

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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](mailto:csteele@astate.edu), 870.530.1317

**2.Proposed Change**

Change title of course from ART 4423 Campaign Design to ART 4423 Branding

**3.Effective Date**

Fall 2015

**4.Justification**

This is a terminology change to update the title to reflect current practice in graphic design education and in the graphic design field.

**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 (cont.)**

**Bachelor of Fine Arts**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

|  |  |
| --- | --- |
| 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, Campaign Design~~ | ~~3~~ |
| ART 4423 Branding | 3 |

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

**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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| 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, Campaign Design~~ | ~~3~~ |
| ART 4423 Branding | 3 |

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**ART 4363. Graphic Design Internship** GRAPHIC DESIGN. Supervised work in a profes­sional graphic design setting. May be repeated for credit. Enrollment restricted to permission of Department Chair. Prerequisites, a grade of CR in ART 3330; and a minimum GPA of 2.75 in all work with an ART, ARTH or ARED prefix. Fall, Spring, Summer.

**ART 4403. Photography for the Graphic Designer** GRAPHIC DESIGN. Study of photo­graphic equipment, techniques and processes with emphasis on graphic design applications. 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 Graphic Design class. Prerequisites, a grade of C or better in ART 2423, and ART 3403, and a grade of CR in ART 3330; or permission of instructor. Spring, even.

**ART 4413. Advanced Photography for the Graphic Designer** GRAPHIC DESIGN. This course offers advanced studies in photography as it is utilized in graphic design. Advanced studies in studio and site photography and the application of photography to print and digital media. 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 Graphic Design class. Prerequisites, a grade of C or better in ART 4403; a grade of CR in ART 3330; or permission of instructor. Spring, even.

**ART 4423. ~~Campaign Design~~ Branding** GRAPHIC DESIGN. Continuation of ART 3443 Advertising De­sign. Implementation of total campaign as it applies to non-profit and corporate/institutional design. Integrating creative and practical work across many applications within the campaign. Emphasis on concept development, creative writing, implementation and 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 3443; a grade of CR in ART 3330; or permission of instructor. May be repeated for credit. Fall.