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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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

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| Shelley Gipson 10/16/2020  **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 10/16/2020  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 10/28/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 10/29/2020  **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Nicole Arnell • Dept. of Art + Design, [narnell@astate.edu](mailto:narnell@astate.edu) • 303-842-3039 (office: 870-680-8457)

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2021, Bulletin Year 2021-2022

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **GRFX** | **N/A** |
| **Number\*** | **2303** | **N/A** |
| **Title** | **Typography and Layout** | **N/A** |
| **Description\*\*** | **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.** | **Comprehensive study of typography, visual hierarchy, and design system creation for optimal user experience in multiple media. This course requires three or more hours per week outside of class.** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? NO**

(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. **YES**  Are there any prerequisites?
   1. If yes, which ones?
2. **Prerequisites: C or better: ART 1013 and GRFX 2203; or instructor permission. [No change]**
   1. Why or why not?

1. **NO** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? NO**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

1. **Proposed course type [Modification requested? NO**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

1. **Proposed grade type [Modification requested? NO**

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

1. **NO** Is this course dual-listed (undergraduate/graduate)?
2. **NO** Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **NO** Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. **NO** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

1. **Proposed special features** **[Modification requested? NO**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**
2. **existing faculty and space**
3. Will this require additional faculty, supplies, etc.?

**NO**

1. **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.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Terms like “User Experience” and “User Interface” are the new design hot topics. Typography is the basis for user experience – whether in digital interface or printed materials – and should be clarified in the course description. This has always been so, before even UI/UX [User Interface/User Experience] became an identified topic of study; however, most people who are not designers do not realize this connection. There is no substantive change to the content of the course.

This class is also required of the BFA in Graphic Design with an emphasis in Digital Design. Some students may wonder why they take this class. The change in description will help make the connection to their curriculum. This helps students gain understanding and excitement for the required course.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

Enter text...

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **NO** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), 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 #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

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

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

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**CURRENT**

**Graphic Design (GRFX)**

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major, Co-requisite GRFX 2203 or instructor permission. Spring.

**GRFX 1112. Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2103. Ideation** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execu­tion in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. This course requires three or more hours per week outside of class. Prerequisites, Graphic Design Major or instructor permission. Corequisite GRFX 1111. Fall, Spring.

**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 and GRFX 2203; or instructor permission. Corequisite, GRFX 3400. Fall, Spring.

**GRFX 2703. Interaction Design** Key principles and techniques of human-centered interaction design across a range of contexts including web; from touch screens to emerging digital products using voice and gesture interactions. 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 2783. Human Centered Design** Conceptualizing, prototyping and testing application inter­faces with a respect for the real needs and desires of human users. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa­tions including creating visual narrative, designing typeface, and experimenting with typography. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2303 and a grade of CR in GRFX 3400; or instructor permission. Fall, Spring.

**GRFX 3400. Graphic Design Review** Portfolio review for BFA in Graphic Design admission. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593; a 2.75 GPA in all ART, ARTH, GRFX courses; and advisor permission required. Corequisite, GRFX 2303. Fall, Spring.

**PROPOSED**

**Graphic Design (GRFX)**

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major, Co-requisite GRFX 2203 or instructor permission. Spring.

**GRFX 1112. Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2103. Ideation** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execu­tion in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. This course requires three or more hours per week outside of class. Prerequisites, Graphic Design Major or instructor permission. Corequisite GRFX 1111. Fall, Spring.

**GRFX 2303. Typography and Layout** Comprehensive study of typography, visual hierarchy, and design system creation for optimal user experience in multiple media. This course requires three or more hours per week outside of class. Prerequisites, C or better in ART 1013 and GRFX 2203; or instructor permission. Corequisite, GRFX 3400. Fall, Spring.

**GRFX 2703. Interaction Design** Key principles and techniques of human-centered interaction design across a range of contexts including web; from touch screens to emerging digital products using voice and gesture interactions. 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 2783. Human Centered Design** Conceptualizing, prototyping and testing application inter­faces with a respect for the real needs and desires of human users. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa­tions including creating visual narrative, designing typeface, and experimenting with typography. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2303 and a grade of CR in GRFX 3400; or instructor permission. Fall, Spring.

**GRFX 3400. Graphic Design Review** Portfolio review for BFA in Graphic Design admission. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593; a 2.75 GPA in all ART, ARTH, GRFX courses; and advisor permission required. Corequisite, GRFX