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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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| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]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** |
| Mary Elizabeth Spence 10/19/2020 **Office 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)**

Leslie Parker, Dept. of Art + Design, lemoore@astate.edu, 972-3050

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** |
| **Number\*** |  | **4403** |
| **Title** |  | **Design Entrepreneurship** |
| **Description\*\*** |  | Artistic practice of artists and designers with the intent to pursue economic opportunities; requires creation of artwork. 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? Yes/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?

**A grade of CR in ART 3330 or GRFX 3400**

* 1. Why or why not?

BFA Review is a program admission and is required for all ART and GRFX 4000-level courses for Art and Graphic Design majors.

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

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

**Fall**

1. **Proposed course type [Modification requested? Yes/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.

**Studio**

1. **Proposed grade type [Modification requested? Yes/No]**

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

**Standard Letter**

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.)*

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?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/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.)

Week 1 your workspace, goals, and brand

Week 2 market research and business plans

Week 3 online storefront; artwork/project 1

Week 4 product prep

Week 5 packaging and shipping; artwork/project 2

Week 6 pricing your products and services

Week 7 contracts; artwork/project 3

Week 8 case study: design entrepreneur

Week 9 legal; artwork/project 4

Week 10 case study: design entrepreneur

Week 11 financial literacy and taxes; artwork/project 5

Week 12 accounting

Week 13 case study: design entrepreneur; artwork/project 6

Week 14 engaging with customers and sales training

Week 15 case study: design entrepreneur; artwork/project 7

1. **Proposed special features** **[Modification requested? Yes/No]**

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

This course will include regular hands-on labs and studio time as well as occasional site visits to relevant campus centers and community resources. Guest speakers will frequently visit, including industry professionals, representatives from the Delta Center for Economic Development, A-State Small Business and Technology Development Center, and faculty from the Neil Griffin College of Business.

1. **Department staffing and classroom/lab resources**

Existing faculty and labs

1. 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)

Enter text...

**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)

The pursuit of a career in art and design is highly competitive. This course addresses the demand by the large number of artists and designers choosing to start their own business at some point in their careers. This course empowers students to confidently seek out self-employment opportunities by connecting them with resources and professional contacts necessary to succeed while growing their body of art and design work. This course will culminate with the students creating an independent, online shop and art and/or design work to market.  
  
This is supported by the Spring 2020 Graphic Design Student Exit Survey in which 5 of 12 graduates stated that they plan to freelance or own their own business in the near future.

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.

The Department of Art + Design’s mission: 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. This course adds to the development of our students into active practitioners of their craft in a world that is increasingly gig-related.

c. Student population served.

Art + Design BFA students

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

This course requires a background in foundation courses (design, drawing, art history, studio) and in 3000-level studio or graphic design courses for students to have sufficient technical knowledge to apply these skills to the course projects at the 4000-level.

**Assessment**

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

1. **Yes / 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?

Graphic Design

PSLO #1 Emphasized/Reinforced; SUBJECT KNOWLEDGE : Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.

PSLO #2 Emphasized/Reinforced; PROBLEM SOLVING SKILLS: Students will be able to solve complex problems for interconnected systems of objects, people and settings using knowledge of aesthetic and contextual issues.

PSLO #3 Emphasized/Reinforced; TECHNICAL COMPETENCE: Students will be able to create a portfolio that proves adaptation to technological innovation via effective designs that display a working knowledge of multiple processes and media.

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)** | SUBJECT KNOWLEDGE : Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills. |
| Assessment Measure | A group of Graphic Design Faculty and outside evaluators (alumni, regional designers, etc.) evaluate the student’s ability to analyze their work, be professional in their oral comments, and show conceptual understanding of project objectives. |
| Assessment  Timetable | Year 1 (18-19; 19-20) on a three year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |

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

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| **Program-Level Outcome 2 (from question #19)** | PROBLEM SOLVING SKILLS: Students will be able to solve complex problems for interconnected systems of objects, people and settings using knowledge of aesthetic and contextual issues. |
| Assessment Measure | A group of Graphic Design Faculty and outside evaluators (alumni, regional designers, etc.) evaluate the student’s ability to analyze their work, be professional in their oral comments, and show conceptual understanding of project objectives. |
| Assessment  Timetable | Year 1 (18-19; 19-20) on a three year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |

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| **Program-Level Outcome 3 (from question #19)** | TECHNICAL COMPETENCE: Students will be able to create a portfolio that proves adaptation to technological innovation via effective designs that display a working knowledge of multiple processes and media. |
| Assessment Measure | A group of Graphic Design Faculty and outside evaluators (alumni, regional designers, etc.) evaluate the student’s ability to analyze their work, be professional in their oral comments, and show conceptual understanding of project objectives. |
| Assessment  Timetable | Year 1 (18-19; 19-20) on a three year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |

**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** | Student will create an independent, online shop and art/design work to market. |
| Which learning activities are responsible for this outcome? | Projects 1-7  Critiques |
| Assessment Measure | Project rubrics that evaluates projects on technical competence, presentation, research, and communication |

**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.** |

**Undergraduate Bulletin 2020-2021, p. 492**

**CURRENT**

**GRFX 4103. Photography for the Graphic Designer** Study of photographic equipment, tech- niques and processes with emphasis on graphic design applications. 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 ART 3403 and GRFX 3303; a grade of CR in GRFX 3400; or instructor permission. Fall.

**GRFX 4143. Advanced Photography for the Graphic Designer** This course offers advanced studies in photography as it is utilized in graphic design. Advanced studies in studio and site pho- tography and the application of photography to print and digital media. 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 4103; or instructor permission. Spring.

**GRFX 4403. Design Entrepreneurship** Artistic practice of artists and designers with the intent to pursue economic opportunities; requires creation of artwork. This course requires three or more hours per week outside of class. Prerequisite, A grade of CR in ART 3330 or GRFX 3400. Fall.

**GRFX 4503. Professional Practice for Design** Personal brand development, including visual identity, website, and social media strategy. Job-finding skills, including cover letter and résumé writing, interviewing, networking, legal issues, contracts, and overall professional communication. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 3303, GRFX 3503, GRFX 3603; CR in GRFX 3400; or instructor permission. Corequisite GRFX 4803. Spring.

**GRFX 4603. Graphic Design Internship** Supervised work in a professional graphic design or digital design setting. May be repeated for credit. Prerequisites, a grade of CR in GRFX 3400, a minimum GPA of 2.75 in all work with an ART, ARTH, ARED, or GRFX prefix, and permission of advisor, Graphic Design Internship Coordinator and department chair. Fall, Spring, Summer.

**GRFX 4613. Independent Study in Graphic Design** Faculty-guided study of graphic design topics for the advanced student. May be repeated for credit. Prerequisites, advisor and instructor permission. Fall, Spring.

**PROPOSED**

**GRFX 4103. Photography for the Graphic Designer** Study of photographic equipment, tech- niques and processes with emphasis on graphic design applications. 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 ART 3403 and GRFX 3303; a grade of CR in GRFX 3400; or instructor permission. Fall.

**GRFX 4143. Advanced Photography for the Graphic Designer** This course offers advanced studies in photography as it is utilized in graphic design. Advanced studies in studio and site pho- tography and the application of photography to print and digital media. 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 4103; or instructor permission. Spring.

**GRFX 4403. Design Entrepreneurship** Artistic practice of artists and designers with the intent to pursue economic opportunities; requires creation of artwork. This course requires three or more hours per week outside of class. Prerequisite, A grade of CR in ART 3330 or GRFX 3400. Fall.

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