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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 2.20.20  **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 2/21/20  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Mary Elizabeth Spence | 2/24/2020 | | **Office of Assessment** |  | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Warren Johnson 2/26/2020 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue. 2/26/2020 **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)**

Shelley Gipson, Dept. of Art + Design, sgipson@astate.edu, 870.972.3753

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

Fall 2020, 2020-2021 Bulletin

**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\*** |  | **4613** |
| **Title** |  | **Independent Study in Graphic Design**  **Short: Independent Study in GRFX** |
| **Description\*\*** |  | Faculty-guided study of graphic design topics for the advanced student. May be repeated for credit. |

***\**** (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. advisor and instructor permission. Are there any prerequisites?
   1. If yes, which ones?

advisor and instructor permission.

* 1. Why or why not?

Instructor permission must be required for the independent study. The advisor needs to be aware for possible paperwork and graduation tracking.

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, Spring

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.)*

**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?

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 Intro Project 1; Lesson; Homework

WEEK 2 Project 1: Work in Progress Critique (wip); Lesson; Homework

WEEK 3 Project 1: final critique; Lesson; Homework; Intro Project 2; Project 2: wip

WEEK 4 Intro Project 3; Lesson; Homework

WEEK 5 Project 2 final critique; Lesson; Homework; Project 3: wip i

WEEK 6 Homework; Lesson; Project 3: wip ii

WEEK 7 Homework; Lesson; Project 3: final critique; Project 4: intro

WEEK 8 Project 4: wip I; Lesson; Homework

WEEK 9 Project 4: due to print; Homework; Lesson

WEEK 10 Project 5: intro; Lesson; Homework

WEEK 11 Project 4: final critique; Lesson; Homework; Project 5: wip i

WEEK 12 Lesson; Homework; Project 5: final; presentation, Project 6: introduction

WEEK 13 wip; Lesson; Homework

WEEK 14 Lesson, Studio time

WEEK 15 Final projects

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

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

none

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

Enter text...

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)

This course will allow an individual student to work specifically in upper-level GRFX studies in areas such as Advanced Typography and Community-based projects that are not covered in the current bulletin, besides needing a class to graduate.

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 is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. The faculty prepares its students to assume leadership positions in their professional lives while maintaining a commitment to the conceptual and aesthetic standards of their chosen discipline. The department develops and supports a nurturing creative community that builds confidence through academic rigor and provides an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential. Graduates of the Department of Art + Design join the community as socially responsible artists, designers, educators and historians ready to contribute to diverse and changing creative fields. This course will expand the leadership opportunities for individual graphic design students through self-starting, advanced curriculum, and pre-professional experiences.

c. Student population served.

BFA in Graphic Design majors

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

Students must have knowledge from lower level graphic design courses to successfully complete advanced work independently.

**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?

This course may satisfy the 6 hours of 4000-level ART/GRFX courses on the curriculum map (with a substitution form – yes, we’d rather leave this way for now). It Emphasizes and Reinforces the following PSLOs.

Subject Knowledge –

1. Subject Knowledge – Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills

2. Problems 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.

3. 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 #23)** | 1. Subject Knowledge – Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills |
| Assessment Measure | Description:  In GRFX 4803 Portfolio Capstone, students create a diverse professional portfolio of design work.  This is a capstone course designed to prepared designers for entrance into professional practice.  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. Scale:  1 unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent Data Analysis:  80 % of students will score a combined average of 3.5 or higher.  Indirect Measures: Description:  In Portfolio Capstone, students complete an exit survey. Alumni survey every 3 years (F17 completed, next - F20) |
| Assessment  Timetable | Data Collection - Spring Annually  Reporting - Year 1 (18-19; 19-20) on a three-year cycle. |
| Who is responsible for assessing and reporting on the results? | Graphic Design Faculty Report Data to A+D Assessment Coordinator |

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

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| **Program-Level Outcome 2 (from question #23)** | Problems 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 | **Description**:  In GRFX 4803 Portfolio Capstone, students create a diverse professional portfolio of design work.  This is a capstone course designed to prepared designers for entrance into professional practice.    **Measure:**  A group of Graphic Design Faculty and outside evaluators (alumni, regional designers, etc.) evaluate the portfolio for successful designs across interconnected systems, and working knowledge of design in context; as well as the student’s ability to describe their research and working process.    **Scale:**  1 unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent    **Data Analysis:**  80% of students will score a combined average of 3.5 or higher.    **Indirect Measures**:  Description:  In Portfolio Capstone, students complete an exit survey. Alumni survey every 3 years (F17 completed, next - F20) |
| Assessment  Timetable | Data Collection - Spring Annually  Reporting - Year 2 (17-18; 20-21) on a three-year cycle. |
| Who is responsible for assessing and reporting on the results? | Graphic Design Faculty Report Data to A+D Assessment Coordinator |

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| **Program-Level Outcome 3 (from question #23)** | 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 | **Description**:  In GRFX 4803 Portfolio Capstone, students create a diverse professional portfolio of design work.  This is a capstone course designed to prepared designers for entrance into professional practice.    **Measure:**  A group of Graphic Design Faculty and outside evaluators (alumni, regional designers, etc.) evaluate the portfolio for professional quality, self-motivation in content, working knowledge of    **Scale:**  1 unacceptable, 2 poor performance, 3 average, 4 good, 5 high/excellent    **Data Analysis:**  80% of students will score a combined average of 3.5 or higher.    **Indirect Measures**:  Description:  In Portfolio Capstone, students complete an exit survey. Alumni survey every 3 years (F17 completed, next - F20) |
| Assessment  Timetable | Data Collection - Spring Annually  Reporting - Year 3 (18-19; 21-22) on a three-year cycle. |
| Who is responsible for assessing and reporting on the results? | Graphic Design Faculty Report Data to A+D Assessment Coordinator |

**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** | Sample:  Technical Competence  Students will be able to synthesize the principles of design, concept, and technique in order to conceive, design and execute artworks in demonstrated techniques or individual research as evidenced in the creation and presentation of artwork/design. |
| Which learning activities are responsible for this outcome? | Lecture, demonstration, Homework, Lesson, Work in Progress Critiques, Final Critiques, Finish Projects |
| Assessment Measure | Successful students will achieve a 70% or better on their technique scores in the 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. 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 2019-2020, p. 484 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 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 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.

**GRFX 4703. Advanced Web Studio**Continuation of ART 3463. Based on lecture topics, stu- dents will complete self-directed research and experimentation culminating in practical applications within the coding environment. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisite, a grade of C or better in GRFX 3703. Fall.

**Undergraduate Bulletin 2019-2020, p. 484 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 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 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.

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