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.

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| --- | --- |
| Shelley Gipson 2/14/2017 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 9/18/2017 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 10/20/2017 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 10/20/2017 **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)

Joe Ford, [mford@astate.edu](mailto:mford@astate.edu), 970.972.3050

2. Proposed Starting Term and Bulletin Year

Spring 2019, 2018-2018 Bulletin Year

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 3783

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).

Patterns in Application Design

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

User Experience Design with a focus on established design patterns of iOS and Android applications.

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 1111, GRFX 1112, GRFX 2703 and GRFX 3713

* 1. Why or why not?

In order to design applications, you must have a basic understanding of software, design, color theory, typography and composition, 3D software, animation and frame design.

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.*

Spring

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])

Letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. 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.)

No

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. Is this course in support of a new program? Yes

a. If yes, what program?

BS Digital Innovations

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

a. If yes, what course?

Enter text...

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

a. If yes, which course?

Enter text...

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

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

16. Does this course affect another program? No

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

Enter text...

**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.)

This course is ½ semester

**Week 1** **Module:**

In-depth look at Apple iOS and Google Material Design concepts.

*Assignment 1a: Case Study of 'Headspace' app.*

**Week 2** **Module:**

Finding the gap

Filling the gap

*Assignment 1b: Journaling problems and sketching solutions*

**Week 3** **Module:**

Human to Computer to Human Interaction

*Assignment 2a: Case Study of ‘Quiz Up’ app*

*Assignment 2b: Brainstorm, Sketch and Prototype a mobile application that facilitates collaboration or competition*

**Week 4** **Module:**

Gamification

Learning Through Play

*Assignment 3a: Case Study of ‘Duolingo’ app*

*Assignment 3b: Brainstorm, Sketch and Prototype a mobile learning game app*

**Week 5** **Module:**

App-assisted ’smart’ objects

*Assignment 4a: Case Study of ‘Chefsteps’ app & Joule product*

**Week 6** *Assignment 4b: Brainstorm, Sketch and Prototype an app and smart object that work in tandem to solve a problem in the physical world*

**Week 7** Continue *Assignment 4b: Brainstorm, Sketch and Prototype an app and smart object that work in tandem to solve a problem in the physical world*

This course is an Astate Online Services course (AOS). All AOS courses are 7 weeks.

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

none

19. Department staffing and classroom/lab resources

This is an online course, no classrooms will be affected. Some resources may need to be updated. The Department of Art and Design has some digital lab toys like a (non-functioning) 3-D printer. Infrastructure requests will be added as this field and teaching methods develop.

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

This course is part of a program for which a new faculty member has already been hired.

20. Does this course require course fees? no

*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)

This course uses case studies to Brainstorm, Sketch and Prototype an app or other project. Students are forming strategies for creating and realizing individual and collaborative projects at the senior level.

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 and Design is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. This program is not NASAD accredited. This course will help to bring a new digital media to the university. Its enrollment is restricted to the major, so its goals and focus are Digital Innovations. Though the format and concepts are similar, it functions separately from our BFA programs.

c. Student population served.

BS Digital Innovations students

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

Students need the 1000 and 2000 level courses to be able to complete projects in this 3000-level.

**Assessment**

**University Outcomes**

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

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| * 1. **[x ]** 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 is an E/R for PLO 1 and 2 below. The student will bring reasonable knowledge and skill to the situation as a result of knowledge/skill being introduced and/or emphasized at some previous point in their educational career. Instructional activity continues to build upon previous benchmarks and reinforce knowledge/skill.

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 various digital design, strategic communication and creative media knowledge and skills to complete professional work.** |
| Assessment Measure | Direct Measure:  Description: In Digital Innovations Portfolio, students present ≥ 10 professional-level works to a committee made up of Faculty from all areas. 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 (project objective, audience, purpose and context) on a scale from 1 to 5, 3 being average.  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.  Indirect Measure:  Description: In Digital Innovations Portfolio, students complete an exit survey. Alumni survey every 3 years. |
| Assessment  Timetable | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 1 (2020-2021) on a Two year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on portfolio content  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design, strategic communication and creative media faculty ) reporting to Department of Art and Design Assessment Coordinator |

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| **Program-Level Outcome 2 (from question #23)** | **SWABT apply the written, oral and 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 1:** 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:** Each Measure is 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 | This is assessed in the GRFX 4793 capstone at the end of the program.  Year 2 (2021-2022) on a Two year cycle.  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings  Reports: (1) review scores on oral defense, and  (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | GRFX 4793 Faculty Committee  (membership includes digital design, strategic communication and creative media faculty ) reporting to Department of Art and Design Assessment Coordinator |

**Course-Level Outcomes**

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

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| **Outcome 1** | Students will demonstrate an understanding of successful user interface design patterns |
| Which learning activities are responsible for this outcome? | Lectures  Guided Tutorials  Project based assignments |
| Assessment Measure | Final Assignment Graded by 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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**GRFX 3503. Identity Design** Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on semiotics, color, logos, letterhead packages and the elements of corporate identity design. Stress placed on problem solving using type and image and conceptual thinking. 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 1013, and GRFX 2303. Fall.

**GRFX 3603. Advertising Design** Fundamentals and history of graphic design as it applies to advertising including the agency hierarchy and the advertising designer’s role. Emphasis on ac- curate communication regardless of media through development and implementation of creative work plans, concepts, and 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. May be repeated for credit. Prerequisite, a grade of C or better in GRFX 3503, or permission of instructor. Spring.

**GRFX 3703. Intermediate Web Design** Advanced HTML and CSS techniques to create sophis- ticated web page layouts that adhere to standards-based guidelines; introduction to client-side web interactivity using the jQuery library. Each student is required to create a full featured, graphic design portfolio website. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303. Spring.

**GRFX 3713. 3D Digital and Game Design** Foundational instruction in the art of creating digital

3D content for applications in animation, interactive and game design and in the production of physical objects utilizing 3D printing and laser cutting technology. 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. May be repeated for credit. Prerequisites, a grade of C or better in ART 1023 and GRFX 2103; or permission of instructor. Fall.

**GRFX 3753. Motion Graphics** This course will explore the foundations of motion graphics.

Design for screen, effective use of typography, graphical elements, sound, video and motion are covered with simple animations, logo and shape motion and environmental visual effects. 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. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303. Spring.

**GRFX 3783** **Patterns in Application Design** User Experience Design with a focus on established design patterns of iOS and Android applications. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112, GRFX 2703 and GRFX 3713. Spring.

**GRFX 3800. Digital Design Review** Portfolio review for BFA admission, exit for the minor.

Passing is prerequisite for 4000-level ART courses. Limit: Students may take this course only twice. Prerequisites, a 2.75 GPA in all ART, ARTH, GRFX courses; C or better in ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583 and ARTH 2893. Corequisite, C or better in GRFX

3753. Permission of advisor and department chair required. Fall, Spring.

**GRFX 4103. Photography for the Graphic Designer** Study of photo- graphic equipment, techniques and processes with emphasis on graphic design applications. 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. 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 permission of instructor. Spring.

**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. 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. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 4103; or permission of instructor. Fall.

**GRFX 4503. Branding** 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. May be repeated for credit. Prerequisites, a grade of C or better in GRFX

3603; a grade of CR in GRFX 3400; or permission of instructor. Fall.

**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.