Code # FA31 (2015)

**New Minor Proposal Form**

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

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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** |

**i. Proposed Program Title**

Digital Design Minor

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

Curtis Steele, [csteele@astate.edu](mailto:csteele@astate.edu), 972.3050

**iii. Proposed Starting Date**

Fall 2016 Bulletin, Launch Spring 2017

**Bulletin Changes**

|  |
| --- |
| **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.* |

**ASU Undergraduate Bulletin, page 213**

**Minor in Digital Design**

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| **Required Courses:**  Grade of “C” or better required for all ART/ARTH/GRFX Minor Requirements, including prerequisites (Department of Art minimum) Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor. | **Sem. Hrs.** |
| **GRFX 1411, Design Technology** | **1** |
| **GRFX 2103, Visual Thinking** | **3** |
| **GRFX 2403, Typography and Layout** | **3** |
| **GRFX 2703, Introduction to Web Design** | **3** |
| **GRFX 3703, Intermediate Web Design** | **3** |
| **GRFX 3713, 3D Digital and Game Design** | **3** |
| **GRFX 3753, Motion Graphics** | **3** |
| **GRFX 3800, Digital Design Review** | **0** |
| **Total Required Hours:** | **19** |

**NEW MINOR ASSESSMENT**

**University Goals**

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

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| --- | --- | --- |
| 1. Global Awareness   X | 1. Thinking Critically   X | 1. Information Literacy   X |

**MINOR Goals**

2. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this minor fit into the mission established by the department for the curriculum?)  
   The Department of Art’s Mission Statement includes a goal of “[providing] an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential.” This minor will allow students at ASU to them contribute to the aesthetic and technological future of their culture as well as helping them develop the skills necessary to carry them into 21st Century careers in new media professions. It is allows the non-major Digital Design to explore this field.
2. List goals for the minor (faculty, enrollment and/or curricular goals.)

The Digital Design Faculty is trying to establish a base of designers interested in 21st Century technologies like gaming and interfaces that will lead ASU into the future of interactive design. He is working with many technology-based interests on campus including the DICE, Honors and Physics to name a few.

1. Student population served.

All ASU students interested in digital design from gaming to interactive design.

**Emphasis Student Learning Outcomes**

3. Please fill out the following table to develop a continuous improvement assessment process for this minor.

*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.*

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | Subject Knowledge - Students will have beginning knowledge of digital design principles to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context. |
| Assessment Procedure Criterion | During Portfolio Review Graphic Design, Studio Art, Art History and Art Education faculty meet to assess students. They are required to provide both a written statement and a portfolio of artwork. They present both to the faculty with introductory statements (presentation of work as if in critique). All attending faculty are given the opportunity to complete a rubric. The data is averaged, and the report given to all faculty. This is separate from the course grade of credit or no credit. C/NC is awarded by vote, with all attending faculty taking part. If there is a dispute, which is rare, weight is given to the advisor and/or area faculty.  Measure 1: Student has a working knowledge of design principles.  Question: Choose one of the works (or series/campaigns) that you presented and explain how your design choices address basic design principles?  1 2 3 4 5  Measure 2: Student applies subject knowledge to conceptualize, develop, and complete professional work that answers project objectives.  Question: For the same piece(s), explain your process from start to finish and how these choices address basic design principles  1 2 3 4 5  Successful students will score a combined average of 3 or higher. |
| Which courses are responsible for this outcome? | GRFX 3800 |
| Assessment  Timetable | Offered Fall, Spring. Report after 1st half session each Spring term.  This SLO is Year 1 on a 3-year rotation, with 2015-2016 as Year 1. |
| Who is responsible for assessing and reporting on the results? | Assessment Committee |

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| **Outcome 2** | Critical Thinking - Students will be able to explain their work using some critical, analytic and communication skills. |
| Assessment Procedure Criterion | During Portfolio Review Graphic Design, Studio Art, Art History and Art Education faculty meet to assess students. They are required to provide both a written statement and a portfolio of artwork. They present both to the faculty with introductory statements (presentation of work as if in critique). All attending faculty are given the opportunity to complete a rubric. The data is averaged, and the report given to all faculty. This is separate from the course grade of credit or no credit. C/NC is awarded by vote, with all attending faculty taking part. If there is a dispute, which is rare, weight is given to the advisor and/or area faculty.  **Measure 1:** Student applies the critical and analytic skills required of a professional designer in order to contextualize their work within contemporary cultural and historical terms. See questions above.  **1 2 3 4 5**  **Measure 2:** Student will display an understanding of conceptual and ethical academic discussions within the contemporary digital design field.  Question: Discussion of their work and its place within a broad cultural context will be used to judge this assessment.  **1 2 3 4 5**  Successful students will score a combined average of 3 or higher. |
| Which courses are responsible for this outcome? | GRFX 3800 |
| Assessment  Timetable | Offered Fall, Spring. Report after 1st half session each Spring term.  T This SLO is Year 2 on a 3-year rotation, with 2015-2016 as Year 1. |
| Who is responsible for assessing and reporting on the results? | Assessment Committee |

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| **Outcome 3** | **Problem Solving Skills**  Studentswill be able to understand and apply some of the concepts of problem identification, research, prototyping, user testing and analysis to generate multiple valid solutions to a digital design problem and evaluate their outcomes based on contemporary critical, ethical, and aesthetic issues. |
| Assessment Procedure Criterion | During Portfolio Review Graphic Design, Studio Art, Art History and Art Education faculty meet to assess students. They are required to provide both a written statement and a portfolio of artwork. They present both to the faculty with introductory statements (presentation of work as if in critique). All attending faculty are given the opportunity to complete a rubric. The data is averaged, and the report given to all faculty. This is separate from the course grade of credit or no credit. C/NC is awarded by vote, with all attending faculty taking part. If there is a dispute, which is rare, weight is given to the advisor and/or area faculty.  **Measure 1:** Student understands and applies problem identification, research prototyping, user testing, and analysis to generate multiple valid solutions to visual communication problems.  Question: Choose one of the works (or series/campaigns) that you presented and explain your research, prototyping, and user testing analysis used to confirm this work as the best answer to the given problem.  **1 2 3 4 5**  **Measure 2:** 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.  **1 2 3 4 5**  Successful students will score a combined average of 3 or higher. |
| Which courses are responsible for this outcome? | GRFX 3800 |
| Assessment  Timetable | Offered Fall, Spring. Report after 1st half session each Spring term.  This SLO is Year 3 on a 3-year rotation, with 2015-2016 as Year 1. |
| Who is responsible for assessing and reporting on the results? | Assessment Committee |

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| **Outcome 1** | **Technical Competence**  Student displays some technical competence in digital design. |
| Assessment Procedure Criterion | During Portfolio Review Graphic Design, Studio Art, Art History and Art Education faculty meet to assess students. They are required to provide both a written statement and a portfolio of artwork. They present both to the faculty with introductory statements (presentation of work as if in critique). All attending faculty are given the opportunity to complete a rubric. The data is averaged, and the report given to all faculty. This is separate from the course grade of credit or no credit. C/NC is awarded by vote, with all attending faculty taking part. If there is a dispute, which is rare, weight is given to the advisor and/or area faculty.  **Measure 1:** Student displays technical competence as evidenced in the following courses:  **Typography and Layout**  **1 1.5 2 2.5 3 3.5 4 4.5 5**  **Introduction to Web Design/Intermediate Web Design**  **1 1.5 2 2.5 3 3.5 4 4.5 5**  **3D Digital and Game Design**  **1 1.5 2 2.5 3 3.5 4 4.5 5**  **Motion Graphics**  **1 1.5 2 2.5 3 3.5 4 4.5 5**  Successful students will score a combined average of 3 or higher. |
| Which courses are responsible for this outcome? | GRFX 3800 |
| Assessment  Timetable | Offered Fall, Spring. Report after 1st half session each Spring term.  This SLO is Year 1 on a 3-year rotation, with 2015-2016 as Year 1. |
| Who is responsible for assessing and reporting on the results? | Assessment Committee |

*Please repeat as necessary.*

**LETTER OF NOTIFICATION  
NEW MINOR**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

**Arkansas State University - Jonesboro**

2. Contact person/title:

**Curtis Steele, Chair, Department of Art**

3. Phone number/e-mail address:

870.972.3050/csteele@astate.edu

4. Proposed effective date:

Fall 2016

5. Title of minor:

Digital Design Minor

6. CIP Code:

**50.0402**

7. Reason for proposed action:

Allow students to minor in digital design.

8. New minor objective:

Students will have beginning knowledge of digital design principles to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context in digital design.

9. Provide the following:

a. Curriculum outline - List of required courses

DIGITAL DESIGN MINOR

GRFX 1111 Design Technology 1

GRFX 2103 Visual Thinking 3

GRFX 2403 Typography and Layout 3

GRFX 2703 Introduction to Web Design 3

GRFX 3703 Intermediate Web Design 3

GRFX 3713 3D Digital and Game Design 3

GRFX 3753 Motion Graphics 3

Total Required Hours: 19

b. New course descriptions

**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 ART1023 and GRFX 2103; or permission of instructor. May be repeated for credit. Fall.

**GRFX 4713. Design for Physical Computing.** Explores design techniques relevant to physical computing and internet-of-things devices; emphasis on building novel and engaging human/machine interfaces and interactive data visualization programs. 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 3713; a grade of CR in GRFX 3800; or permission of instructor. Spring.

c. Program goals and objectives

The Digital Design Minor will teach to the intermediate level on (1) web design and (2) interactive design for the screen.

d. Expected student learning outcomes

Subject Knowledge - Students will have beginning knowledge of digital design principles to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking - Students will be able to explain their work using some critical, analytic and communication skills.

Problem Solving Skills - Students will be able to understand and apply some of the concepts of problem identification, research, prototyping, user testing and analysis to generate multiple valid solutions to a digital design problem and evaluate their outcomes based on contemporary critical, ethical, and aesthetic issues.

Technical Competence - Student displays some technical competence in digital design.

10. Will the new option be offered via distance delivery?

NO

11. Mode of delivery to be used:

Studio

12. Explain in detail the distance delivery procedures to be used:

n/a

13. Is the degree approved for distance delivery?

no

14. List courses in minor. Include course descriptions for new courses:

DIGITAL DESIGN MINOR

GRFX 1111 Design Technology 1

GRFX 2103 Visual Thinking 3

GRFX 2403 Typography and Layout 3

GRFX 2703 Introduction to Web Design 3

GRFX 3703 Intermediate Web Design 3

GRFX 3713 3D Digital and Game Design 3

GRFX 3753 Motion Graphics 3

Total Required Hours: 19

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15. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

no additional costs

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.