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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 3/12/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 3/12/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date | | **Director of Assessment** |  | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Warren Johnson 3/18/2020 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/19/2020 **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](mailto:sgipson@astate.edu), 870972.3753

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\*** |  | **4813** |
| **Title** |  | **Digital Design Portfolio Capstone** |
| **Description\*\*** |  | Development of an online portfolio and additional digital assets as well as job-seeking skills such as interviewing and networking in preparation for professional practice. |

***\**** (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?**

(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?

advisor and instructor permission, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix.

* 1. Why or why not?

This is a capstone course, advisor and instructor will advise students if they are prepared to take the class and check their ART GPA to see if it meets this standard (all for BFAs meet).

1. **Yes** Is this course restricted to a specific major?
   1. If yes, which major? BFA in Graphic Design with an emphasis in Digital Design
2. **Proposed course frequency [Modification requested? NO]**

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

Spring

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.

Capstone

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])

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.** – 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? 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.)

Weeks 1-2 What kind of job do you want? Where are you willing to move? How to make it happen.

Weeks 3-4 Portfolio prep / Virtual Visiting Professionals – Apple, Slack & Alphabet

Weeks 5-6 Portfolio prep / Virtual Visiting Professionals – Netflix, Adobe & Pinterest

Weeks 7-8 Portfolio prep / Virtual Visiting Professionals – Microsoft, Amazon & Spotify

Weeks 9-10 Networking and how to Interview for digital positions: the code test

Weeks 11-15  Applying to and interviewing for positions

Final Presentations

1. **Proposed special features** **[Modification requested?**

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

None

1. **Department staffing and classroom/lab resources**
2. 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)

**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)

Students will prepare for professional practice and job seeking. They will develop an online portfolio and additional digital assets. Students will actively pursue employment or additional internship opportunities while honing their skills in interviewing and networking.

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 allow digital designers to develop their portfolios for the digital community. It will allow them to concentrate on their specific aesthetics, tuned into digital technologies.

c. Student population served.

BFA in Graphic Design with an emphasis in Digital Design majors

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

This is a capstone, and should be the last semester.

**Assessment**

**Approved by Mary Elizabeth Spense 18 March 2020**

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

1. 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 #19 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 capstone will Reinforce and Assess the new (Fall 2020) PSLOs. The Program Level Assessment IS the Course level Assessment.

**PSLO #1**

**SWBAT apply a working knowledge of digital design techniques to create a professional portfolio.**

**PSLO #2**

**SWABT apply the aesthetic skills required of a professional digital designer***.*

1. Considering the indicated program-level learning outcome/s (from question #20), 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 a working knowledge of digital design techniques to create a professional portfolio.** |
| Assessment Measure | Description: In Digital Design Portfolio Capstone students present a diverse professional portfolio of design work that includes work from specific courses tailored to the students career goals.  Measure: Portfolio measured by rubric that includes applied knowledge of coursework in all digital design classes. 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 Portfolio Capstone, students complete an exit survey.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Indirect Measure: Alumni survey every 3 years. (F20) |
| Assessment  Timetable | Portfolio Class, every Spring  Year 1 (2020-2021) on a two year cycle.  Fall Meeting:  Faculty reviews findings  Reports (1) review scores and (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | Responsible: Digital Design Faculty report to Assessment Coordinator |

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| **Program-Level Outcome 2 (from question #23)** | **SWABT apply the aesthetic skills required of a professional digital designer***.* |
| Assessment Measure | Description: In Digital Design Portfolio Capstone, Faculty will evaluate students on the presentation of their portfolio.  Measure: Presentation measured by rubric that includes understanding of a variety of aesthetic concepts as applied in their portfolio.  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 Portfolio Capstone, students complete an exit survey.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Indirect Measure:  Alumni survey every 3 years. |
| Assessment  Timetable | Portfolio Class, every Spring  Year 2 (2021-2022) on a three year cycle.  Fall Meeting:  Faculty reviews findings  Reports (1) review scores and (2) discuss actions to be taken to improve results |
| Who is responsible for assessing and reporting on the results? | Responsible: Digital Design Faculty report to 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** | **SWBAT apply a working knowledge of digital design techniques to create a professional portfolio.** |
| Which learning activities are responsible for this outcome? | Critique, re-development of past work, repeat |
| Assessment Measure | Portfolio measured by rubric that includes applied knowledge of coursework in all digital design classes |

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| **Outcome 2** | **SWABT apply the aesthetic skills required of a professional digital designer** |
| Which learning activities are responsible for this outcome? | Critique, re-development of past work, repeat |
| Assessment Measure | Presentation measured by rubric that includes understanding of a variety of aesthetic concepts as applied in their portfolio. |

*(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 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.

**GRFX 4713. Design for Physical Computing** Design techniques relevant to physical com- puting and internet-of-things devices; emphasis on building novel and engaging human/machine interfaces and interactive data visualization programs. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, C or better in GRFX 3713, or instructor permission. Spring.

**GRFX 4783. Design Build** User Experience Design focusing on the complete workflow of iOS app development. Restricted to BS Digital Innovations students. 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 2783. Fall.

**GRFX 4793. Digital Innovations Portfolio** Professional portfolio presentation capstone. Re- stricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 3783. Spring.

**GRFX 4803. Portfolio Capstone** Capstone course required for all graduating BFA, Graphic De- sign emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the students overall knowledge and special skills. Prerequisite, advisor, instructor and chair permission, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix. Corerequisite, GRFX 4503. Spring.

**GRFX 4813. Digital Design Portfolio Capstone** Development of an online portfolio and additional digital assets as well as job-seeking skills such as interviewing and networking in preparation for professional practice. Restricted to BFA in Graphic Design with an emphasis in Digital Design. Prerequisites, advisor and instructor permission, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix. Spring.

**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.

**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.

**GRFX 4713. Design for Physical Computing** Design techniques relevant to physical com- puting and internet-of-things devices; emphasis on building novel and engaging human/machine interfaces and interactive data visualization programs. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, C or better in GRFX 3713, or instructor permission. Spring.

**GRFX 4783. Design Build** User Experience Design focusing on the complete workflow of iOS app development. Restricted to BS Digital Innovations students. 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 2783. Fall.

**GRFX 4793. Digital Innovations Portfolio** Professional portfolio presentation capstone. Re- stricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 3783. Spring.

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