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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**

 **[ ] 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)**   |
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| 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** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 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.”*

**3.**

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)***(Indicate “N/A” if no modification)* |
| **Prefix** |  | **GRFX** |
| **Number\*** |  | **4623** |
| **Title** |  | **Special Topics in Graphic Design** |
| **Description\*\*** |  | Advanced studies on a topic in graphic design. 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.

**4.**    **Proposed 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).

a.       **Yes**               Are there any prerequisites?

a.       If yes, which ones?

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

b.       Why or why not?

Students must be through the Review Process for Admission.
Instructor permission allows for transfer and other Banner Issues

b.       **No**               Is this course restricted to a specific major?

a.       If yes, which major?            Enter text...

**5.**     **Proposed course frequency**

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

Irregular

**6.**     **Proposed course type**

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

**7.**     **Proposed grade type**

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

Standard letter

**8.**      **No**                 Is this course dual-listed (undergraduate/graduate)?

**9.**      **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.**–    Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

  Enter text...

**10.**     **No**    Is this course in support of a new program?

a.    If yes, what program?

                                Enter text...

**11.**     **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**

**12.**    **Proposed 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.)

Example schedule from Digital Illustration

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 project

 **13.**   **Proposed special features**                         none

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

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

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

 **No**

**15.** **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)**

**16.**   Justification for Modification(s)

**New Course Justification (New Courses Only)**

**17.**   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 faculty to teach courses that aren’t currently offered in the catalogue to multiple students and without individual permissions. Examples might include Ad-Fed Competition, the Designer as Entrepreneur, Design for Good, and many more.

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.

Special Topics will allow students to expand their understanding of the profession, technical skills, and pre-professional experiences. These all lead to better designers capable of taking on leadership roles.

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 be successful in the advanced courses.

**Assessment**

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

**18.**         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”)**

**19.**   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.

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| **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

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

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| 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/excellentData 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) |
| AssessmentTimetable | 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 |

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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) |
| AssessmentTimetable | 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 |

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

|  |  |
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| **Program-Level Outcome 2 (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) |
| AssessmentTimetable | 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

21.   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 CompetenceStudents 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 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 4623. Special Topics in Graphic Design** Advanced studies on a topic in graphic design. May be repeated for credit. Prerequisite, a grade of CR in GRFX 3400; or instructor permission. Irregular.

**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.

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

**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 4623. Special Topics in Graphic Design** Advanced studies on a topic in graphic design. May be repeated for credit. Prerequisite, a grade of CR in GRFX 3400; or 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.

**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.