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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC126 |
| 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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| Katherine Baker 9/23/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 9/23/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 9/27/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 09/26/2022 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| \_\_\_\_\_\_Gina Hogue\_\_\_\_\_\_\_\_\_\_\_\_\_ 9/28/2022 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_ Alan Utter \_\_\_ 10/17/22  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Dr. Temma Balducci, Dept. of Art + Design, tbalducci@astate.edu, (870) 972-3050

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

Spring 2025 > Bulletin Year 23-24

**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\*** |  | **3803** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Typography III** |
| **Description\*\*** |  | Type creation and experimentation in complex situations. This course requires three or more hours per week outside of class. Spring, odd.  **Prerequisites**: a grade of C or better in GRFX 2403; or instructor permission. |

***\**** 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 (excepting prerequisites and other restrictions) 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. **YES Are there any prerequisites?** 
   1. If yes, which ones?

Prerequisites, a grade of C or better in GRFX 2403.

* 1. Why or why not?

Students must know the rules before they can break them. Standard principles and practices of typography are learned in Typography I and Typography II. This course allows for educated experimentation and the creation of a custom typeface.

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.*

Spring, odd

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?

**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:** Course introductions.

**WEEK 2:** Introduction: project 1: custom typeface

**WEEK 3:** lectures, demos, and studio time

**WEEK 4:** work in progress critique

**WEEK 5:** lectures, demos, and studio time

**WEEK 6:** work in progress critique

**WEEK 7:** Custom typeface I final critique

**WEEK 8:** Introduction: project 2: custom typeface

**WEEK 9:** lectures, demos, and studio time

**WEEK 10:** work in progress critique

**WEEK 11:** lectures, demos, and studio time

**WEEK 12:** work in progress critique

**WEEK 13:** lectures, demos, and studio time

**WEEK 14:** work in progress critique

**WEEK 15: c**ustom typeface II final critique.

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

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

**NO**

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)

Many graphic design programs require five or more typography courses for a BFA. Our program only requires two. This course will help our graduates have a similar level of competency as their peers from other institutions. Further, this course has been requested by students for many years. They are hungry for more typography courses and specifically ones in which they can learn the intricacies of type creation.

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’s mission: 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. This course adds to this mission.

c. Student population served.

Students in the BFA in Graphic Design or others who are admitted by professor.

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

This course requires a background in foundation courses to build the necessary skills to be applied to the course projects at the 3000-level.

**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?

*I = Introduced; E = Emphasized; R = Reinforced; X = Assessment Capstone*

**I/E** : PLO 1: SUBJECT KNOWLEDGE : Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.

**I/E**: PLO 2: PROBLEM 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.

**I/E** : PLO 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 #19)** | SUBJECT KNOWLEDGE : Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills. |
| Assessment 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. |
| Assessment  Timetable | three year cycle  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |

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

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| **Program-Level Outcome 2 (from question #19)** | PROBLEM 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 | 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. |
| Assessment  Timetable | three year cycle  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |
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| **Program-Level Outcome 3 (from question #19)** | 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 | 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. |
| Assessment  Timetable | three year cycle  Fall Meeting: Assessment Committee reviews data;  Spring Meeting: Faculty reviews findings |
| Who is responsible for assessing and reporting on the results? | Assessment Coordinator reports on A+D Faculty evaluations |

**Course-Level Outcomes**

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

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| **Outcome 1** | Student will create two original, custom, functional typefaces. |
| Which learning activities are responsible for this outcome? | Students will study character design at the micro and macro levels in order to produce two quality, custom typefaces. |
| Assessment Measure | Each typeface will be graded using a detailed rubric. Multiple critiques throughout the process will assess visual problem-solving skills. Final projects will be assessed according to rubrics and progress from critiques. |

**(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 2022-2023**

[https://catalog.astate.edu/content.php?filter%5B27%5D=GRFX&filter%5B29%5D=&filter%5Bcourse\_type%5D=-1&filter%5Bkeyword%5D=&filter%5B32%5D=1&filter%5Bcpage%5D=1&cur\_cat\_oid=3&expand=&navoid=78&search\_database=Filter#acalog\_template\_course\_filter](https://catalog.astate.edu/content.php?filter%5B27%5D=GRFX&filter%5B29%5D=&filter%5Bcourse_type%5D=-1&filter%5Bkeyword%5D=&filter%5B32%5D=1&filter%5Bcpage%5D=1&cur_cat_oid=3&expand=&navoid=78&search_database=Filter%23acalog_template_course_filter)

**CURRENT**

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|  | •  [GRFX 3603 - Art Direction for Advertising](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4618) **Sem. Hrs:** **3** |
|  | •  [GRFX 3613 - Information Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4619) **Sem. Hrs:** **3** |
|  | •  [GRFX 3703 - Front End Web Development](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4620) **Sem. Hrs:** **3** |
|  | •  [GRFX 3713 - 3D Digital and Game Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4621) **Sem. Hrs:** **3** |
|  | •  [GRFX 3723 - Virtual Reality Filmmaking](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4622) **Sem. Hrs:** **3** |
|  | •  [GRFX 3753 - Motion Graphics](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4623) **Sem. Hrs:** **3**  [GRFX 3803 - Advanced Typography](https://catalog.astate.edu/content.php?filter%5B27%5D=GRFX&filter%5B29%5D=&filter%5Bcourse_type%5D=-1&filter%5Bkeyword%5D=&filter%5B32%5D=1&filter%5Bcpage%5D=1&cur_cat_oid=3&expand=&navoid=78&search_database=Filter)   |  | | --- | | [Print (opens a new window)](javascript:acalogPopup('preview_course.php?catoid=3&coid=4626&print%27,%20%27preview_course%27,%20770,%20530,%20%27yes%27))  **GRFX 3803 - Typography III**  **Sem. Hrs:** **3**  Type creation and experimentation in complex situations. This course requires three or more hours per week outside of class. Spring, odd.  **Prerequisites:** a grade of C or better in GRFX 2403; or instructor permission. | |
|  | •  [GRFX 4103 - Photography for the Graphic Designer](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4624) **Sem. Hrs:** **3** |
|  | •  [GRFX 4143 - Advanced Photography for the Graphic Designer](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4625) **Sem. Hrs:** **3** |
|  | •  [GRFX 4213 - Interactive Infographics](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4626) **Sem. Hrs:** **3** |

**PROPOSED**

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|  | •  [GRFX 3603 - Art Direction for Advertising](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4618) **Sem. Hrs:** **3** |
|  | •  [GRFX 3613 - Information Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4619) **Sem. Hrs:** **3** |
|  | •  [GRFX 3703 - Front End Web Development](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4620) **Sem. Hrs:** **3** |
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