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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**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]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 10/16/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 10/16/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 10/28/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 10/29/2020 **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)**

Nicole Arnell, Dept. of Art + Design • [narnell@astate.edu](mailto:narnell@astate.edu) • 303-842-3039 (office: 870-680-8457)

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

Start term Fall 2021, Bulletin Year 2021-2020

**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.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **GRFX** | **N/A** |
| **Number\*** | **3603** | **N/A** |
| **Title** | **Advertising Design** | **Art Direction for Advertising** |
| **Description\*\*** | **Fundamentals of graphic design applied to the advertising industry and advertising designer’s role. Emphasis on ideation, art direction, and copywriting to communicate strategic marketing objectives to target markets. This course requires three or more hours per week outside of class. May be repeated for credit.** | **Campaign creation across multiple media. Emphasis on ideation, art direction, copywriting, and social media content creation to answer objectives. This course requires three or more hours per week outside of class.** |

***\**** (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? 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: C or better in ART 2303, CR in GRFX 3400; or instructor permission. [no change]

* 1. Why or why not?

1. **NO** Is this course restricted to a specific major?
   1. If yes, which major?
2. **Proposed course frequency [Modification requested? YES**

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

**Fall**

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.

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])

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? 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.)

Enter text...

1. **Proposed special features** **[Modification requested? NO**

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

Enter text...

1. **Department staffing and classroom/lab resources**
2. existing faculty
3. 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)

**“Art Direction for Advertising” is a term that better describes the contents of the class and directly relates to the job of advertising Art Director. Though the course covers design and aesthetics, it also teaches copywriting, basic marketing, and strategic creativity to answer objectives in many platforms. These skills are those of art direction and not just design.**

**The slightly revised course description clarifies the many platforms beyond print – specifically social media content creation. This implies not only that students will learn these skills, but also signifies 21st-century awareness of the significant shift in the advertising world as social media has eclipsed traditional forms of print, TV, and radio.**

**Additionally, we are attempting to grow our program and updating names of courses to better quickly relay their description will greatly help. Research of similar and competing programs has informed this choice.**

**We no longer encourage students to repeat this class, and so the stipulation of repeatability has been deleted.**

**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)

Enter text...

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.

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

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

1. **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?

Enter text...

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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**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** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(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.** |

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**CURRENT**

Major in Graphic Design

**Bachelor of Fine Arts**

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| University Requirements: | |
| See University General Requirements for Baccalaureate degrees (p. 42) | |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| ARTH 2583, Survey of Art History I Making Connections | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music*  *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)* | **35** |
| **B.F.A. Art Major Core:**  Grade of “C” or better required for all B.F.A. Art Major Core Requirements, including prerequisites. | **Sem Hrs.** |
| ART 1013, Design I | 3 |
| ART 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| ART 3033, Drawing III | 3 |
| ARTH 2583, Survey of Art History I | 3 |
| ARTH 2593, Survey of Art History II | 3 |
| **Sub-total** | **21** |
| **Studio Art Requirements:**  Grade of “C” or better required for all Studio Art Requirements, including prerequisites. | **Sem. Hrs.** |
| ART 3063, Painting | 3 |
| ART 3083, Printmaking | 3 |
| ART 3093, Ceramics | 3 |
| ART 3103, Sculpture | 3 |
| ART 3403, Photography | 3 |
| **Sub-total** | **15** |
| **Additional Requirements:** | **Sem. Hrs.** |
| ARTH 3573, History of Graphic Design | 3 |
| Art History Elective | 3 |
| **Sub-total** | **6** |
| **Graphic Design Requirements:**  Grade of “C” or better required for all Graphic Design Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 2103, Ideation | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Advertising Design | 3 |

**PROPOSED**

Major in Graphic Design

**Bachelor of Fine Arts**

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|  |  |
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| ART 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| ART 3033, Drawing III | 3 |
| ARTH 2583, Survey of Art History I | 3 |
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| ART 3083, Printmaking | 3 |
| ART 3093, Ceramics | 3 |
| ART 3103, Sculpture | 3 |
| ART 3403, Photography | 3 |
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| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Art Direction for Advertising | 3 |

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**CURRENT**

**GRFX 3603. Advertising Design** Fundamentals of graphic design applied to the advertising industry and advertising designer’s role. Emphasis on ideation, art direction, and copywriting to communicate strategic marketing objectives to target markets. 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 2303 and a grade of CR in GRFX 3400, or instructor permission. Fall, Spring.

**GRFX 3703. Front End Web Development** Advanced HTML and CSS techniques; introduction to client-side web interactivity using the jQuery library. Student is required to create a full featured, graphic design portfolio website. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303; CR in GRFX 3400. Spring.

**GRFX 3713. 3D Digital and Game Design** Beginning digital 3D content creation for use in ani­mation, fabrication, game design, and interactive digital environments. Includes textual analysis of video games and game mechanisms. 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 1023 and GRFX 2103; CR in GRFX 3400; or instructor permission. Fall.

**GRFX 3753. Motion Graphics** Design for screen focusing on effective use of typography, graphi­cal elements, sound, video and motion, including simple animations, logo and shape motion and environmental visual effects. 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 2703 and GRFX 3303; CR in GRFX 3400. Spring.

**GRFX 3783. Patterns in Application Design** User Experience Design with a focus on established design patterns of iOS and Android applications. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112, GRFX 2703 and GRFX 3713. Spring.

**PROPOSED**

**GRFX 3603. Art Direction for Advertising** Campaign creation across multiple media. Emphasis on ideation, art direction, copywriting, and social media content creation to answer objectives. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2303 and a grade of CR in GRFX 3400, or instructor permission. Fall.

**GRFX 3703. Front End Web Development** Advanced HTML and CSS techniques; introduction to client-side web interactivity using the jQuery library. Student is required to create a full featured, graphic design portfolio website. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2703 and GRFX 3303; CR in GRFX 3400. Spring.

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