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| For Academic Affairs and Research Use Only |
| Proposal Number | LAC123 |
| 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**Warren Johnson 9/27/2022**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| 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**

Start term Fall 2023 > 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\*** |  | **3403** |
| **Title** (include a short title that’s 30 characters or fewer) |  | **Exploration of the Printed Form****SHORT TITLE: EXPLORATION PRINTED FORM** |
| **Description\*\*** |  | Study of substrates, inks, finishes, binding methods, and folds as they relate to the design of printed design works. This course requires three or more hours per week outside of class. Fall. **Prerequisites**: a grade of C or better in ART 3123.  |

 ***\**** 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 S 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 ART 3123.

* 1. Why or why not?

ART 3123, Creative Practice, is required for all art majors at the completion of foundations. This course is a prerequisite for all 3000 and 4000 level courses in the Department of Art + Design. A grade of C or better in this course helps ensure students are prepared for upper-level coursework within the department.

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.*

Fall

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. substrates, inks, finishes, binding methods, and folds

**WEEK 2:** Substrates lecture and introduction of Project 1.

**WEEK 3:** Demos and studio time to complete project.

**WEEK 4:** Project 1 due. Inks lecture and introduction of Project 2.

**WEEK 5:** Demos and studio time to complete project.

**WEEK 6:** Project 2 due. Finishes lecture and introduction of Project 3.

**WEEK 7:** Demos and studio time to complete project.

**WEEK 8:** Project 3 due. Folding lecture and introduction of Project 4.

**WEEK 9:** Demos and studio time to complete project.

**WEEK 10:** Project 4 due. Binding lecture and introduction of Project 5.

**WEEK 11:** Demos and studio time to complete project.

**WEEK 12:** Project 5 due. Introduction of final project.

**WEEK 13:** Field trip to print production facilities.Demos and studio time to complete project.

**WEEK 14:** Demos and studio time to complete project.

**WEEK 15:** Final project due.

1. **Proposed special features** **[Modification requested? YES/NO]**

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

Field trip(s) to print production facilities.

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

existing faculty and resources

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)

 With the rise of digital production and a more digitally literate student body, faculty have identified a lack of essential knowledge in our students concerning the printed form as it pertains to a graphic designer. Without this knowledge and experience, our students are not prepared to work in the industry. This information does not fit naturally into any other courses being taught and there is not enough time in the semester to fit all of the information into an existing course.

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 acquiring 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.

**E/R**: 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.

**E/R** : 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.*

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

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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 cycleFall 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 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 cycleFall 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 cycleFall 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**

1. 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 understand how to apply graphic design skills to produce professional-quality printed works. |
| Which learning activities are responsible for this outcome? | Students will observe commercial presses and finishing techniques during tours of commercial printers. Projects will include hands-on experience with inks, substrates, finishes, and binding.  |
| Assessment Measure | Every project sheet contains a detailed rubric. Multiple critiques throughout the process will assess visual problem-solving skills. Final project will be assessed according to its rubric and progress from critiques.  |

**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**

**CURRENT**

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| •  [GRFX 2703 - Interaction Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4612) **Sem. Hrs:** **3** |
| •  [GRFX 2723 - Virtual Reality Concepts](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4613) **Sem. Hrs:** **3** |
| •  [GRFX 2783 - Human Centered Design](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#/usr/local/webroot/acalog-legacy/shared/htdocs_gateway/ajax/preview_course.php) **Sem. Hrs:** **3** |
| •  [GRFX 3303 - Intermediate 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#/usr/local/webroot/acalog-legacy/shared/htdocs_gateway/ajax/preview_course.php) **Sem. Hrs:** **3** |
| •  [GRFX 3400 - Graphic Design Review](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#/usr/local/webroot/acalog-legacy/shared/htdocs_gateway/ajax/preview_course.php) **Sem. Hrs:** **0**

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|   | [GRFX 3403 - Exploration of the Printed Form](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)

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| Print (opens a new window)**GRFX 3403 - Exploration of the Printed Form****Sem. Hrs:** **3**Study of substrates, inks, finishes, binding methods, and folds as they relate to the design of printed design works. This course requires three or more hours per week outside of class. Fall. **Prerequisites**: a grade of C or better in ART 3123. |

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| •  [GRFX 3503 - Identity Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4617) **Sem. Hrs:** **3** |
| •  [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** |

**PROPOSED**

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| •  [GRFX 2703 - Interaction Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4612) **Sem. Hrs:** **3** |
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| •  [GRFX 3303 - Intermediate 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#/usr/local/webroot/acalog-legacy/shared/htdocs_gateway/ajax/preview_course.php) **Sem. Hrs:** **3** |
| •  [GRFX 3400 - Graphic Design Review](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#/usr/local/webroot/acalog-legacy/shared/htdocs_gateway/ajax/preview_course.php) **Sem. Hrs:** **0**

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| •  [GRFX 3613 - Information Design](https://catalog.astate.edu/preview_course_nopop.php?catoid=3&coid=4619) **Sem. Hrs:** **3** |