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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**

|  |
| --- |
| **[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.

|  |  |
| --- | --- |
| Shelley Gipson 1/21/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 1/21/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 1/27/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 1/28/2021 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **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)**

Temma Balducci, Dept. of Art + Design, mfulcher@astate.edu, 870-761-2121

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

Bulletin Year 2021-2022, Start Term Spring 2022

**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** |
| **Number\*** |  | **3613** |
| **Title** |  | **Information Design** |
| **Description\*\*** |  | **Visual translation of complex data and narrative using art and design skills, concepts, and technologies. 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? 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?

**A grade of CR in ART 3330 or GRFX 3400 or instructor permission**

* 1. Why or why not?

BFA Review is a program admission and is required for all ART and GRFX 3000-level courses. Instructor permission is required for students who are not majoring in ART, DIGI, or GRFX.

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, even**

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.)*

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? 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.)

Outline based on face-to-face version of the course. A separate AOS version will also be offered.

Week 1 syllabus and introduction

Week 2 data portraits: lectures and project introduction

Week 3 data portraits: critiques and final presentation

Week 4 how-to infographics: lectures and project introduction

Week 5 how-to infographics: critiques and final presentation

Week 6 data graphics: lectures and project introduction

Week 7 data graphics: critiques and final presentation

Week 8 wayfinding: lectures and project

Week 9 maps: lectures and project introduction

Week 10 maps: critiques and final presentation

Week 11 interactive information design: lectures and project introduction

Week 12 interactive information design: critiques and final presentation

Week 13 collaboration with Information Science: using real data sets: final project introduction and lecture

Week 14 work-in-progress critiques

Week 15 presentation of final projects

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

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

none

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)

The pursuit of a career in art and design is highly competitive. Information design skills will make our graduates more competitive. This skill is increasingly requested in graphic design job listings.

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.

Art + Design BFA students, Digital Technology and Design majors (who will have separate AOS sections of the class offered more frequently), graphic design minors, and undergraduate students from any major who desire information design knowledge to supplement their educations.

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

This course requires a background in foundation courses (design, drawing, art history, studio) taken before the Art/Graphic Design Review 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?

This course will fall into the selection of 3000-level courses in the BFA – Graphic Design. Like other 3000-level classes the PSLOs will be Emphasized.

|  |  |
| --- | --- |
| **Select two of the following:** ART 3433, Digital Illustration GRFX 3603, Advertising Design GRFX 3613, Information Design GRFX 3703, Front End Web Development | 6 |

PSLO #1 Emphasized; SUBJECT KNOWLEDGE : Students will be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.

PSLO #2 Emphasized; 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.

PSLO #3 Emphasized; 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.*

|  |  |
| --- | --- |
| **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 | Year 1 (18-19; 19-20) on a 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)*

|  |  |
| --- | --- |
| **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 | Year 1 (18-19; 19-20) on a 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 | Year 1 (18-19; 19-20) on a 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**

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

|  |  |
| --- | --- |
| **Outcome 1** | Student will demonstrate competency by creating comprehensible data visualizations and compelling visual narratives. |
| Which learning activities are responsible for this outcome? | All projects and critiques |
| Assessment Measure | Project rubrics based on technical skill, ability to follow directions, and a clear understanding of the subject matter. |

**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 2020-2021, pp. 223-224, as modified by proposal 2020U\_LAC93 and therefore in green**

**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 4103, Photography for the Graphic Designer | 3 |
| GRFX 4503, Professional Practice for Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4803, Portfolio Capstone | 3 |
| **Select two of the following:** ART 3433, Digital Illustration GRFX 3603, Advertising Design GRFX 3613, Information Design  GRFX 3703, Front End Web Development | 6 |
| **Select one of the following:** GRFX 4143, Advanced Photography for the Graphic Designer  GRFX 4403, Design Entrepreneurship  GRFX 4613, Independent Study in Graphic Design GRFX 4632, Special Topics in Graphic Design GRFX 4703, Advanced Digital Studio | 3 |
| **Select one 4000-level ART Studio** | 3 |
| **Sub-total** | **43** |
| **Total Required Hours:** | **120** |

**pp. 491-493**

**Current**

Graphic Design (GRFX)

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major, Co-requisite GRFX 2203 or instructor permission. Spring.

**GRFX 1112. Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2103. Ideation** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execu­tion in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. This course requires three or more hours per week outside of class. Prerequisites, Graphic Design Major or instructor permission. Corequisite GRFX 1111. Fall, Spring.

**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in ART 1013 and GRFX 2203; or instructor permission. Corequisite, GRFX 3400. Fall, Spring.

**GRFX 2703. Interaction Design** Key principles and techniques of human-centered interaction design across a range of contexts including web; from touch screens to emerging digital products using voice and gesture interactions. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2303; or instructor permission. Fall.

**GRFX 2783. Human Centered Design** Conceptualizing, prototyping and testing application inter­faces with a respect for the real needs and desires of human users. 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 and GRFX 2703. Spring.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa­tions including creating visual narrative, designing typeface, and experimenting with typography. 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 3400. Graphic Design Review** Portfolio review for BFA in Graphic Design admission. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593; a 2.75 GPA in all ART, ARTH, GRFX courses; and advisor permission required. Corequisite, GRFX 2303. Fall, Spring.

**GRFX 3503. Identity Design** Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on problem solving using type and image and conceptual thinking. 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 2013, and CR in GRFX 3400. Fall, Spring.

**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 3613 Information Design** Visual translation of complex data and narrative using art and design skills, concepts, and technologies. This course requires three or more hours per week outside of class. Prerequisite, a grade of CR in ART 3330 or GRFX 3400, or instructor permission. Spring, even.

**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.

**GRFX 4103. Photography for the Graphic Designer** Study of photographic equipment, tech­niques 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 pho­tography 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 or digital 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 4613. Independent Study in Graphic Design** Faculty-guided study of graphic design topics for the advanced student. May be repeated for credit. Prerequisites, advisor and instructor permission. Fall, Spring.

**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 Digital Studio** Continuation of digital design work with an emphasis on development of personal direction. 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 com­puting 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 4773. Design Build I** User Experience Design focusing on the complete workflow of iOS app development. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations majors. Prerequisites, a grade of C or better in GRFX 3733 and GRFX 3783. Fall.

**GRFX 4783. Design Build II** Continuation of GRFX 4773. 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 4773. Fall.

**GRFX 4792. Digital Innovations Portfolio** Professional portfolio presentation capstone. Re­stricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 4783. Spring.

**GRFX 4803. Portfolio Capstone** Capstone course required for all graduating BFA, Graphic De­sign 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.

**Proposed**

Graphic Design (GRFX)

**GRFX 1111. Design Technology** Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Prerequisites: Declared Graphic Design Major, Co-requisite GRFX 2203 or instructor permission. Spring.

**GRFX 1112. Design Literacy** Introduction to design, color theory, typography and composition. Restricted to BS Digital Innovations students. Spring, Summer.

**GRFX 2103. Ideation** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execu­tion in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**GRFX 2203. Introduction to Graphic Design** Graphic design application, career paths, and role in media and technology; layout, typography, media, color, photography, illustration and technology. This course requires three or more hours per week outside of class. Prerequisites, Graphic Design Major or instructor permission. Corequisite GRFX 1111. Fall, Spring.

**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in ART 1013 and GRFX 2203; or instructor permission. Corequisite, GRFX 3400. Fall, Spring.

**GRFX 2703. Interaction Design** Key principles and techniques of human-centered interaction design across a range of contexts including web; from touch screens to emerging digital products using voice and gesture interactions. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in GRFX 2303; or instructor permission. Fall.

**GRFX 2723. Virtual Reality Concepts** Introduction to VR and AR career opportunities, techniques, and technologies. Focus on the design principles and challenges of virtual reality content creation. Prerequisite, a grade of C or better in GRFX 2223. Fall.

**GRFX 2783. Human Centered Design** Conceptualizing, prototyping and testing application inter­faces with a respect for the real needs and desires of human users. 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 and GRFX 2703. Spring.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa­tions including creating visual narrative, designing typeface, and experimenting with typography. 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 3400. Graphic Design Review** Portfolio review for BFA in Graphic Design admission. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ARTH 2583, ARTH 2593; a 2.75 GPA in all ART, ARTH, GRFX courses; and advisor permission required. Corequisite, GRFX 2303. Fall, Spring.

**GRFX 3503. Identity Design** Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on problem solving using type and image and conceptual thinking. 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 2013, and CR in GRFX 3400. Fall, Spring.

**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 3613 Information Design** Visual translation of complex data and narrative using art and design skills, concepts, and technologies. This course requires three or more hours per week outside of class. Prerequisite, a grade of CR in ART 3330 or GRFX 3400, or instructor permission. Spring, even.

**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.

**GRFX 4103. Photography for the Graphic Designer** Study of photographic equipment, tech­niques 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 pho­tography 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 or digital 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 4613. Independent Study in Graphic Design** Faculty-guided study of graphic design topics for the advanced student. May be repeated for credit. Prerequisites, advisor and instructor permission. Fall, Spring.

**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 Digital Studio** Continuation of digital design work with an emphasis on development of personal direction. 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 com­puting 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 4773. Design Build I** User Experience Design focusing on the complete workflow of iOS app development. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations majors. Prerequisites, a grade of C or better in GRFX 3733 and GRFX 3783. Fall.

**GRFX 4783. Design Build II** Continuation of GRFX 4773. 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 4773. Fall.

**GRFX 4792. Digital Innovations Portfolio** Professional portfolio presentation capstone. Re­stricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 4783. Spring.

**GRFX 4803. Portfolio Capstone** Capstone course required for all graduating BFA, Graphic De­sign 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.