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| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number: |  |
| CIP Code: |  |
| Degree Code: |  |

**EXISTING CERTIFICATE, DEGREE, MAJOR**

**OR ORGANIZATIONAL UNIT: Name Change Only FORM**

**(No change in program curriculum, option/emphasis/concentration or organizational structure)**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Shelley Gipson | 10/14/2020 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 10/14/2020 |   **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 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Mindy Fulcher, Dept. of Art + Design, mfulcher@astate.edu, 870-761-2121

1. **Proposed effective date:**

Fall 2021

1. **Justification:**

The current program name, Digital Innovations, is too vague/non-specific. Through our research we found that “Digital Technology” and “Design” are more recognizable terms in the industry. The Academic Partnerships SEO team identified opportunities for additional optimization for a revised program name and the keywords found within the specific concentration titles. By leading with “technology” and placing an emphasis on the type of technology we could recognize an 85% increase in search demand. Digital Technology and Design was evaluated based on six months of rolling data looking at Google search demand. The new concentration areas will provide students with more advanced knowledge, skills and portfolios in a specific area of design technology, developing stronger graduates who are better prepared for their chosen career field.

|  |  |  |
| --- | --- | --- |
|  | **Current Name** | **Proposed Name (if changed)** |
| **Degree/certificate program** | **BS in Digital Innovations** | **BS in Digital Technology and Design** |
| **Major or option/emphasis/concentration** |  |  |
| **Organizational unit** |  |  |

1. **Provide the curriculum/credit hours for the certificate/degree/major listed above.**

Note: Concurrently, changes are being proposed to modify the Major Requirements and concentrations to reflect better the skills graduates will need. Current requirements are indicated below:

**Major in Digital Innovations**

**Bachelor of Science Concentration in Graphic Communications**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **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) CMAC 1003, Mass Communication*  *PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 1112, Design Literacy | 2 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 3703, Front End Web Development | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build I | 3 |
| GRFX 4783, Design Build II | 3 |
| GRFX 4792, Digital Innovations Portfolio | 2 |
| **Sub-total** | **29** |
| **Concentration in Graphic Communications:** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **38** |

**Major in Digital Innovations**

**Bachelor of Science Concentration in Strategic Communications**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **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) CMAC 1003, Mass Communication*  *PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 1112, Design Literacy | 2 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 3703, Front End Web Development | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build I | 3 |
| GRFX 4783, Design Build II | 3 |
| GRFX 4792, Digital Innovations Portfolio | 2 |
| **Sub-total** | **29** |
| **Concentration in Strategic Communications:** | **Sem. Hrs.** |
| STCM 4333, Social Media Measurement | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| COMS 4383, Computer Mediated Communication | 3 |
| STCM 4113, Integrated Marketing Communications | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **38** |

**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.** |

**Note: the “current” curricula below incorporate program changes (in green) being proposed at the same time.**

**CURRENT**

**Undergradute Bulletin 2020-2021, p. 62**

**Bachelor of Science (B.S.)**

|  |
| --- |
| Accounting |
| Biological Sciences (emphasis in):  —Biology  —Botany  —Pre-professional Studies  —Zoology |
| Biotechnology |
| Business Administration  —Sustainable Business Practices |
| Business Economics |
| Chemistry:  —Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):  —Corporate Media  —Graphic Communication  —Sports Media |
| Dietetics |
| Digital Innovations (emphasis in):  —Graphic Communications  —Strategic Communications |
| Disaster Preparedness/Emergency Mgmt. |

**p. 213**

**College of Liberal Arts and Communication**

*Professor Carl M. Cates, Dean*

*Associate Professor Gina Hogue, Associate Dean*

**MISSION STATEMENT**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

* Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;
* Create a dynamic transformative education experience to prepare students for their professional careers or further study and their roles as leaders in a global society;
* Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;
* Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;
* Enhance and promote faculty scholarly, creative, and professional development;
* Encourage interdisciplinary programs and collaborative research;
* Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Innovations, English, History, Music (and concentration in Jazz Studies), Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice, Keyboard, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, and Sports Media), Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

The College of Liberal Arts and Communication grants a full range of masters’ degree (M.A., M.M., M.M.E., M.P.A., and M.S.E.) programs, several Educational Specialist degree (Ed.S.) programs, and an interdisciplinary doctoral degree (Ph.D.) program (Heritage Studies). For further information, see A-State’s Graduate Bulletin.

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Major in Digital Innovations  
Bachelor of Science   
Concentration in Game Design

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Game Design):** | **Sem. Hrs.** |
| ART 2523, Introduction to Game Design | 3 |
| ART 3523, 2D Animation and Graphics | 3 |
| ART 4523, Advanced Game Design and Development | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Innovations  
Bachelor of Science   
Concentration in Graphic Communications

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Graphic Communications):** | **Sem. Hrs.** |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673,  Desktop Publishing and Publication Design | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Innovations

**Bachelor of Science   
Concentration in Mobile Application Development**

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

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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Mobile Application Development):** | **Sem. Hrs.** |
| DIGI 2003, Introduction to Coding with Swift | 3 |
| DIGI 3003, Intermediate Coding with Swift | 3 |
| DIGI 4003 Advanced Studio in Swift Coding | 3 |
| MDIA 3373, Introduction to Internet Communications OR GRFX 2703, Interaction Design | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Innovations

**Bachelor of Science   
Concentration in Social Media Management**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Social Media Management):** | **Sem. Hrs.** |
| STCM 3133, Interactive Advertising | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 4333, Social Media Measurement | 3 |
| STCM 4753, Strategic Communications Case Studies | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |



Major in Digital Innovations

**Bachelor of Science   
Concentration in Web Design**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Web Design):** | **Sem. Hrs.** |
| GRFX 2703, Interaction Design | 3 |
| GRFX 3703, Front End Web Development | 3 |
| GRFX 4703, Advanced Digital Studio | 3 |
| MDIA 3373, Introduction to Internet Communications OR DIGI 2003, Introduction to Coding with Swift | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

**p. 228**

Certificate in Swift Coding

*This certificate is not available to majors in BFA Graphic Design, Emphasis in Digital Design   
or BS in Digital Innovations, Concentration in Game Design*

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DIGI 2003, Introduction to Coding with Swift | 3 |
| DIGI 3003, Intermediate Coding with Swift | 3 |
| DIGI 4003, Advanced Studio in Swift Coding | 3 |
| **Total Required Hours:** | **9** |

**p. 491 ff**

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 execu- tion 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 inter- faces 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 situa- tions 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 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 ani- mation, 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, graphi- cal 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, tech- niques 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 pho- tography 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 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 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 De- sign 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 addi- tional 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  
[incorporates all changes to program and courses]**

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| Accounting |
| Biological Sciences (emphasis in):  —Biology  —Botany  —Pre-professional Studies  —Zoology |
| Biotechnology |
| Business Administration  —Sustainable Business Practices |
| Business Economics |
| Chemistry:  —Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):  —Corporate Media  —Graphic Communication  —Sports Media |
| Dietetics |
| Digital Technology and Design (concentration in):   * Game Design * Graphic Communications * Mobile Application Development * Social Media Management * Web Design |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |

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College of Liberal Arts and Communication

*Professor Carl M. Cates, Dean*

*Associate Professor Gina Hogue, Associate Dean*

**MISSION STATEMENT**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

* Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;
* Create a dynamic transformative education experience to prepare students for their professional careers or further study and their roles as leaders in a global society;
* Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;
* Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;
* Enhance and promote faculty scholarly, creative, and professional development;
* Encourage interdisciplinary programs and collaborative research;
* Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Technology and Design, English, History, Music (and concentration in Jazz Studies), Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice, Keyboard, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, and Sports Media), Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

The College of Liberal Arts and Communication grants a full range of masters’ degree (M.A., M.M., M.M.E., M.P.A., and M.S.E.) programs, several Educational Specialist degree (Ed.S.) programs, and an interdisciplinary doctoral degree (Ph.D.) program (Heritage Studies). For further information, see A-State’s Graduate Bulletin.

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Major in Digital Technology and Design  
Bachelor of Science   
Concentration in Game Design

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Game Design):** | **Sem. Hrs.** |
| ART 2523, Introduction to Game Design | 3 |
| ART 3523, 2D Animation and Graphics | 3 |
| ART 4523, Advanced Game Design and Development | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Technology and Design  
Bachelor of Science   
Concentration in Graphic Communications

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Graphic Communications):** | **Sem. Hrs.** |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673,  Desktop Publishing and Publication Design | 3 |
| MDIA 2023, Media Aesthetics | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Technology and Design

**Bachelor of Science   
Concentration in Mobile Application Development**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Mobile Application Development):** | **Sem. Hrs.** |
| DIGI 2003, Introduction to Coding with Swift | 3 |
| DIGI 3003, Intermediate Coding with Swift | 3 |
| DIGI 4003 Advanced Studio in Swift Coding | 3 |
| MDIA 3373, Introduction to Internet Communications OR GRFX 2703, Interaction Design | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Technology and Design

Bachelor of Science   
Concentration in Social Media Management

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Social Media Management):** | **Sem. Hrs.** |
| STCM 3133, Interactive Advertising | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 4333, Social Media Measurement | 3 |
| STCM 4753, Strategic Communications Case Studies | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

Major in Digital Technology and Design

**Bachelor of Science   
Concentration in Web Design**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| PSY 3613, Cultural Psychology | 3 |
| **Sub-total** | **25** |
| **Concentration (Web Design):** | **Sem. Hrs.** |
| GRFX 2703, Interaction Design | 3 |
| GRFX 3703, Front End Web Development | 3 |
| GRFX 4703, Advanced Digital Studio | 3 |
| MDIA 3373, Introduction to Internet Communications OR DIGI 2003, Introduction to Coding with Swift | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |

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#### **Certificate in Swift Coding**

*This certificate is not available to majors in BFA Graphic Design, Emphasis in Digital Design   
or BS in Digital Technology and Design, Concentration in Game Design*

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| **Required Courses:** | **Sem. Hrs.** |
| DIGI 2003, Introduction to Coding with Swift | 3 |
| DIGI 3003, Intermediate Coding with Swift | 3 |
| DIGI 4003, Advanced Studio in Swift Coding | 3 |
| **Total Required Hours:** | **9** |

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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 1113. Design Literacy** Introduction to design literacy, color theory, typography, composition, and digital design software. Restricted to BS Digital Innovations majors. Fall, 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 execu- tion 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** Comprehensive study of typography, visual hierarchy, and design system creation for optimal user experience in multiple media. This course requires three or more hours per week outside of class. Prerequisites, 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** User Experience Design principles of inspiration, ideation and implementation. Focus on the development of solutions to problems by involving an understanding of the human perspective in the creative problem-solving process. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1113. Summer.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa- tions 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. 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.

**GRFX 3713. 3D Digital and Game Design** Beginning digital 3D content creation for use in ani- mation, 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, graphi- cal 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 4103. Photography for the Graphic Designer** Study of photographic equipment, tech- niques 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 pho- tography 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 4403. Design Entrepreneurship** Artistic practice of artists and designers with the intent to pursue economic opportunities; requires creation of artwork. This course requires three or more hours per week outside of class. Prerequisite, A grade of CR in ART 3330 or GRFX 3400. Fall.

**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 minimum GPA of 2.75 in all work with an ART, ARTH, ARED, DIGI, or GRFX prefix, and instructor permission. 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 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 4773. Design Build** Project management methodologies for advanced digital design projects from conception to completion. Restricted to BS Digital Innovations students. Prerequisite, instructor permission. Fall.

**GRFX 4793. Digital Technology and Design Portfolio** Professional portfolio presentation capstone. Restricted to BS Digital Innovations majors. Prerequisites, a grade of C or better in GRFX 4773. Spring, Summer.

**GRFX 4803. Portfolio Capstone** Capstone course required for all graduating BFA, Graphic De- sign 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 addi- tional 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.