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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC90 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]Modified Course (Check one box)** |

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

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| --- | --- |
| Katherine Baker 3/10/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 3/10/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 4/5/2022 **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)**

Leslie Parker

[lemoore@astate.edu](mailto:lemoore@astate.edu)

870.972.3050

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

Starting Term: Fall 2022  
Bulletin Year: 22-23

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | ART (from 16-17 bulletin) | GRFX 1413 |
| **Number\*** | 1413 |  |
| **Title**  (include a short title that’s 30 characters or fewer) | Design Technology |  |
| **Description\*\*** | Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Fall, Spring. |  |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? YES]**

(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. **NO** Are there any prerequisites?
   1. If yes, which ones?

Enter text...Why or why not?

Enter text...

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

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

Fall, Spring

1. **Proposed course type [Modification requested? NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture and Lab

1. **Proposed grade type [Modification requested? NO**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

standard

1. **NO** Is this course dual-listed (undergraduate/graduate)?
2. **NO** Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **NO** Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. **YES** 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?

This course was deleted from the 17-18 Bulletin.

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

Week 1 - Mac interface; Workflow basics; Backing up work; Licensing & rights; Screenshots

Week 2 - Photoshop introduction; Assignment 1 (Photoshop)

Week 3 - Color modes: CMYK vs RGB; Print vs digital; Assignment 2 (Photoshop)

Week 4 - Assignment 3 (Photoshop)

Week 5 - Illustrator Introduction; Assignment 4 (Illustrator)

Week 6 - Assignment 5 (Illustrator)

Week 7 - Assignment 6 (Illustrator)

Week 8 - Mock-ups; Assignment 7 (Mock-up)

Week 9 - InDesign Introduction; Assignment 8 (InDesign)

Week 10 - Assignment 9 (InDesign)

Week 11 - Assignment 10 (InDesign)

Week 12 - Rush & Video Introduction; Assignment 11 (Rush)

Week 13 - Spark Introduction; Assignment 12 (Spark)

Week 14 - Public domain; critique guidelines; Miro Introduction; Behance Introduction; Assignment 13 (Behance)

Week 15 – Begin final project

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

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

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

Current Graphic Design Faculty will cover the class

1. Will this require additional faculty, supplies, etc.?

No additional faculty or supplies are required.

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)

**There is a 1-credit hour version of this course, GRFX 1111, in the current bulletin exclusively for graphic design majors.** **To accommodate the change from a 1-credit to 3-credit course, class time will be increased, the scope of the material covered will be widened, and more projects and assignments will be added.**

**Going forward, reviving the 3-credit hour version we used to have in ART will allow non-majors in our department to have expanded content towards their Art Core (foundations coursework), particularly in digital capabilities. Given the content, we would like ART 1413 to be changed to GRFX 1413.**

**GRFX 1111 will be deleted for SP2023, when we have fully phased out the previous foundations program.**

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Enter text...

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

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

1. **NO** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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

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

**Course-Level Outcomes**

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

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

**[Note: For comprehensive list of changes to Art and Graphic Design programs, see separate proposals.]**

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~~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 Technology and Design majors. Fall, Spring, Summer.

GRFX 1223. Introduction to Digital Game Development Foundations in digital game development using industry standards; practical application of the tools, techniques, and concepts to build a basic 3D game. Fall, Spring.

GRFX 1413. Design Technology Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Spring, Fall.

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 2223. Digital Game Asset Creation Introduction to the process and tools used in game asset creation, including 3D modeling and 2D sprite design. Fall, Spring.

GRFX 2233. Digital Game Production Design Introduction to animation, rendering, lighting, and texturing of 3D game assets in an environment, including best practices for platforms such as VR. 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 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 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 Technology and Design students. Prerequisites, a grade of C or better in GRFX 1113. Summer.

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