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

**Course Revision Proposal Form**

**[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.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- |
| Shelley Gipson 9/11/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 9/11/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 9/19/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 9/21/2018 **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)

Nikki Arnell, Dept. of Art + Design, [narnell@astate.edu](mailto:narnell@astate.edu), 303-842-3039

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

Start Term: Fall 2019, Bulletin Year: 2019-2020

3. Current Course Prefix and Number

GRFX 4503

3.1 – **[No]** Request for Course Prefix and Number change

If yes, include new course Prefix and Number below. *(Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9. )*

Enter text...

3.2 – **Yes / No** If yes, has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

Branding

4.1 – **[Yes]** Request for Course Title Change

If yes, include new Course Title Below.

Professional Practice for Design

1. If title is more than 30 characters (including spaces), provide short title to be used on transcripts. *Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis).*

Professional Practice

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

No variable titles

5. – **[Yes ]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

~~Continuation of ART 3443 Advertising Design. Implementation of total campaign as it applies to non-profit and corporate/institutional design. Integrating creative and practical work across many applications within the campaign. Emphasis on concept development, creative writing, implementation and presentation. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class.~~

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. .

\*The 3 hour sentence is required by NASAD, and hasn’t been used against the 40-word limit in the past. It used to be a header before we went to the table format in the bulletin.

6. – [**Yes** ] Request for prerequisites and major restrictions change.

*(If 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. **Yes** Are there any prerequisites?
   1. If yes, which ones?

~~Prerequisites, a grade of C or better in GRFX 3603; a grade of CR in GRFX 3400; or permission of instructor.~~

Prerequisites, a grade of C or better in GRFX 3303, GRFX 3503, GRFX 3603; CR in GRFX 3400; or permission of instructor. Corequisite GRFX 4803.

* 1. **Why** or why not?

It used to be that passing 3603 implied the others (2303 and 3503) had been passed. Now the classes don't work like that (in order to get students out more quickly). Those 3 (Intermediate Typography), Identity Design, and Ad Design can now be taken in any order and even concurrently. But students do need to have them all passed before taking Professional Practice for Design (formerly Branding and GD5 before that).

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. – [**Yes** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and new frequency:

~~Fall.~~

Spring.

8. **– [No ]** Request for Class Mode Change

*If yes, indicate if this course will be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please* *indicate the current and choose one.*

Enter text...

9. – [**No ]** Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

10. **No** Is this course dual listed (undergraduate/graduate)?

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

11. **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.)*

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

Enter text...

**11.2** – **No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **No** Is this course change in support of a new program?

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **Yes** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

**ART 4423 Branding**

*Note: We are in the middle of a phase-out of the old classes. All ART Graphic Design courses should stop on or before Spring 2021, so that all students are taking GRFX by then.*

15. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

16. Does this course require course fees? **No**

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

**There are no changes to the course presently taught.**

18. Please provide justification to the proposed changes to the course.

The course has been taught as Campaign Design. It was designed (title and description) by previous faculty as Ad Design II, but this doesn’t serve the students well. The current faculty describes the change in terminology from “total campaign” to “personal brand” as”

“a campaign is just a set of advertisements for a set amount of time that expresses a product/service underneath the existing brand and its positioning and strategy. Even when it's a comprehensive campaign reaching far beyond the ol' 3 print ads in an ad campaign model....a CAMPAIGN is still just an advertising mechanism that lasts for a short amount of time relative to BRAND”

So Branding is a component of Professional Practice. Another is the soft skills required to get a job interview. Another is professional communication. Though students critique their work in classes, this course prepares students to talk with the public and potential employers. This culminates in an exhibition of their work called Branded. During this exhibition, the public and employers are invited to come and discuss the work with the students. This is not unlike an open portfolio at a printmaking conference, where you display your work and talk about it intelligently to anyone that might have questions, but the focus is more on employers.

The difference between Professional Practice and Portfolio is:

Portfolio class IS about finding a job and includes a "job interview" as its final, but the class (vs. Professional Practice) is not about **actively acquiring** one. It assumes you have the job interview, which is VERY difficult to even acquire. The focus is on the presentation of the actual work in a job interview session. All work previously completed is reviewed and updated to reflect the entire scope of the student’s technical and aesthetic skills.

19. **No** Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

**Relationship with Current Program-Level Assessment Process**

20. 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...

21. Considering the indicated program-level learning outcome/s (from question #23), 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 #23)** | 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**

22. 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**

|  |
| --- |
| **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. Follow the following guidelines for indicating necessary changes.**  **\*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.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

***P. 225*** *of 2018-19 Bulletin:*

**Major in Graphic Design (cont.)**

**Bachelor of Fine Arts**

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

|  |  |
| --- | --- |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 4103, Photography for the Graphic Designer | 3 |
| GRFX 4503, ~~Branding~~ Professional Practice for Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4803, Portfolio Capstone | 3 |
| **Select two of the following:**  ART 4063, Advanced Painting ART 4083, Advanced Printmaking ART 4103, Advanced Sculpture GRFX 4143, Advanced Photography for the Graphic Designer GRFX 4703, Advanced Web Studio | 6 |
| **Sub-total** | **43** |
| **Total Required Hours:** | **120** |

***P. 227*** *of 2018-19 Bulletin:*

**Major in Graphic Design (cont.)**

**Bachelor of Fine Arts  
Emphasis in Digital Design**A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| GRFX 3753, Motion Graphics | 3 |
| GRFX 3800, Digital Design Review | 0 |
| GRFX 4503, ~~Branding~~ Professional Practice for Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4703, Advanced Web Studio | 3 |
| GRFX 4713, Design for Physical Computing | 3 |
| GRFX 4803, Portfolio Capstone | 3 |
| **Select one of the following:**  ART 4063, Advanced Painting ART 4083, Advanced Printmaking ART 4093, Advanced Ceramics ART 4103, Advanced Sculpture | 3 |
| **Sub-total** | **43** |
| **Total Required Hours:** | **120** |

***P. 490*** *of 2018-19 Bulletin:*

GRFX 4503. ~~Branding~~ **Professional Practice for Design**

~~Continuation of ART 3443 Advertising Design. Implementation of total campaign as it applies to non-profit and corporate/institutional design. Integrating creative and practical work across many applications within the campaign. Emphasis on concept development, creative writing, implementation and presentation~~. 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 ~~It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class.~~ ~~May be repeated for credit. Prerequisites, a grade of C or better in GRFX 3603; a grade of CR in GRFX 3400; or permission of instructor.~~ Prerequisites, a grade of C or better in GRFX 3303, GRFX 3503, GRFX 3603; CR in GRFX 3400; or permission of instructor. Corequisite GRFX 4803. ~~Fall.~~ Spring.