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| --- |
| For Academic Affairs and Research Use Only |
| Proposal Number | LAC49 |
| 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.

|  |  |
| --- | --- |
| Katherine Baker 2/17/2022**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Temma Balducci 2/17/2022**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Warren Johnson 2/23/2022**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 3/2/2022**College Dean** | Alan Utter 3/14/2022**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, tbalducci@astate.edu, 870.972.3050

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

Starting Term: Spring 2023

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.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)** *(Indicate “N/A” if no modification)* |
| **Prefix** | GRFX | ART |
| **Number\*** | 2103  | 2453 |
| **Title** (include a short title that’s 30 characters or fewer) | Ideation | N/A |
| **Description\*\*** | 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. | Activation of creativity through idea generation and design visualization. Emphasis on imagination, originality, research, and execution in various media. 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 (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

**Note: This course was originally an ART course, under a different name, before its prefix was changed to GRFX. We are restoring the ART prefix.**

**From 15-16 bulletin before the course was deleted:**

**ART 2453 Visual Thinking** STUDIO ART. 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. 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 class. Prerequisite, a grade of C or better in ART 1033 and ART 1013; or permission of instructor.
Spring

1. **Proposed prerequisites and major restrictions** **[Modification requested? 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. **NO** Are there any prerequisites?
	1. If yes, which ones?

Enter text...

* 1. Why or why not?

no previous knowledge required

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

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

Fall, Spring

1. **Proposed course type [Modification requested? Yes – unsure Studio is newer than 15-16 I think**

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? No**

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

letter

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

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

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

 Enter text...

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

 Enter text...

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

a. If yes, what program?

 Enter text...

1. **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?

GRFX 2103

**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...

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

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

Enter text...

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

Existing faculty and reources

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)

The prefix change from GRFX to ART signifies the content of *Ideation*  being more broadly applicable, beyond just graphic design. The faculty believe that the ART prefix allows for more flexibility in who teaches the class as well as opening doors for future curriculum development and collaboration.

**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.*

|  |  |
| --- | --- |
| **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?

|  |  |
| --- | --- |
| **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?  |

**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. 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.**  |

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**Major in Digital Technology and Design**

**Bachelor of Science
Emphasis in Information Design**

|  |  |
| --- | --- |
| **Emphasis in Information Design:**  | **Sem. Hrs.**  |
| ~~GRFX 2103, Ideation~~  | ~~3~~  |
| ART 2453, Ideation  | 3  |
| GRFX 3613, Information Design  | 3  |
| GRFX 4213, Interactive Infographics  | 3  |
| MDIA 3323, Media Analytics and Data Visualization  | 3  |
| **Sub-total**  | **12**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **45**  |
| **Total Required Hours:**  | **120**  |

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**Major in Graphic Design**
**Bachelor of Fine Arts**

|  |  |
| --- | --- |
| **Graphic Design Requirements:** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 2453, Ideation  | 3 |
| 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  |

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**Major in Graphic Design
Bachelor of Fine Arts
Emphasis in Digital Design**

|  |  |
| --- | --- |
| **Emphasis Area (Digital Design):** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 2453, Ideation  | 3  |
| DIGI 2003, Introduction to Coding with Swift  | 3  |
| DIGI 3003, Intermediate Coding with Swift  | 3  |
| DIGI 4003, Advanced Studio in Swift Coding  | 3  |
| 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  |

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**Department of Art + Design Minors**

**Minor in Digital Design**

|  |  |
| --- | --- |
| **Required Courses:** Grade of “C” or better required for all ART/ARTH/GRFX Minor Requirements, including prerequisites (Department of Art + Design minimum)Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor. Students pursuing the Digital Design Minor will need to submit a Prerequisite Waiver form to be enrolled in a GRFX class. (GRFX courses are restricted to Graphic Design Majors.)  | **Sem. Hrs.**  |
| ART 2453, Ideation  | 1  |
| GRFX 1111, Design Technology  | 1  |
| ~~GRFX 2103, Ideation~~  | ~~3~~  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Interaction Design  | 3  |
| GRFX 3703, Front End Web Development  | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3753, Motion Graphics  | 3  |
| **Total Required Hours:**  | **19**  |

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**Minor in Graphic Design**

|  |  |
| --- | --- |
| **Required Courses:** Grade of “C” or better required for all ART/ARTH Minor Requirements, including prerequisites (Department of Art + Design minimum).Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor.  | **Sem. Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 2453, Ideation | 3  |
| GRFX 1111, Design Technology  | 1  |
| ~~GRFX 2103, Ideation~~  | ~~3~~  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout\*  | 3  |
| **Select one of the following:** ART 3433, Digital IllustrationGRFX 3303, Intermediate Typography\* GRFX 3503, Identity Design\*GRFX 3603, Art Direction for Advertising\* *\*Students pursuing this minor are not required to take GRFX 3400, Graphic Design Review.*  | 3  |
| **Total Required Hours:**  | **19**  |

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**ART 1043. Drawing II** Builds on fundamental drawing skills using a broad range of materials and techniques while expanding subject matter and considering abstraction, process, conceptual thinking and incorporating digital tools. This course requires three or more hours per week outside of class. Prerequisite, a grade of C or better in ART 1033. Fall, Spring, Summer.

**ART 1053. Elective Drawing for Non Majors** Fundamental elements of drawing, including skill, observation, material and technique. This course requires three or more hours per week outside of class. May only be taken once. Restricted to non-Art majors. Fall, Spring, Summer.

**ART 1063. Elective Painting for Non majors** Introduction to painting with color. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art Majors. Fall, Spring.

**ART 1073. Elective Fine Art Photography for Non majors** Introduction to photography as a means of personal expression. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art majors. Fall, Spring.

**ART 1083. Elective Printmaking for Non majors** Basic techniques in printmaking media such as monotype, relief or screen printing. This course requires three or more hours per week outside of class. May only be taken once. Restricted to non-Art Majors. Fall, Spring.

**ART 1093. Elective Ceramics for Non majors** Basic exploration of techniques of clay manipulation including the use of the potter’s wheel. Selected pieces will be fired. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art Majors. Fall, Spring.

**ART 2453. Ideation** Activation of creativity through idea generation and design visualization. Emphasis on imagination, originality, research, and execution in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**ART 2503. Fine Arts-Visual** FINE ARTS. Introduction to major artists, media, styles and works of art within their cultural and historical contexts for the non-art major. Note, this course does not meet general education requirements for any degree in art. Fall, Spring, Summer. (ACTS#: ARTA 1003)

**ART 2523. Introduction to Game Design** Foundational principles and theories of game de- sign, development, and analysis. Students create their own board games and concepts. This course requires three or more hours per week outside of class. Fall.

**ART 3033. Drawing III** Students will focus on the human figure through drawing ses- sions employing life models, undergoing detailed studies of anatomy, and creating independent projects involving the figure. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in ART 1013, ART 1033 and ART 1043. Fall, Spring, Summer.

**ART 3063. Painting** Introduction to composition and techniques in painting media. This course requires three or more hours per week outside of class. Prerequisite, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

**ART 3073. Watercolor Painting** Emphasis on the development of composition and techniques with transparent watercolor media including color theory and various methodologies. 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 ART 3063 and a grade of CR in ART 3330. Fall.

**ART 3083. Printmaking** Covers intaglio, relief, screen printing, lithography and contemporary printmaking techniques. This course requires three or more hours per week outside of class. Prerequisites, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

**ART 3093. Ceramics** Introduction to ceramic materials and techniques, wheelthrown and handbuilt forms. Glazing and firing undertaken. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

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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, composi- tion, 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 devel- opment using industry standards; practical application of the tools, techniques, and concepts to build a basic 3D game. Fall, Spring.

**~~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 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 prod- ucts 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, tech- niques, 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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**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 instruc- tor 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 think- ing. 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. Empha- sis on ideation, art direction, copywriting, and social media content creation to answer objec- tives. 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 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; introduc- tion 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 ART 2453 ~~GRFX 2103~~; CR in GRFX 3400; or instructor permission. Fall.

**GRFX 3723. Virtual Reality Filmmaking** Creation, editing and publishing of 360-degree immer- sive video content using industry standard software and equipment. Prerequisite, a grade of C or better in GRFX 1113. Spring.

**GRFX 3753. Motion Graphics** Design for screen focusing on effective use of typography, graph- ical 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 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.

**NEW**

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**Major in Digital Technology and Design**

**Bachelor of Science
Emphasis in Information Design**

|  |  |
| --- | --- |
| **Emphasis in Information Design:**  | **Sem. Hrs.**  |
| ART 2453, Ideation | 3 |
| GRFX 3613, Information Design  | 3  |
| GRFX 4213, Interactive Infographics  | 3  |
| MDIA 3323, Media Analytics and Data Visualization  | 3  |
| **Sub-total**  | **12**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **45**  |
| **Total Required Hours:**  | **120**  |

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**Major in Graphic Design**
**Bachelor of Fine Arts**

|  |  |
| --- | --- |
| **Graphic Design Requirements:** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 2453, Ideation | 3 |
| GRFX 1111, Design Technology  | 1  |
| 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  |

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**Major in Graphic Design
Bachelor of Fine Arts
Emphasis in Digital Design**

|  |  |
| --- | --- |
| **Emphasis Area (Digital Design):** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 2453, Ideation | 3 |
| DIGI 2003, Introduction to Coding with Swift  | 3  |
| DIGI 3003, Intermediate Coding with Swift  | 3  |
| DIGI 4003, Advanced Studio in Swift Coding  | 3  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Interaction Design  | 3  |

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**Department of Art + Design Minors**

**Minor in Digital Design**

|  |  |
| --- | --- |
| **Required Courses:** Grade of “C” or better required for all ART/ARTH/GRFX Minor Requirements, including prerequisites (Department of Art + Design minimum)Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor. Students pursuing the Digital Design Minor will need to submit a Prerequisite Waiver form to be enrolled in a GRFX class. (GRFX courses are restricted to Graphic Design Majors.)  | **Sem. Hrs.**  |
| ART 2453, Ideation | 3 |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Interaction Design  | 3  |
| GRFX 3703, Front End Web Development  | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3753, Motion Graphics  | 3  |
| **Total Required Hours:**  | **19**  |

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**Minor in Graphic Design**

|  |  |
| --- | --- |
| **Required Courses:** Grade of “C” or better required for all ART/ARTH Minor Requirements, including prerequisites (Department of Art + Design minimum).Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor.  | **Sem. Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 2453, Ideation  | 3  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout\*  | 3  |
| **Select one of the following:** ART 3433, Digital IllustrationGRFX 3303, Intermediate Typography\* GRFX 3503, Identity Design\*GRFX 3603, Art Direction for Advertising\* *\*Students pursuing this minor are not required to take GRFX 3400, Graphic Design Review.*  | 3  |
| **Total Required Hours:**  | **19**  |

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**ART 1043. Drawing II** Builds on fundamental drawing skills using a broad range of materials and techniques while expanding subject matter and considering abstraction, process, conceptual thinking and incorporating digital tools. This course requires three or more hours per week outside of class. Prerequisite, a grade of C or better in ART 1033. Fall, Spring, Summer.

**ART 1053. Elective Drawing for Non Majors** Fundamental elements of drawing, including skill, observation, material and technique. This course requires three or more hours per week outside of class. May only be taken once. Restricted to non-Art majors. Fall, Spring, Summer.

**ART 1063. Elective Painting for Non majors** Introduction to painting with color. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art Majors. Fall, Spring.

**ART 1073. Elective Fine Art Photography for Non majors** Introduction to photography as a means of personal expression. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art majors. Fall, Spring.

**ART 1083. Elective Printmaking for Non majors** Basic techniques in printmaking media such as monotype, relief or screen printing. This course requires three or more hours per week outside of class. May only be taken once. Restricted to non-Art Majors. Fall, Spring.

**ART 1093. Elective Ceramics for Non majors** Basic exploration of techniques of clay manipulation including the use of the potter’s wheel. Selected pieces will be fired. This course requires three or more hours per week outside of class. May be taken only once. Restricted to non-Art Majors. Fall, Spring.

**ART 2453. Ideation** Activation of creativity through idea generation and design visualization. Emphasis on imagination, originality, research, and execution in various media. This course requires three or more hours per week outside of class. Fall, Spring.

**ART 2503. Fine Arts-Visual** FINE ARTS. Introduction to major artists, media, styles and works of art within their cultural and historical contexts for the non-art major. Note, this course does not meet general education requirements for any degree in art. Fall, Spring, Summer. (ACTS#: ARTA 1003)

**ART 2523. Introduction to Game Design** Foundational principles and theories of game de- sign, development, and analysis. Students create their own board games and concepts. This course requires three or more hours per week outside of class. Fall.

**ART 3033. Drawing III** Students will focus on the human figure through drawing sessions employing life models, undergoing detailed studies of anatomy, and creating independent projects involving the figure. This course requires three or more hours per week outside of class. Prerequisites, a grade of C or better in ART 1013, ART 1033 and ART 1043. Fall, Spring, Summer.

**ART 3063. Painting** Introduction to composition and techniques in painting media. This course requires three or more hours per week outside of class. Prerequisite, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

**ART 3073. Watercolor Painting** Emphasis on the development of composition and techniques with transparent watercolor media including color theory and various methodologies. 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 ART 3063 and a grade of CR in ART 3330. Fall.

**ART 3083. Printmaking** Covers intaglio, relief, screen printing, lithography and contemporary printmaking techniques. This course requires three or more hours per week outside of class. Prerequisites, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

**ART 3093. Ceramics** Introduction to ceramic materials and techniques, wheelthrown and handbuilt forms. Glazing and firing undertaken. This course requires three or more hours per week outside of class. May be repeated for credit. Prerequisites, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

**ART 3103. Sculpture** Studio practice and experimentation in three dimensional design. Clay, wood, metal, and other materials are used. This course requires three or more hours per week outside of class. Prerequisites, a grade of CR in ART 3330 or GRFX 3400. Fall, Spring.

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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 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 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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**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 think- ing. 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 objec- tives. 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 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 ART 2453; CR in GRFX 3400; or instructor permission. Fall.

**GRFX 3723. Virtual Reality Filmmaking** Creation, editing and publishing of 360-degree immersive video content using industry standard software and equipment. Prerequisite, a grade of C or better in GRFX 1113. Spring.

**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 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.