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

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

|  |  |
| --- | --- |
| Shelley Gipson 3.3.20**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Temma Balducci 3/3/2020**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
|

|  |  |
| --- | --- |
| Mary Elizabeth Spence | 3/6/2020 |
| **Office of Assessment** |  |

 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Warren Johnson 3/18/2020**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| Gina Hogue 3/19/2020**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)**

Shelley Gipson, Dept. of Art + Design, sgipson@astate.edu, 870972.3753

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

Fall 2020, 2020-2021 Bulletin

**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**  | **N/A** |
| **Number\*** | **2703** | **N/A** |
| **Title** | **Introduction to Web Design** | **Interaction Design** |
| **Description\*\*** | Basic concepts of designing for the web using Site Maps, Wireframes and Mock-ups; introduction to HTML, emphasizing semantic use of elements; introduction to CSS as a way to separate content from presentation. This course requires three or more hours per week outside of class. | 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. |

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

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions [Modification requested? NO]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **Yes / No** Are there any prerequisites?
	1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. **Yes / 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.*

Enter text...

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.

Enter text...

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])

Enter text...

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. **NO** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? YES]**

Week 1  Human / Web Browser Interaction Fundamentals

Week 2  Need-finding - Participant Observation - Observing users navigate web and mobile apps

Week 3  Need-finding - Interview techniques

Week 4  Assignment #1 - Ideation through observation

Week 5  Rapid Prototyping Techniques - Storyboards, Paper Prototypes, and Mockups

Week 6  Adobe XD web app prototyping - Basics

Week 7  Adobe XD mobile app prototyping - Advanced skills

Week 8  Assignment #2 - Prototyping a web or mobile application based on assignment #1 need

Week 9  Effective Information Design

Week 10 Understanding Design Experimentation and Assessment Techniques

Week 11 Assignment #3 - Experimentation Model and Testing of Assignment #2 web/mobile Prototype

Week 12 Human Input - Touch interface case studies

Week 13 Human Input - Gestural interface case studies

Week 14 Human Input - Conversational interface case studies

Week 15 Final Project - Ideation, Prototyping and testing a novel web/mobile user interface

Final Project - Ideation, Prototyping and testing a novel web/mobile user interface

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

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

Enter text...

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

No changes

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)

Title Change and Description change –

The existing nomenclature of this course is outdated and no longer reflects the complexity of the digital design discipline. When this course was first developed, smartphones and the mobile web were in their infancy. The explosion of web and mobile-native applications has spawned a much richer field that encompasses the design of the interactions between users and all manner of digital products.

Interaction design is now the industry standard terminology for the sort of work that students will be expected to perform upon graduation and the content that is delivered in the course.

**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. **YES (course level only)** 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 #20), 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**

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

|  |  |
| --- | --- |
| **Outcome 1** | Students will demonstrate an understanding of the fundamental skills that allow for seamless interactions between users and digital products |
| Which learning activities are responsible for this outcome? | LecturesGuided TutorialsProject based assignments |
| Assessment Measure  | Assignments graded by rubric |

*(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. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

**Undergraduate Bulletin 2019-2020, p. 218 current**

**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/

|  |  |
| --- | --- |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass CommunicationPSY 2103, Introduction to PsychologyPOSC 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, ~~Introduction to Web Design~~ Interaction Design | 3  |
| GRFX 2783, Human Centered Design  | 3  |
| GRFX 3703, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3783, Patterns in Application Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4783, Design Build - *Must take twice*  | 6  |
| GRFX 4793, Digital Innovations Portfolio  | 3  |
| **Sub-total**  | **30**  |
| **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  | **37**  |
| **Total Required Hours:**  | **120**  |

**Page 219**

**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/

|  |  |
| --- | --- |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass CommunicationPSY 2103, Introduction to PsychologyPOSC 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, ~~Introduction to Web Design~~ Interaction Design | 3  |
| GRFX 2783, Human Centered Design  | 3  |
| GRFX 3703, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3783, Patterns in Application Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4783, Design Build - *Must take twice*  | 6  |
| GRFX 4793, Digital Innovations Portfolio  | 3  |
| **Sub-total**  | **30**  |
| **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  | **37**  |
| **Total Required Hours:**  | **120**  |

**Page 220-21**

##### Major in Graphic Design

**Bachelor of Fine Arts**

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.** |
| ART 1013, Design I Making Connections (See Art Major Core below) | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)**Students with this major must take the following:***MUS 2503, Fine Arts - Music**THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)* | **35** |
| **B.F.A. Art Major Core:**Grade of “C” or better required for all B.F.A.Art Major Core Requirements, including prerequisites. | **Sem Hrs.** |
| ART 1013, Design I | 3 |
| ART 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| ART 3033, Drawing III | 3 |
| ARTH 2583, Survey of Art History I | 3 |
| ARTH 2593, Survey of Art History II | 3 |
| **Sub-total** | **21** |
| **Studio Art Requirements:**Grade of “C” or better required for all Studio Art Requirements, including prerequisites. | **Sem. Hrs.** |
| ART 3063, Painting | 3 |
| ART 3083, Printmaking | 3 |
| ART 3093, Ceramics | 3 |
| ART 3103, Sculpture | 3 |
| ART 3403, Photography | 3 |
| **Sub-total** | **15** |
| **Additional Requirements:** | **Sem. Hrs.** |
| ARTH 3573, History of Graphic Design | 3 |
| Art History Elective | 3 |
| **Sub-total** | **6** |
| **Graphic Design Requirements:**Grade of “C” or better required for all Graphic Design Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 2103, Ideation | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, ~~Introduction to Web Design~~ Interaction Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Advertising Design | 3 |

**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, Professional Practice for Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4803, Portfolio Capstone  | 3  |
| **Select two of the following:** ART 4063, Advanced PaintingART 4083, Advanced PrintmakingART 4103, Advanced SculptureGRFX 4143, Advanced Photography for the Graphic Designer GRFX 4703, Advanced Web Studio  | 6  |
| **Sub-total**  | **43**  |
| **Total Required Hours:**  | **120**  |

**Page 222**

**Major in Graphic Design**

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

|  |  |
| --- | --- |
| **University Requirements:**  |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  |  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| ART 1013, Design I Making Connections (See Art Major Core below)  | **-**  |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)*  | **35**  |
| **B.F.A. Art Major Core:** Grade of “C” or better required for all B.F.A. Art Major Core Requirements, including prerequisites.  | **Sem Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1023, Design II  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 1043, Drawing II  | 3  |
| ART 3033, Drawing III  | 3  |
| ARTH 2583, Survey of Art History I  | 3  |
| ARTH 2593, Survey of Art History II  | 3  |
| **Sub-total**  | **21**  |
| **Studio Art Requirements:** Grade of “C” or better required for all Studio Art Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 3063, Painting  | 3  |
| ART 3083, Printmaking  | 3  |
| ART 3093, Ceramics  | 3  |
| ART 3103, Sculpture  | 3  |
| ART 3403, Photography  | 3  |
| **Sub-total**  | **15**  |
| **Additional Requirements:**  | **Sem. Hrs.**  |
| ARTH 3573, History of Graphic Design  | 3  |
| Art History Elective  | 3  |
| **Sub-total**  | **6**  |
| **Emphasis Area (Digital Design):** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2103, Ideation  | 3  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, ~~Introduction to Web Design~~ Interaction Design | 3  |
| GRFX 3303, Intermediate Typography  | 3  |
| GRFX 3400, Graphic Design Review  | 0  |
| GRFX 3703, Intermediate Web Design | 3  |

**Page 226**

**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.**  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2103, Ideation  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, ~~Introduction to Web Design~~ Interaction Design | 3  |
| GRFX 3703, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3753, Motion Graphics  | 3  |
| **Total Required Hours:**  | **19**  |

**Undergraduate Bulletin 2019-2020, p. 218 proposed**

**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/

|  |  |
| --- | --- |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass CommunicationPSY 2103, Introduction to PsychologyPOSC 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, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3783, Patterns in Application Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4783, Design Build - *Must take twice*  | 6  |
| GRFX 4793, Digital Innovations Portfolio  | 3  |
| **Sub-total**  | **30**  |
| **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  | **37**  |
| **Total Required Hours:**  | **120**  |

**Page 219**

**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/

|  |  |
| --- | --- |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass CommunicationPSY 2103, Introduction to PsychologyPOSC 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, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3783, Patterns in Application Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4783, Design Build - *Must take twice*  | 6  |
| GRFX 4793, Digital Innovations Portfolio  | 3  |
| **Sub-total**  | **30**  |
| **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  | **37**  |
| **Total Required Hours:**  | **120**  |

**Page 220-221**

##### Major in Graphic Design

**Bachelor of Fine Arts**

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.** |
| ART 1013, Design I Making Connections (See Art Major Core below) | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)**Students with this major must take the following:***MUS 2503, Fine Arts - Music**THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)* | **35** |
| **B.F.A. Art Major Core:**Grade of “C” or better required for all B.F.A.Art Major Core Requirements, including prerequisites. | **Sem Hrs.** |
| ART 1013, Design I | 3 |
| ART 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| ART 3033, Drawing III | 3 |
| ARTH 2583, Survey of Art History I | 3 |
| ARTH 2593, Survey of Art History II | 3 |
| **Sub-total** | **21** |
| **Studio Art Requirements:**Grade of “C” or better required for all Studio Art Requirements, including prerequisites. | **Sem. Hrs.** |
| ART 3063, Painting | 3 |
| ART 3083, Printmaking | 3 |
| ART 3093, Ceramics | 3 |
| ART 3103, Sculpture | 3 |
| ART 3403, Photography | 3 |
| **Sub-total** | **15** |
| **Additional Requirements:** | **Sem. Hrs.** |
| ARTH 3573, History of Graphic Design | 3 |
| Art History Elective | 3 |
| **Sub-total** | **6** |
| **Graphic Design Requirements:**Grade of “C” or better required for all Graphic Design Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 2103, Ideation | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Advertising Design | 3 |

**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, Professional Practice for Design  | 3  |
| GRFX 4603, Graphic Design Internship  | 3  |
| GRFX 4803, Portfolio Capstone  | 3  |
| **Select two of the following:** ART 4063, Advanced PaintingART 4083, Advanced PrintmakingART 4103, Advanced SculptureGRFX 4143, Advanced Photography for the Graphic Designer GRFX 4703, Advanced Web Studio  | 6  |
| **Sub-total**  | **43**  |
| **Total Required Hours:**  | **120**  |

**Page 222**

**Major in Graphic Design**

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

|  |  |
| --- | --- |
| **University Requirements:**  |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  |  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| ART 1013, Design I Making Connections (See Art Major Core below)  | **-**  |
| **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 - MusicTHEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option)*  | **35**  |
| **B.F.A. Art Major Core:** Grade of “C” or better required for all B.F.A. Art Major Core Requirements, including prerequisites.  | **Sem Hrs.**  |
| ART 1013, Design I  | 3  |
| ART 1023, Design II  | 3  |
| ART 1033, Drawing I  | 3  |
| ART 1043, Drawing II  | 3  |
| ART 3033, Drawing III  | 3  |
| ARTH 2583, Survey of Art History I  | 3  |
| ARTH 2593, Survey of Art History II  | 3  |
| **Sub-total**  | **21**  |
| **Studio Art Requirements:** Grade of “C” or better required for all Studio Art Requirements, including prerequisites.  | **Sem. Hrs.**  |
| ART 3063, Painting  | 3  |
| ART 3083, Printmaking  | 3  |
| ART 3093, Ceramics  | 3  |
| ART 3103, Sculpture  | 3  |
| ART 3403, Photography  | 3  |
| **Sub-total**  | **15**  |
| **Additional Requirements:**  | **Sem. Hrs.**  |
| ARTH 3573, History of Graphic Design  | 3  |
| Art History Elective  | 3  |
| **Sub-total**  | **6**  |
| **Emphasis Area (Digital Design):** Grade of “C” or better required for all Graphic Design Requirements, including prerequisites.  | **Sem. Hrs.**  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2103, Ideation  | 3  |
| GRFX 2203, Introduction to Graphic Design  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Interaction Design | 3  |
| GRFX 3303, Intermediate Typography  | 3  |
| GRFX 3400, Graphic Design Review  | 0  |
| GRFX 3703, Intermediate Web Design | 3  |

**Page 226**

**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.**  |
| GRFX 1111, Design Technology  | 1  |
| GRFX 2103, Ideation  | 3  |
| GRFX 2303, Typography and Layout  | 3  |
| GRFX 2703, Interaction Design | 3  |
| GRFX 3703, Intermediate Web Design | 3  |
| GRFX 3713, 3D Digital and Game Design  | 3  |
| GRFX 3753, Motion Graphics  | 3  |
| **Total Required Hours:**  | **19**  |

**Page 483 current**

**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, GRFX 2103 and GRFX 2203; or instructor permission. Fall, Spring.

**GRFX 2703. ~~Introduction to Web~~ Interaction Design** ~~Basic concepts of designing for the web using Site Maps, Wireframes and Mock-ups; introduction to HTML, emphasizing semantic use of elements; introduction to CSS as a way to separate content from presentation~~. 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, proto typing and testing application interfaces with a respect for the real needs and desires of human users. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring.

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

**Page 483 proposed**

**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, GRFX 2103 and GRFX 2203; or instructor permission. 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, proto typing and testing application interfaces with a respect for the real needs and desires of human users. This course requires three or more hours per week outside of class. Restricted to BS Digital Innovations students. Prerequisites, a grade of C or better in GRFX 1111, GRFX 1112 and GRFX 2703. Spring. **GRFX 3303. Intermediate Typography** Principles and practice of typography in complex 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 and GRFX 2303; a 2.75 GPA in all ART, ARTH, GRFX courses; permission of advisor and department chair required. Fall, Spring.