Code # FA23(Rev)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

ART 4473

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

Advanced Web Studio

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

Lecture and Lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter Grading

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Continuation of ART 3463. Based on lecture topics, students will complete self-directed research and experimentation culminating in practical applications within the coding environment.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

ART – 3463 Intermediate Web Design

b. Why?

The concepts & technologies taught in 3463 are integral for creating work at the level required in this course.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall

10. Contact Person (Name, Email Address, Phone Number)

Curtis Steele, [csteele@astate.edu](mailto:csteele@astate.edu), 870-972-3050

11. Proposed Starting Term/Year

Fall 2014

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

If yes, what program?

Enter text...

13. Does this course replace a course being deleted? Yes

If yes, what course?

ART – 4463 Branding in the Web Environment

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

15. Justification should include:

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

One of the greatest challenges for students graduating with a BFA in Graphic Design is the rapid pace of technological innovation in the industry, particularly with regards to web design. The students who will be most successful after graduation will be those who have developed the ability to stay up-to-date and teach themselves emerging technologies. To that end, students in this course will be given the opportunity to learn about the resources available for learning new skills. These skills will be presented at class presentations and live web experiments. High-level research skills, self-reliance and DIY attitudes will be emphasized through the completion of advanced web projects.

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

The Department of Art’s Mission Statement states that we will “[provide] an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential.”

In this course, students build aesthetically, conceptually, and technologically strong web-based projects. These skills will help them develop life-long-learning techniques and will prepare them for the everchanging technological future of the web.

c. Student population served.

This class will be a requirement for all Graphic Design students in the Department of Art.

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

This course is to be taught at the 4000 level and students will be advised to take this course in their senior year. It follows both 2000 and 3000 level courses and is designed to prepare students to succeed as professional front-end web developers post-graduation.

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

Week 1 Introduction to Learning Tools & Guest Speaker

Week 2 Class Discussion (Topics: Advanced Google Searches, Apple Developers Tools, Stack Overflow, JSfiddle, Google Code U)

Week 3 Individual Presentations on Learning Tools & in-class project 1 work

Week 4 Project 1 Critiques

Week 5 Introduction to Content Management Services (CMS) & Guest Speaker

Week 6 Class Discussion (Topics: Fork CMS, Twitter Bootstrap, WordPress)

Week 7 Individual Presentations on CMS & in-class project 2 work

Week 8 Project 2 Critiques

Week 9 Introduction to Application Programming Interfaces (API) & Guest Speaker

Week 10 Class Discussions (Topics: Google Maps API, Twitter API, YouTube API)

Week 11 Individual Presentations on API & in-class project 3 work

Week 12 Project 3 Critiques

Week 13 Introduction to Advanced Responsive Web Design & Guest Speaker

Week 14 Class Discussions (Topics: A List Apart, Mobile First Design)

Individual Presentations on Responsive Design & in-class project 4 work

Project 4 Critiques

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Students will give 4 class presentations for 30% of grade

about a topic related to Learning Tools

a topic related to Content Management Services

a topic related to Application Programming Interfaces

a topic related to Responsive Web Design

Students will present 4 live web experiment based on their research for 30% of grade

into Learning Tools

into CMS

API

into Responsive Web Design

Students will complete 4 web projects worth 40% of their final grade

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Guest Speakers

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

This will not require additional faculty or infrastructure at this time. This course is part of the media graphic design position.

20. What is the primary intended learning goal for students enrolled in this course?

The primary goal of this course is for students to demonstrate the ability to complete self-directed research and experiementation in current web technology and to apply that learning practically in realized web designs(projects).

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

No Required Textbook

b. Number of pages of reading required per week: Approximately 25 pages from current articles and web-based materials

c. Number of pages of writing required over the course of the semester: n/a

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Students will be exposed to industry professionals who specialize in each of the four main topics addressed in the course.

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Demonstrate abilities to effectively research and experiment with a specific coding/web topics.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Students will actively persue self-guided skills research to create practical coding projects under faculty guidance.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will give presentations on their research and experimentation process that will be graded by rubric. Coding Projects will be presented and their ability to learn new skills will be assessed through their practical application. Projects will also be graded by rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Learning Activity:

Assessment Tool:

**Outcome #3**:

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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**ART 435V. Studio Problems**

STUDIO ART. An opportunity for the studio oriented student to

explore and develop techniques and concepts in both two and three dimensional media. Areas

not covered by other existing studio courses will be emphasized. May be repeated for credit. 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. Enrollment restricted to permission of advisor, instructor, and department chair. Fall, Spring, Summer.

**ART 4363. Graphic Design Internship**

GRAPHIC DESIGN. Supervised work in a professional

graphic design setting. Enrollment restricted to permission of Department Chair. Prerequisites,

a grade of CR in ART 3330; and a minimum GPA of 2.75 in all work with an ART, ARTH or ARED

prefix. Fall, Spring, Summer.

**ART 4403. Photography for the Graphic Designer I**

GRAPHIC DESIGN. Study of photographic equipment, techniques and processes with emphasis on graphic design applications. May

be repeated for credit. 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.

Prerequisites, a grade of C or better in ART 2423, and ART 3403, and a grade of CR in ART 3330;

or permission of instructor. Spring, even.

**ART 4413. Photography for the Graphic Designer II**

GRAPHIC DESIGN. 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. 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. Prerequisites, a grade of C or better

in ART 4403; a grade of CR in ART 3330; or permission of instructor. Spring, even.

**ART 4423. Campaign Design**

GRAPHIC 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. 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. Prerequisites, a grade of C or better

in ART 3443; a grade of CR in ART 3330; or permission of instructor. May be repeated for credit.

Fall.

**ART 4433. Illustration II**

GRAPHIC DESIGN. Advanced studies in various illustrative materials

and techniques including computer applications. 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. Prerequisites, a grade of C or better in ART 3433, and a grade of CR in ART

3330; or permission of instructor. May be repeated for credit. Fall, Spring.

**ART 4443. Film Based Photography**

STUDIO ART. Advanced studies of photographic equipment, techniques and processes with emphasis on personal expression. Requires three hours of

lab per week. May be repeated for credit. 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.

Prerequisites, a grade of C or better in ART 3403, and a grade of CR in ART 3330; or permission

of instructor. Fall.

**ART 4453. Advanced Photography**

STUDIO ART. Advanced studies in photography as fine

art, includes silver and nonsilver based processes with emphasis on aesthetic expression. 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. May be repeated for credit. Prerequisite,

a grade of C or better in ART 4443. Fall, even.

Spring, odd.

**ART 4473. Advanced Web Studio**

GRAPHIC DESIGN. Continuation of ART 3463. Based on lecture topics, students will complete self-directed research and experimentation culminating in practical applications within the coding environment. 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. May be repeated for credit. Prerequisite, a grade of C or better in ART 3643. Fall.

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Major in Graphic Design (cont.)

Bachelor of Fine Arts

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

ART 3413, Identity Design 3

ART 3423, Package Design 3

ART 3433, Digital Illustration 3

ART 3443, Advertising Design 3

ART 3463, Web Design 3

ART 4363, Graphic Design Internship 3

ART 4403, Photography for the Graphic Designer I 3

ART 4423, Campaign Design 3

~~ART 4463, Branding in the Web Environment 3~~

**ART 4473, Advanced Web Studio 3**

ART 4491, Graphic Design Portfolio 1

Sub-total 43

Total Required Hours: 120

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Major in Graphic Design (cont.)

Bachelor of Fine Arts

Emphasis in Digital Design

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

ART 3413, Identity Design 3

ART 3433, Digital Illustration 3

ART 3443, Advertising Design 3

ART 3453, Motion Graphics 3

ART 3463, Web Design 3

ART 4363, Graphic Design Internship 3

ART 4403, Photography for the Graphic Designer I 3

ART 4423, Campaign Design 3

~~ART 4463, Branding in the Web Environment 3~~

**ART 4473, Advanced Web Studio 3**

ART 4491, Graphic Design Portfolio 1

Sub-total 43

Total Required Hours: 120