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

**Bulletin / Banner Change Transmittal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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

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| Shelley Gipson 2/28/2018 **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| Temma Balducci 2/28/2018 **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 3/28/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 3/29/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Kim Vickrey, Dept. of Art +Design, [kvickrey@astate.edu](mailto:kvickrey@astate.edu) 870.972.3050

**2.Proposed Change**

Change title of GRFX 2103 from “Visual Thinking” to “Ideation”

**3.Effective Date**

Fall 2018

**4.Justification –** *Please provide details as to why this change is necessary.*

Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization. As such, it is an essential part of the design process, both in education and practice and is a more appropriate term for this course. (https://en.wikipedia.org/wiki/Ideation\_(creative\_process))

Visual thinking, also called visual/spatial learning or picture thinking is the phenomenon of thinking through visual processing. Visual thinking has been described as seeing words as a series of pictures. While this is a part of the class, it is only a small part and does not accurately identify the entire class content.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**Major in Graphic Design**

**Bachelor of Fine Arts**

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

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| **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) | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **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 4573, 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, ~~Visual Thinking~~ **Ideation** | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3400, Graphic Design Review | 0 |
| GRFX 3503, Identity Design | 3 |
| GRFX 3603, Advertising Design | 3 |

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**Major in Graphic Design**

**Bachelor of Fine Arts  
Emphasis in Digital Design**A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **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) | **-** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  **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 4573, 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, ~~Visual Thinking~~ **Ideation** | 3 |
| GRFX 2203, Introduction to Graphic Design | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 3303, Intermediate Typography | 3 |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |

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**Department of Art and Design Minors**

**Minor in Art**

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| **Required Courses:**  Grade of “C” or better required for all ART/ARTH Minor Requirements, including prerequisites (Depart- ment of Art and 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 1023, Design II | 3 |
| ART 1033, Drawing I | 3 |
| ART 1043, Drawing II | 3 |
| Upper-level electives in Art | 9 |
| **Total Required Hours:** | **21** |

**Minor in Art History**

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| **Required Courses:**  Grade of “C” or better required for all ART/ARTH Minor Requirements, including prerequisites (Depart- ment of Art and Design minimum) Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor. | **Sem. Hrs.** |
| ARTH 2583, Survey of Art History I | 3 |
| ARTH 2593, Survey of Art History II | 3 |
| Upper-level electives in Art History | 12 |
| **Total Required Hours:** | **18** |

**Minor in Digital Design**

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| **Required Courses:**  Grade of “C” or better required for all ART/ARTH/GRFX Minor Requirements, including prerequisites (Department of Art and Design minimum) Courses used to meet the requirements for the major cannot be used to meet the requirements for the minor.  Students pursuing the Graphic 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, ~~Visual Thinking~~ **Ideation** | 3 |
| GRFX 2303, Typography and Layout | 3 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3753, Motion Graphics | 3 |
| GRFX 3800, Digital Design Review | 0 |
| **Total Required Hours:** | **19** |

[ Minor in Graphic Design has been deleted]

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**ARTH 4803. Art Theory and Criticism** This course develops a link between art criticism and studio practice, relating contemporary art production and critical theory. Includes written reports and oral presentations concerning methodology and results of research. Prerequisites, a grade of CR in ART 3330; a minimum of 48 hours ART/ARTH courses; or permission of instructor. Spring.

**ARTH 4894. Advanced Research** Research and writing of an art historical essay that proves an original thesis; to be completed in the final semester. Restricted to BA in Art, Art History emphasis majors. Prerequisites, 2.75 GPA in all ART/ARED/ARTH courses, a grade of “Credit” in ARTH 2890 and ARTH 3890, 12 hours of ARTH and permission of instructor. Fall, Spring.

**Methods and Materials Teaching Art (EDAR)**

**EDAR 4523. Methods and Materials for Teaching Art** Emphasis on the practical application of art in the secondary school. Techniques and strategies of teaching art, developing an art curriculum, assessing and motivating students. Must be admitted to the Teacher Education Program. Fall.

**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 or permission of instructor, Corequisite GRFX 2203. Spring.

**GRFX 2103.** ~~Visual Thinking~~ **Ideation** Focuses on the process of lateral thinking and the visualization of design problems and their solutions. Emphasizes effective research, imagination, originality, and execution in various media. 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. 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. 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: Declared Graphic Design Major or permission of instructor, Corequisite GRFX 1111. Spring.

**GRFX 2303. Typography and Layout** Craftsmanship, terminology and application of classical typography in traditional and digital print processes. It is expected that students will spend a mini- mum 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 1013 and GRFX 2203; or permission of instructor. Fall.

**GRFX 2703. Introduction to Web 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. 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 GRFX 2303; or permission of instructor. Fall.

**GRFX 3303. Intermediate Typography** Principles and practice of typography in complex situa- tions including creating visual narrative, designing typeface, and experimenting with typography. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time for each studio Graphic Design class. May be repeated for credit. Prerequisites, a grade of C or better in GRFX 2303; or permission of instructor. Spring.

**GRFX 3400. Graphic Design Review** Portfolio review for BFA admission. Passing is prerequi- site for 4000-level GRFX courses. Limit: Students may take this course only twice. Prerequisites, a 2.75 GPA in all ART, ARTH, GRFX courses; ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583 and ARTH 2893; Co-requisite: GRFX 3503; permission of advisor and depart- ment chair required. Fall, Spring.