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**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 | 9/11/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 9/11/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 9/19/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 9/21/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Temma Balducci, Dept. of Art + Design, [tbalducci@astate.edu](mailto:tbalducci@astate.edu), 870.972.3050

**2.Proposed Change**

1. Change course frequencies as indicated below.

2. Change prerequisite for GRFX 3603 and 4803.

*Note: History of Graphic Design is an ARTH, but is taught by Graphic Design Faculty*

**3.Effective Date**

Fall 2019; Bulletin 2019-2020

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

a. Reducing obstacles for students to finish the BFA in Graphic Design degree in 4 years.

b. It used to be that passing 3603 implied the others (3303 and 3503) had been passed. Now the classes don't work like that (in order to get students out more quickly). Those 3 (Intermediate Typography, Identity Design, and Ad Design**)** can now be taken in any order and even concurrently. But students do need to have them all passed before taking Professional Practice for Design.  
c. Based on student participation in the Branded show (culmination of GRFX 4503), those who were not in Portfolio (GRFX 4803) were not as confident in their presentations of design work to the public and/or potential employers. Having these two courses taken concurrently will help students prepare their portfolio at the same time as they are preparing personal brands (highest level work). It will also help them graduate faster.

**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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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. Fall, 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 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 1013 and GRFX 2203; or permission of instructor. Fall, Spring.

GRFX 3303. Intermediate Typography Principles and practice of typography in complex situations 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. Fall, Spring

GRFX 3503. Identity Design Graphic design strategies using metaphors, iconography, and the creative process. Emphasis on semiotics, color, logos, letterhead packages and the elements of corporate identity design. Stress placed on problem solving using type and image and conceptual thinking. 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 ART 1013, and GRFX 2303. Fall, Spring.

GRFX 3603 Advertising Design Fundamentals and history of graphic design as it applies to advertising including the agency hierarchy and the advertising designer’s role. Emphasis on accurate communication regardless of media through development and implementation of creative work plans, concepts, and 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. May be repeated for credit. Prerequisite, a grade of C or better in ~~GRFX 3503~~GRFX 2303, or permission of instructor. Fall, Spring.

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GRFX 4103. Photography for the Graphic Designer Study of photo- graphic equipment, techniques and processes with emphasis on graphic design 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. 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 permission of instructor. ~~Spring~~ 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. 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 4103; or permission of instructor. ~~Fall~~ Spring.

GRFX 4803 Portfolio Capstone Capstone course required for all graduating BFA, Graphic Design emphasis students. Preparation of portfolio of graphic design solutions that demonstrate the student's overall knowledge and special skills. It is expected that students will spend a minimum of six additional clock hours per week on work outside the scheduled class time. Enrollment restricted to permission of advisor, instructor, and chair. Prerequisite, minimum GPA of 2.75 in all course work with an ART, ARTH, ARED, or GRFX prefix. Corequisite, GRFX 4503. Spring.

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ARTH 3573. History of Graphic Design A historical overview of visual communication from the origins of printing and typography, through the impact of industrial technology, to the development of modern graphic design. Prerequisites, declared Graphic Design major; a grade of C or better in ARTH 2583 and ARTH 2593; or permission of instructor. ~~Spring, odd~~. Fall.