Code # FA14 (2014)

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

x☐ **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

|  |
| --- |
| x☐**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 2630

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).

Graphic Design Admission Review

Short Title: Graphic Design Admin Review

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.

Studio Problems

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

Credit/No Credit

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.

Foundation Portfolio and presentation for BFA Graphic Design, BFA Graphic Design, Digital Design emphasis must pass faculty review panel to be admitted to program.  Also serves as exit review for Graphic Design minors.  May be repeated only once.

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.

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?

A grade of C or better in ART 1013, ART 1023, ART 1033, ART 1411, ART 2313, ART 2453, and ART 2613

b. Why?

These courses are the fundamental building blocks of a graphic designer’s career. After taking Design I, Design II, Drawing I, Design Tech, Introduction to Graphic Design, Visual Thinking, and Typography and Layout, students have built their “core.” The content, artwork, writing assignments, crafts and critiques in these classes combined are enough for a panel of trained faculty to assess whether or not a student will be able to succeed. If a student is lacking in any area at this point, they will not be able to succeed at the BFA Review, Portfolio, or after graduation. The portfolio and student presentation must stand alone, and be evaluated based on merit irregardless of GPA.

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

870-972-3050

11. Proposed Starting Term/Year

Fall 2016

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

If yes, what program?

N/A

13. Does this course replace a course being deleted? No

If yes, what course?

N/A

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.

N/A

15. Justification should include:

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

Graphic Design is a highly visible and even more competitive career choice. Successes and failures alike are recognized and are put on display. Graduates who are insecure about their skills or their ideas have a hard time accepting the amount of risk and rejection this career entails. Assessing students in both the BFA Graphic Design and BFA Graphic Design, Digital Emphasis early in their academic career and then again later in the BFA Review will help ensure the student to be more confident, competititve and offer longevity of success in their chosen field from Arkansas State University.

Students receive a realistic assessment of their introductory progress within the Graphic Design curriculum or transfer work. Students must demonstrate the commitment needed to move up in the degree. Requirements include an advanced level of problem solving skills, technical competience and communication skills needed to do advance in the 3000 level courses. This review will help students make difficult decisions about their career path at a point where they may easily modify their degree plan.

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 is dedicated to the creative, aesthetic and cultural development of visual art students that builds*

*upon a well-rounded liberal arts education. The faculty prepares its students to assume leadership positions in their professional lives while maintaining a commitment to the conceptual and aesthetic standards of their chosen discipline. The department develops and supports a nurturing creative community that builds confidence through academic rigor and provides an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential.*

The Admission Review will help students assume leadership positions in their professional lives very early on. They will become aware of the strong design sensibilities required in order to excel in the upper level courses. They must prove their commitment to conceptual and aesthetic standards in graphic design. This course is designed to foster creative growth through academic rigor. Students must be willing and able to defend multiple solutions and the formation of their design thinking.

c. Student population served.

Primary: BFA Graphic Design, and BFA Graphic Design – Digital Design emphasis students

Secondary: Graphic Design minors who have taken the required courses including but not limited to:

ART-1411 Design Technology

ART-1013 Design I

ART-2453 Visual Thinking

ART-2413 Type + Layout

ART-2313 Intro to Graphic Design

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

This is a sophomore level of assessment.

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.)

This is a second ½ term course (BFA Review is first ½ term)

**WEEK 8-16**

Portfolio includes 10-20 works from the required prerequisites including a written statement and verbal presentation of materials.

Week 8 Student meets with advisor for syllabus and timeline

Week 9 Written Statement Draft DUE to advisor

Week 10 Statement Review to advisor

Week 11 Portfolio Review Meeting – getting prepared

Week 12 Written Statement DUE

Week 13 Portfolio Presentation/Verbal Presentation

Week 14 Debriefing meeting with advisor

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

Written Statement

Oral Presentation

Portfolio of Artwork

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

No

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

No

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

 To access the graphic design candidate’s capacity to continue in the major

21. Reading and writing requirements:

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

None

b. Number of pages of reading required per week:

 None

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

None

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

x☐Other Explain:

Professional Presentation, moving beyond class critique with one instructor, this is a presentation before a panel of professionals.

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?)

Students will have a beginning knowledge of various aesthetic and visual communication issues, processes*,* and media*.*

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

Students will present a portfolio of artwork representative of prerequisite coursework.

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

During the review, 10-15 student selected artworks from graphic design prerequisites will be evaluated by faculty for content knowledge of design principles and elements. On a 5 point rubric, the successful student will score 3.0 or higher.

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

**Outcome #2:**

Student will speak effectively and intellengently about their design work, goals, and careers.

Learning Activity:

Students will prepare to speak on all artwork presented, and then defend works chosen by Faculty for further inquiry.

Assessment Tool:

Students will be evaluated their critical thinking skills by all Faculty Present using a rubric based on a 1-5 scale, 1 = poor, 5 = excellent. The successful student will score a 3.0 or higher.

**Outcome #3**:

Learning Activity:

Assessment Tool:

To respond to question #24 below:

Graphic Designers are increasingly called upon to communicate and collaborate across a diverse range of cutures, markets and industires on the global scale. Graduates continue to enhance their intellectual, creative and conceptual thinking capabilities through interdisciplinary areas such as writing, business, history, economics, philoosphies, marketing, ethics and sociology using the ever changing digital realm.

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

* 1. Global Awareness

☐Minimally
☐Indirectly
x☐Directly

* 1. Thinking Critically

☐Minimally
☐Indirectly
x☐Directly

* 1. Using Technology

☐Minimally
☐Indirectly
x☐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.

*Pp. 210-211, 2014-15 Catalog from Registrar*

[*http://www.astate.edu/dotAsset/d4a90777-af9a-4a6b-b188-fb994ca73636.pdf*](http://www.astate.edu/dotAsset/d4a90777-af9a-4a6b-b188-fb994ca73636.pdf) *- link provided above is no longer live*

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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. 41)  |
| **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. 84) **Students with this major must take the following:** *MUS 2503, Fine Arts - Musical* *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 1033, Drawing I  | 3  |
| ART 1023, Design II  | 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.**  |
| ~~ART 1413, Design Technology~~  | 3  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | 3  |
| ~~ART 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| ART 2443, Introduction to Web Design  | **3**  |
| ART 2453, Visual Thinking  | 3  |
| **ART 2613, Typography and Layout** **ART 2630, Graphic Design Admission Review** | **3****0** |
|  |  |
|  |  |
| **ART 3330, BFA Review**  | **0** |

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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. 41)  |
| **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. 84) **Students with this major must take the following:** *MUS 2503, Fine Arts - Musical* *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 1033, Drawing I  | 3  |
| ART 1023, Design II  | 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.**  |
| ~~ART 1413, Design Technology~~  | ~~3~~  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | 3  |
| ~~ART 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| ART 2443, Introduction to Web Design  | 3  |
| ART 2453, Visual Thinking  | 3  |
| **ART 2613, Typography and Layout**  | **3**  |
| **ART 2630, Graphic Design Admission Review** | **0** |
| **ART 3330, BFA Review**  | 0 |

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**Minor in Graphic Design**

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| --- | --- |
| **Required Courses:** Grade of “C” or better required for all ART/ARTH Minor Require­ments, including prerequisites (Department of Art 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 2413, Typography~~  | ~~3~~  |
| ~~ART 2423, Print and Publication Design~~  | ~~3~~  |
| **ART 1411, Design Technology** | 1  |
| **ART 2313, Introduction to Graphic Design** | **3**  |
| **ART 2613, Typography and Layout**  | **3**  |
| **ART 2630, Graphic Design Admission Review** | **0** |
| Upper-level electives in Graphic Design  | 9  |
| **Total Required Hours:**  | **~~21~~  22** |

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**ART 1093. Elective Ceramics for Non majors** STUDIO ART. Basic exploration of techniques of clay manipulation including the use of the potters wheel. Lab assistants will fire selected pieces. May only be taken once and may not be repeated, 3 hours may be applied toward a degree in fields other than art. All other courses in Ceramics are reserved for Art Majors with all the required prerequisites. 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, permission of instructor. Fall, Spring.

ART 1411. Design Technology. GRAPHIC DESIGN. Basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. 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. Enrollment restricted to declared Graphic Design majors (including the Digital Design emphasis) and Graphic Design Minors. Spring.

**~~ART 1413. Design Technology~~** ~~Introduces students to basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign software. Includes problem-solving, color theory, design file input/output techniques, and use of tools for graphic design and image composit­ing. Enrollment restricted to declared Graphic Design majors. Spring.~~

**~~ART 2413. Typography~~** ~~GRAPHIC DESIGN. Fundamentals of typography in both form and text. Emphasis on developing typographic literacy through history, type classification, letterform anatomy, hierarchy, visual structure, and how type works as a compositional element in graphic design. 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 ART 1413. Fall.~~

**~~ART 2423. Print and Publication Design~~** ~~GRAPHIC DESIGN. Exploration in the underlying principles of publication design and a practical introduction to the preparation of graphic design for printing. Topics include grid theory, text and display typography, sequence, page layout, type and image integration, and printing 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. Prerequisite, a grade of C or better in ART 2413. Spring.~~

ART 2313. Introduction to Graphic Design. GRAPHIC DESIGN. Defines graphic design, its application and career paths, and its role in media and technology. Topics include 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, a grade of C or better in ART 1411, ART 1013, ART 1033. Fall.

**ART 2443. Introduction to Web Design** GRAPHIC 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 ART ~~2413~~ **2613**, or permission of instructor. Fall, even.

**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.

**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 2613. Typography and Layout. GRAPHIC DESIGN. Introduction to classical typography; tradition, terminology, and craftsmanship. Introduction to traditional and digital print processes. Students will develop rectilinear typographic compositions while learning type indication, comping, and professional presentation techniques. 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 ART 1411. Fall, Summer.

ART 2630. Graphic Design Admission Review. GRAPHIC DESIGN. Foundation Portfolio and presentation for BFA Graphic Design, BFA Graphic Design, Digital Design emphasis must pass faculty review panel to be admitted to program.  Also serves as exit review for Graphic Design minors.  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 only once. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1411, ART 2313, ART 2453, and ART 2613. Fall.

**ART 3033. Drawing III** STUDIO ART. 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. 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 1013, ART 1033 and ART 1043. Fall, Spring, Summer.

**ART 3063. Painting** STUDIO ART. Introduction to composition and techniques in painting 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. Prerequisites, a grade of C or better in ART 1013, ART 1033, and ART 1043. Fall, Spring.

**ART 3073. Watercolor Painting** STUDIO ART. Emphasis on the development of composition and techniques with transparent watercolor media. 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

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**ART 3083. Printmaking** STUDIO ART. Covers intaglio, relief, silkscreen, lithography and contemporary printmaking techniques. 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 1013, ART 1033, and ART 1043. May be repeated for credit. Fall, Spring.

**ART 3093. Ceramics** STUDIO ART. Introduction to ceramic materials and techniques, wheelthrown and handbuilt forms. Glazing and firing undertaken. 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 1013, ART 1033, and ART 1043. May be repeated for credit. Fall, Spring.

**ART 3103. Sculpture** STUDIO ART. Studio practice and experimentation in three dimensional design. Clay, wood, metal, and other materials are used. 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 1013, ART 1023, ART 1033, and ART 1043. Fall, Spring.

**ART 3330. BFA Review** Admissions screening, transfer screening for all BFA students. Coun­seling and advising practice by portfolio review. Provides realistic assessment of student status in relation to program. Passing is prerequisite for 4000 level ART courses. Prerequisites, a grade of C or better in ART 1013, ART 1023, ART 1033, ART 1043, ART 3033, ARTH 2583, and ARTH 2893; a 2.75 GPA in all ART, ARTH, and ARED courses. Fall, Spring.

**ART 3403. Photography** STUDIO ART. An introductory study of photographic equipment, techniques, and processes both film based and digital. Requires three hours of lab per week. 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 1013, ART 1033, and ART 1043. Fall.

**ART 3413. Identity Design** GRAPHIC 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. 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 1013, ART 1033, ART 1043, and ART 2423~~**a grade of CR in ART 2630**. Fall.

**~~ART 3423. Package Design~~** ~~GRAPHIC DESIGN. Structure, color, and graphics and creative application to the field of packaging. Designing of three dimensional containers and displays. 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, ART 1033, ART 1043, and ART 2423. May be repeated for credit. Fall.~~

**~~ART 3433. Digital Illustration~~** ~~GRAPHIC DESIGN. Introduction to illustration using computer 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 1013, ART 1033, ART 1043, and ART 2423. Fall.~~

**ART 3443. Advertising Design** GRAPHIC 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. Prerequisite, a grade of C or better in ART ~~3413~~ **3613** . May be repeated for credit. Spring.

**ART 3453. Motion Graphics** GRAPHIC DESIGN. This course will explore the foundations of motion graphics. Design for screen, effective use of typography, graphical elements, sound, video and motion are covered with simple animations, logo and shape motion and environmental visual effects. 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 CR in ART 2630 and** a grade of C or better in ~~ART 2423 and~~ ART 2443. Spring odd.

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**ART 3463. Intermediate Web Design** GRAPHIC DESIGN. Advanced HTML and CSS techniques to create sophisticated web page layouts that adhere to standards-based guidelines; introduction to client-side web interactivity using the jQuery library. Each student is required to create a full featured, graphic design portfolio website. It is expected that students will spend a minimum of three additional clock hours per week on work outside the scheduled class time. Prerequisites, **a grade of CR in ART 2630 and** a grade of C or better inART 2443. Spring.

**ART 3863. Intermediate Painting** STUDIO ART. Builds on basic skills and concepts from begin­ning drawing and painting courses, individualized projects exploring color and space in a variety of subject matter and approaches, and study of historical and contemporary art in relation to studio practice. 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. Prerequisite, a grade of C or better in ART 3063; or permission of instructor. Fall, Spring.

**ART 4033. Advanced Drawing** STUDIO ART. Working from various subject matter, including the figure model, in different media. Experimental studies in composition and technique. 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 3033, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4063. Advanced Painting** STUDIO ART. Individual work for advanced students. 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. Prerequisites, a grade of C or better in ART 3863, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4083. Advanced Printmaking** STUDIO ART. Continuation of Printmaking 3083. 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. Prerequisites, a grade of C or better in ART 3083, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4093. Advanced Ceramics** STUDIO ART. Continuation of ceramics work. Independent projects for advanced students. 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. Prerequisites, a grade of C or better in 6 hours of ART 3093, and a grade of CR in ART 3330; permission of instructor required. Fall, Spring.

**ART 4103. Advanced Sculpture** STUDIO ART. Continuation of sculpture work with emphasis on development of personal direction. 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. Prerequisites, a grade of C or better in ART 3103, and a grade of CR in ART 3330; or permission of instructor. Fall, Spring.

**ART 4320. Exhibition Preparation** Focus on information pertaining to the preparation for ART 4330. Prerequisites, a grade of CR in ART 3330; a minimum GPA of 2.75 in all work with ART, ARTH, or ARED prefix; and permission of department chair. Students MUST meet the prerequisite requirements or they will not be allowed to register for this course. Fall and Spring.

**ART 4331. Senior Exhibition** Capstone course required for all graduating BFA Studio Art emphasis students. 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 CR in ART 3330 and ART 4320; a minimum GPA of 2.75 in all work with an ART, ARTH or ARED prefix; permission of advisor, instructor, and department chair required; 12 hours of 15 hour emphasis area completed prior to senior exhibition semester. Fall, Spring.

**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.