Code # FA20(Rev)

**Bulletin Change Transmittal Form**

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| **Bulletin Change** Please attach a copy of all catalogue pages requiring editorial changes. |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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.Contact Person** (Name, Email Address, Phone Number)

Curtis Steele, [csteeele@astate.edu](mailto:csteeele@astate.edu), 972.3050

**2.Proposed Change**

Update the description for ART 2443 **Graphic Design for the Web, and ART 3463 Web Design**

**3.Effective Date**

Fa11 2014

**4.Justification**

These are small changes required to keep the course in line with current web design concepts and technologies. The courses have organically grown to keep up with the fast pace of web development and the above course description is a better reflection of the way the course is being taught by a new faculty member. It is part of an overall change in the web courses by a new faculty member to become: beginning, intermediate, and advanced levels all dealing with the same concepts. The Advanced Level course was too different to do as a bulletin change, but these changes to title and description are terminology based, not content based.

The Branding Emphasis was terminology specific to a previous instructor.

**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.**

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3. This will take you to a list of the bulletins by year, please open the most current bulletin.
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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. Fall, 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 2433. Digital Photography I**

GRAPHIC DESIGN. This course offers an introduction to photography as it can be used in digital media. Basic camera operation and computer based digital imaging and design applications will be covered. 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, ART 1013. Fall.

**~~ART 2443. Graphic Design for the Web~~**

~~GRAPHIC DESIGN. Website design using site maps and wireframes, and other computer-based media design. Emphasis in branding on the web. 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, or permission of instructor. Fall, even.~~

**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, or permission of instructor. Fall, even.

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**~~ART 3463. Web Design~~**

~~GRAPHIC DESIGN Web design and implementation of multimedia~~

~~presentations, interface design, and other computer based media design. 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 C or better in ART 2423 and ART 2443. Spring.~~

**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. ~~culminates in the creation, by e~~ Each student, ~~of~~ 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 C or better in ART 2423 and ART 2443. Spring.

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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/.

University Requirements:

See University General Requirements for Baccalaureate degrees (p. 40)

First Year Making Connections Course:

Sem. Hrs.

ART 1013, Design I Making Connections (See Art Major Core)

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General Education Requirements:

Sem. Hrs.

See General Education Curriculum for Baccalaureate Degrees (p. 82)

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 2413, Typography 3

ART 2423, Print and Publication Design 3

~~ART 2443, Graphic Design for the Web 3~~

**ART 2443, Introduction to Web Design 3**

ART 2453, Visual Thinking 3

ART 3330, BFA Review 0

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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, **Intermediate** 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 4491, Graphic Design Portfolio 1

Sub-total 43

Total Required Hours: 120

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Major in Graphic Design

Bachelor of Fine Arts

Emphasis in Digital Design

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See University General Requirements for Baccalaureate degrees (p. 40)

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. 82)

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 2413, Typography 3

ART 2423, Print and Publication Design 3

~~ART 2443, Graphic Design for the Web 3~~

**ART 2443, Introduction to Web Design 3**

ART 2453, Visual Thinking 3

ART 3330, BFA Review 0

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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, **Intermediate** 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 4491, Graphic Design Portfolio 1

Sub-total 43

Total Required Hours: 120