

# Approval Chart for Curriculum Changes

A = Approval      I = Information\*

Course Number \_\_\_\_\_ or Degree Plan(s) BA Graphic Design/Advertising

State the requested change and reason. A memo may be attached if more space is necessary.

We would like to change our BA Graphic Design/ Advertising degree from a BA to a BS. No one is entirely sure why it was a BA to begin with. The major difference between the two is a foreign language requirement (see attached) and a sophomore literature class. This degree shares a large portion of content with the Journalism and Mass Communication department. 4 out of the 5 degrees in Journalism are also BS degrees. The discipline does not require knowledge of a foreign language. The demands would be very similar to the Advertising/Public Relations Degree in JMC, which is also a BS rather than a BA. The degree would be reduced to 128 hours to align itself with other BS degrees.

In addition, we would like to change the Jewelry Metals I requirement to Interactive Design. This is primarily a housekeeping issue. Interactive Design is a new course and is much more applicable to the degree.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

|     |                                                                                                       | COUNCIL**    |                  |       |      |      |      |         |         |           |
|-----|-------------------------------------------------------------------------------------------------------|--------------|------------------|-------|------|------|------|---------|---------|-----------|
|     | Change to a Course                                                                                    | Dept./School | College Academic | Deans | UGEC | UUAC | GRAD | Provost | Faculty | President |
| 1.  | Title (description unchanged)                                                                         | A            | A                | A     | I    |      |      | I       | --      | I         |
| 2.  | Description (not affecting content)                                                                   | A            | A                | A     | I    |      |      | I       | --      | I         |
| 3.  | Content (substantive change)                                                                          | A            | A                | A     | I    |      |      | A       | --      | A         |
| 4.  | Number of hours (lecture, lab, contact)                                                               | A            | A                | A     | A    |      |      | A       | --      | A         |
| 5.  | Course number within the hundred                                                                      | A            | A                | I     | I    |      |      | I       | --      | I         |
| 6.  | Course number beyond the hundred                                                                      | A            | A                | A     | A    |      |      | A       | --      | A         |
| 7.  | Prerequisites                                                                                         | A            | A                | A     | I    |      |      | I       | --      | I         |
| 8.  | Course fee(s)                                                                                         | A            | --               | A     | --   |      |      | A       | --      | I         |
| 9.  | From U to G <i>or</i> G to U                                                                          | A            | A                | A     | A    |      |      | A       | --      | A         |
| 10. | Cross list with another dept: U or G level                                                            | A            | A                | A     | A    |      |      | A       | --      | A         |
| 11. | Department of record                                                                                  | A            | A                | A     | A    |      |      | A       | --      | A         |
| 12. | Open or close a course                                                                                | A            | A                | A     | A    |      |      | A       | --      | A         |
| 13. | New course — See Adams Center for packet.<br>This change includes combining or splitting a course(s). | A            | A                | A     | A    |      |      | A       | --      | A         |

\* Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

\*\* In most cases, approval by only one council is necessary.

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

## Approval Chart for Curriculum Changes

A = Approval      I = Information

| Change to a Degree Plan |                                                                                                           | Dept./School | College Academic | Deans | COUNCIL |      |      | Provost | Faculty | President | Board of Trustees |
|-------------------------|-----------------------------------------------------------------------------------------------------------|--------------|------------------|-------|---------|------|------|---------|---------|-----------|-------------------|
|                         |                                                                                                           |              |                  |       | UGEC    | UUAC | GRAD |         |         |           |                   |
| 1.                      | University Requirements — Require or change a specific course from a menu within a degree plan            | A            | A                | I     |         | I    |      | I       | --      | I         | --                |
| 2.                      | University Requirements — Substitute an existing course for a university requirement within a degree plan | A            | A                | A     |         | A    |      | A       | --      | A         | --                |
| 3.                      | University Requirements — Add a course to or drop a course from the University Requirements               | A            | A                | A     |         | A    |      | A       | A       | A         | --                |
| 4.                      | University Requirements — Change in approved course content                                               | A            | A                | A     |         | A    |      | A       | --      | A         | --                |
| 5.                      | Major — Revision of major ♦ ‡                                                                             | A            | A                | A     |         | A    |      | A       | --      | A         |                   |
| 6.                      | Major — Adopt or change admission requirements                                                            | A            | A                | A     |         | A    |      | A       | --      | A         | --                |
| 7.                      | Major — Add or discontinue                                                                                | A            | A                | A     |         | A    |      | A       | A       | A         | I                 |
| 8.                      | GPA — Revise major or cumulative requirement                                                              | A            | A                | A     |         | A    |      | A       | A       | A         | --                |
| 9.                      | Minor — Revise course selection                                                                           | A            | A                | A     |         | I    |      | I       | --      | I         | --                |
|                         | Minor — Add or discontinue                                                                                | A            | A                | A     |         | A    |      | A       | --      | A         | --                |
| 10.                     | Degree — Add or discontinue                                                                               | A            | A                | A     |         | A    |      | A       | A       | A         | I                 |
| 11.                     | Any change to a graduate degree program*                                                                  | A            | A                | A     |         | A    |      | A       | --      | A         | --                |

♦ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

‡ Program or course changes applying only to a Teacher Education degree will be reviewed by the Teacher Education Council and then forwarded to the UUAC.

\* All graduate degree plan changes must go through the Graduate Council.

Revised 11-2-11

## Approval Chart for Academic Information Changes

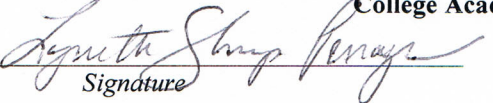
| Change to the Catalog |                                                                                                                  | Dept./School | College Academic | Deans | UGEC | UUAC | GRAD | Provost | Faculty | President | Board of Trustees |
|-----------------------|------------------------------------------------------------------------------------------------------------------|--------------|------------------|-------|------|------|------|---------|---------|-----------|-------------------|
|                       |                                                                                                                  |              |                  |       |      |      |      |         |         |           |                   |
| 1.                    | General requirements for graduation including course requirements that are common to all majors for all degrees* | --           | --               | --    |      | A    |      | A       | A       | A         | --                |
| 2.                    | Admission requirements                                                                                           | --           | --               | --    |      | A    |      | A       | A       | A         | --                |
| 3.                    | Policies governing academic probation and suspension                                                             | --           | --               | --    |      | A    |      | A       | A       | A         | --                |
| 4.                    | Requirements for graduating with honors                                                                          | --           | --               | --    |      | A    |      | A       | A       | A         | --                |
| 5.                    | Other academic policy changes                                                                                    | --           | --               | --    |      | A    |      | A       | --      | A         |                   |

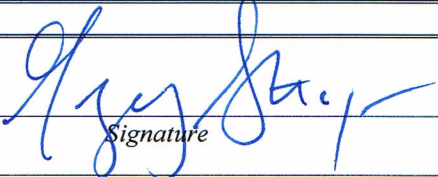
\* The UUAC approved the clarification that "general requirements for graduation" means the seventeen items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 3-2-11

# Curriculum/Catalog Changes Signature Page

|                                                                                               |                                     |
|-----------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Department/School Chair(s)</b>                                                             |                                     |
| <br>Signature | September 10, 2013<br>Approval date |
| _____<br>Signature                                                                            | _____<br>Approval date              |

|                                                                                                |                          |
|------------------------------------------------------------------------------------------------|--------------------------|
| <b>College Academic Council(s)</b>                                                             |                          |
| <br>Signature | 10/3/13<br>Approval date |
| _____<br>Signature                                                                             | _____<br>Approval date   |

|                                                                                                |                          |
|------------------------------------------------------------------------------------------------|--------------------------|
| <b>Dean(s)</b>                                                                                 |                          |
| <br>Signature | 10/3/13<br>Approval date |
| _____<br>Signature                                                                             | _____<br>Approval date   |

|                                  |                        |
|----------------------------------|------------------------|
| <b>Teacher Education Council</b> |                        |
| _____<br>Chair's signature       | _____<br>Approval date |

|                                  |                        |
|----------------------------------|------------------------|
| <b>General Education Council</b> |                        |
| _____<br>Chair's signature       | _____<br>Approval date |

|                                       |                        |
|---------------------------------------|------------------------|
| <b>Undergraduate Academic Council</b> |                        |
| _____<br>Chair's signature            | _____<br>Approval date |

|                            |                        |
|----------------------------|------------------------|
| <b>Graduate Council</b>    |                        |
| _____<br>Chair's signature | _____<br>Approval date |

|                    |                        |
|--------------------|------------------------|
| <b>Provost</b>     |                        |
| _____<br>Signature | _____<br>Approval date |

|                                  |                        |
|----------------------------------|------------------------|
| <b>Faculty</b>                   |                        |
| _____<br>Chair of faculty senate | _____<br>Approval date |

|                    |                        |
|--------------------|------------------------|
| <b>President</b>   |                        |
| _____<br>Signature | _____<br>Approval date |

# ORIGINAL

| BA: GRAPHIC DESIGN/ADVERTISING<br>DEGREE PLAN (ARTC)                      |                  |
|---------------------------------------------------------------------------|------------------|
| UNIVERSITY REQUIREMENTS                                                   |                  |
| Please see the University Requirements section of this catalog (page 38). |                  |
| MAJOR REQUIREMENTS                                                        |                  |
| <b>Art</b>                                                                |                  |
| ART 105 Two-Dimensional Design .....                                      | 3                |
| ART 106 Three-Dimensional Design .....                                    | 3                |
| ART 111 Basic Drawing .....                                               | 3                |
| ART 112 Figure Drawing I .....                                            | 3                |
| ART 341 Painting I .....                                                  | 3                |
| ART 351 Typography I .....                                                | 3                |
| ART 352 Typography II .....                                               | 3                |
| ART 353 Identity & Brand Design .....                                     | 3                |
| ART 371 Jewelry/Metals I .....                                            | 3                |
| ART 454 Information Graphics .....                                        | 3                |
| ART 455 Persuasive Graphics .....                                         | 3                |
| ART 456 Graphic Design Portfolio .....                                    | 3                |
| <b>TOTAL</b> .....                                                        | <b>36</b>        |
| <b>Communication</b>                                                      |                  |
| JMC 102 Creating Media Messages .....                                     | 3                |
| JMC 201 Introduction to Visual Media .....                                | 3                |
| JMC 233 Photography <i>or</i>                                             |                  |
| JMC 260 Television Studio Production .....                                | 3                |
| JMC 342 Publication Design <i>or</i>                                      |                  |
| JMC 310 Interactive Media <i>or</i>                                       |                  |
| JMC 351 Electronic Publishing .....                                       | 3-4              |
| JMC 348 Principles of Advertising .....                                   | 3                |
| JMC 390 Advertising Creativity and Copy Writing .....                     | 3                |
| JMC 488 Communication Law .....                                           | 3                |
| JMC 492 Ad/PR Campaigns .....                                             | 3                |
| <b>TOTAL</b> .....                                                        | <b>24-25</b>     |
| SUPPLEMENT FOR MAJOR                                                      |                  |
| ART 221 Art History: Survey I .....                                       | 3                |
| ART 222 Art History: Survey II .....                                      | (3) <sup>1</sup> |
| ART 323 Art History: 20th Century (writing-intensive course) .....        | 3                |
| <b>Foreign Language</b>                                                   |                  |
| FLFR, FLGE, FLA, FLSP 221, 222 .....                                      | 6                |
| <b>English</b>                                                            |                  |

| Sophomore Literature .....                                                                                             | 3            |
|------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>TOTAL</b> .....                                                                                                     | <b>15</b>    |
| <sup>1</sup> Hours (in parentheses) may also fulfill university requirements and are not included in total major hours |              |
| ELECTIVES                                                                                                              |              |
| Covered by two-field requirements.                                                                                     |              |
| <b>TOTAL MAJOR HOURS</b> .....                                                                                         | <b>75-76</b> |
| OTHER GRADUATION REQUIREMENTS                                                                                          |              |
| Minimum GPA in major .....                                                                                             | 2.25         |
| Minimum GPA for graduation .....                                                                                       | 2.00         |
| Minimum advanced hours .....                                                                                           | 33           |
| Minimum total hours .....                                                                                              | 131-132      |
| <i>Courses numbered 0** do not count in minimum hours required for degree.</i>                                         |              |

# PROPOSED CHANGE

| BS: GRAPHIC DESIGN/ADVERTISING<br>DEGREE PLAN (ARTC)                      |                  |
|---------------------------------------------------------------------------|------------------|
| UNIVERSITY REQUIREMENTS                                                   |                  |
| Please see the University Requirements section of this catalog (page 38). |                  |
| MAJOR REQUIREMENTS                                                        |                  |
| <b>Art</b>                                                                |                  |
| ART 105 Two-Dimensional Design .....                                      | 3                |
| ART 106 Three-Dimensional Design .....                                    | 3                |
| ART 111 Basic Drawing .....                                               | 3                |
| ART 112 Figure Drawing I .....                                            | 3                |
| ART 341 Painting I .....                                                  | 3                |
| ART 351 Typography I .....                                                | 3                |
| ART 352 Typography II .....                                               | 3                |
| ART 353 Identity & Brand Design .....                                     | 3                |
| <b>ART 457 Interactive Design</b> .....                                   | <b>3</b>         |
| ART 454 Information Graphics .....                                        | 3                |
| ART 455 Persuasive Graphics .....                                         | 3                |
| ART 456 Graphic Design Portfolio .....                                    | 3                |
| <b>TOTAL</b> .....                                                        | <b>42</b>        |
| <b>Communication</b>                                                      |                  |
| JMC 102 Creating Media Messages .....                                     | 3                |
| JMC 201 Introduction to Visual Media .....                                | 3                |
| JMC 233 Photography <i>or</i>                                             |                  |
| JMC 260 Television Studio Production .....                                | 3                |
| JMC 342 Publication Design <i>or</i>                                      |                  |
| JMC 310 Interactive Media <i>or</i>                                       |                  |
| JMC 351 Electronic Publishing .....                                       | 3-4              |
| JMC 348 Principles of Advertising .....                                   | 3                |
| JMC 390 Advertising Creativity and Copy Writing .....                     | 3                |
| JMC 488 Communication Law .....                                           | 3                |
| JMC 492 Ad/PR Campaigns .....                                             | 3                |
| <b>TOTAL</b> .....                                                        | <b>24-25</b>     |
| SUPPLEMENT FOR MAJOR                                                      |                  |
| ART 221 Art History: Survey I .....                                       | 3                |
| ART 222 Art History: Survey II .....                                      | (3) <sup>1</sup> |
| ART 323 Art History: 20th Century (writing-intensive course) .....        | 3                |
|                                                                           |                  |

| <b>TOTAL</b> .....                                                                                                     | <b>6</b>     |
|------------------------------------------------------------------------------------------------------------------------|--------------|
| <sup>1</sup> Hours (in parentheses) may also fulfill university requirements and are not included in total major hours |              |
| ELECTIVES                                                                                                              |              |
| Covered by two-field requirements.                                                                                     |              |
| <b>TOTAL MAJOR HOURS</b> .....                                                                                         | <b>72-73</b> |
| OTHER GRADUATION REQUIREMENTS                                                                                          |              |
| Minimum GPA in major .....                                                                                             | 2.25         |
| Minimum GPA for graduation .....                                                                                       | 2.00         |
| Minimum advanced hours .....                                                                                           | 33           |
| Minimum total hours .....                                                                                              | 128-129      |
| <i>Courses numbered 0** do not count in minimum hours required for degree.</i>                                         |              |

## University Requirements for ACU Degrees

University Requirements for certain baccalaureate degrees include additions or modifications to the basic university curriculum. See the chart below for special requirements for the BA, BBA, BFA, BM, BS, BSE, and BSN degrees.

|            |                                                                                |
|------------|--------------------------------------------------------------------------------|
| <b>BA</b>  | 6 hrs – Sophomore foreign language<br>3 hrs – Sophomore (or higher) literature |
| <b>BBA</b> | 3 hrs – ECON 260 or 261                                                        |
| <b>BFA</b> | 3 hrs – Sophomore (or higher) literature                                       |
| <b>BM</b>  | Minimum of 72 hours of music                                                   |
| <b>BS</b>  | No additional hours                                                            |
| <b>BSE</b> | No additional hours                                                            |
| <b>BSN</b> | 12 hrs – Bible total<br>3 hrs – PSYC 311                                       |