

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number _____ or Degree Plan(s) BS Graphic Design/Advertising
 State the requested change and reason. A memo may be attached if more space is necessary.

Journalism is making several changes to their degree plans which is requiring a few changes to this degree. We are also taking this opportunity to do some house cleaning. When this degree began the Art Department did not offer any photography. We now offer two courses that are better suited as options for graphic designers. Regarding the other changes: JMC 310 was dropped from the catalog so we are replacing it with JMC 351 Web Publishing. We are also removing JMC 352 because this content is covered in Typography 1 & 2 which are required in this degree. Lastly, we are adding two options that deal with video production. This is a nice option for designer who have an interest in Graphic Design within the context of video production (think type and graphics on TV ads).

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

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UAC	GRAD	Provost	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 or G to U	A	A	A	A				A	A
10.	Cross list with another department: 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 website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	A

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.

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		COUNCIL ³										President	Faculty	Provost	GRAD	UUAC	UGEC	TEC	Deans	College Academic	Dept./School	Change to a Degree Plan
1.	University Requirements — Change in approved course content ⁶	A	A	A	A						A	--	A	--								
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A						A	A	A	--								
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	A	A	A						A	--	A	--								
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A						A	A	A	--								
5.	Major — Revision of major ^{4,5}	A	A	A	A						A	--	A	--								
6.	Major — Adopt or change admission requirements	A	A	A	A						A	--	A	--								
7.	Major — Add ^{4,5}	A	A	A	A						A	A	A	I								
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A						A	A	A	I								
9.	Major – Discontinue (proposed by the Provost)	See below.																				
10.	GPA — Revise major or cumulative requirement	A	A	A	A						A	A	A	--								
11.	Minor — Revise course selection	A	A	A	I						I	--	I	--								
12.	Minor — Add	A	A	A	A						A	--	A	--								
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A						A	--	A	--								
14.	Minor – Discontinue (proposed by the Provost)	See below.																				
15.	Degree — Add	A	A	A	A						A	A	A	I								
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A						A	A	A	I								
17.	Degree – Discontinue (proposed by the Provost)	See below.																				
18.	Any change to a graduate degree program	A	A	A	A						A	--	A	--								

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	I

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COUNCIL ³										
	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--	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

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ 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.

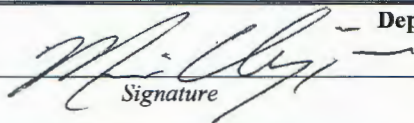
⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

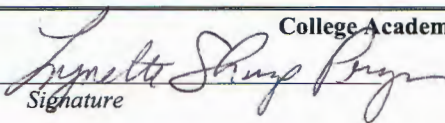
⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

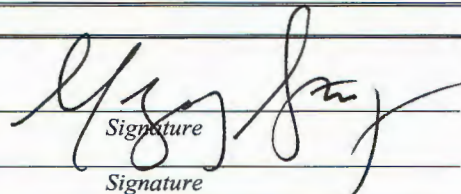
⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 10-16-13

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	March 20, 2015 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	4-16-15 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	4/24/15 Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

CURRENT CATALOG

GRAPHIC DESIGN/ADVERTISING (BS)

This concentration combines training in art with that of journalism and mass communication. It is designed for the student who desires to enter newspaper, magazine or other advertising design fields. Students wishing to pursue this program of study should consult with advisors in both art and journalism and mass communication departments.

BS: GRAPHIC DESIGN/ADVERTISING DEGREE PLAN (ARTC)	
UNIVERSITY REQUIREMENTS	
Please see the University Requirements section of this catalog (page 39).	
MAJOR REQUIREMENTS	
Art	
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 454 Information Graphics	3
ART 455 Persuasive Graphics	3
ART 456 Graphic Design Portfolio (capstone course)	3
ART 457 Interactive Design	3
6 hours of two-dimensional studio (ART 200-499)	6
TOTAL	42

Communication	
JMC 102 Creating Media Messages	3
JMC 201 Introduction to Visual Media	3
JMC 233 Photography or	
JMC 260 Television Studio Production	3
JMC 310 Interactive Media or JMC 342 Publication Design or	
JMC 351 Electronic Publishing	3-4
JMC 348 Principles of Advertising	3
JMC 390 Advertising Creativity and Copy Writing	3
JMC 488 Communication Law (writing-intensive course)	3
JMC 492 Ad/PR Campaigns	3
TOTAL	24-25

SUPPLEMENT FOR MAJOR	
ART 221 Art History: Survey I	3
ART 222 Art History: Survey II	(3) ¹
ART 423 Art History: 20th Century (capstone and writing-intensive course)	3
TOTAL	6
¹ Hours (in parentheses) may also fulfill university requirements and are not included in total major hours	

ELECTIVES	
Covered by two-field requirements.	
TOTAL MAJOR HOURS	72-73
OTHER GRADUATION REQUIREMENTS	
Minimum GPA in major	2.25
Minimum GPA for graduation	2.00
Minimum advanced hours	33
Minimum total hours	128-129
Courses numbered 0** do not count in minimum hours required for degree.	

SUGGESTED CHANGE

GRAPHIC DESIGN/ADVERTISING (BS)

This concentration combines training in art with that of journalism and mass communication. It is designed for the student who desires to enter newspaper, magazine or other advertising design fields. Students wishing to pursue this program of study should consult with advisors in both art and journalism and mass communication departments.

BS: GRAPHIC DESIGN/ADVERTISING DEGREE PLAN (ARTC)	
UNIVERSITY REQUIREMENTS	
Please see the University Requirements section of this catalog (page 39).	
MAJOR REQUIREMENTS	
Art	
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 291 Introduction to Black and White Photography or ART 292 Digital Art Photography	3
ART 456 Graphic Design Portfolio (capstone course)	3
ART 457 Interactive Design	3
6 hours of two-and/or three-dimensional studio (ART 200-499)	6
TOTAL	42-45

Communication	
JMC 102 Creating Media Messages	3
JMC 201 Introduction to Visual Media	3
JMC 233 Photography or	
JMC 260 Television Studio Production	3
JMC 351 Web Publishing or JMC 260 Broadcast Production or JMC 360 Advanced Video Production*	3
JMC 348 Principles of Advertising	3
JMC 390 Advertising Creativity and Copy Writing	3
JMC 488 Communication Law (writing-intensive course)	3
JMC 492 Ad/PR Campaigns	3
TOTAL	24-25

SUPPLEMENT FOR MAJOR	
ART 221 Art History: Survey I	3
ART 222 Art History: Survey II	(3) ¹
ART 423 Art History: 20th Century (capstone and writing-intensive course)	3
TOTAL	6
¹ Hours (in parentheses) may also fulfill university requirements and are not included in total major hours	

ELECTIVES	
Covered by two-field requirements.	
TOTAL MAJOR HOURS	72-73
OTHER GRADUATION REQUIREMENTS	
Minimum GPA in major	2.25
Minimum GPA for graduation	2.00
Minimum advanced hours	33
Minimum total hours	128-129
Courses numbered 0** do not count in minimum hours required for degree.	

*must have prior video production experience and permission of instructor.