

Approval Chart for Curriculum Changes

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

College of Arts
and Sciences

FEB 18 19

Dean's Office

Course Number _____ or Degree Plan(s) BS GRAPHIC DESIGN
State the requested change and reason. A memo may be attached if more space is necessary. ADVERTISING

SEE ATTACHED

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	UUAC	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.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	A
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	A
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	A
11.	Cross list with another department: U or G level	A	A	A	A				A	A
12.	Department of record	A	A	A	A				A	A
13.	Open or close a course	A	A	A	A				A	A
14.	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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	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
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	--
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	UAC	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.

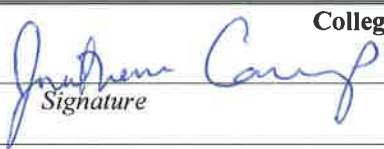
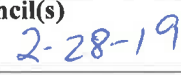
⁶ Courses that satisfy ACU’s University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and “not narrowly focus on those skills, techniques, and procedures specific to a particular occupation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

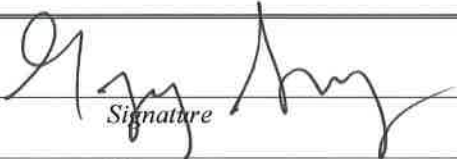
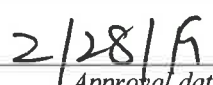
⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 3-8-17

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	 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

Proposed changes for BS Graphic Design / Advertising Degree

	Current Degree Plan: BS Graphic Design / Advertising				Proposed Change: BS Graphic Design / Advertising					
See doc for explanations	Prefix	#	Course Name	Hours	Prefix	#	Course Name	Hours		
	ART	105	Two-Dimensional Design	3	ART	105	Two-Dimensional Design	3		
	ART	106	Three-Dimensional Design	3	ART	106	Three-Dimensional Design	3		
	ART	111	Basic Drawing	3	ART	111	Basic Drawing	3		
	ART	112	Figure Drawing I	3	ART	112	Figure Drawing I	3		
	ART	221	Art History: Survey I	3	ART	221	Art History: Survey I	3		
	ART	222	Art History: General Survey II	3	ART	222	Art History: General Survey II	3		
	ART	323	Art History: 20th Century (writing-intensive course)	3	ART	323	Art History: 20th Century (writing-intensive course)	3		
	Change: BS-1	ART	341	Painting I	3	Menu: Choose 1 Course from the following			3	
Change BS-2					ART	341	Painting I	-		
					ART	347	Plein Air Painting	-		
					ART	453	Identity and Brand Design II	3		
					ART	458	Interactive Design II	3		
	ART	351	Typography 1	3	ART	351	Typography 1	3		
	ART	352	Typography 2	3	ART	352	Typography 2	3		
	ART	353	Identity and Brand Design	3	ART	353	Identity and Brand Design	3		
	ART	454	Information Graphics	3	ART	454	Information Graphics	3		
Change BS-3	ART	455	Persuasive Graphics	3	ART	455	Persuasive Graphics	3		
	ART	456	Design Portfolio	3	ART	456	Design Portfolio	3		
	ART	457	Interactive Design	3	ART	358	Interactive Design	3		
	JMC	102	Creating Media Messages	3	JMC	224	Media Writing	3		
	JMC	201	Intro to Visual Media	3	JMC	165	Media Maker	3		
	Menu: Choose 1 Course from the following				3	Menu: Choose 1 Course from the following				3
	ART	291	Introduction to B/W Photography	-	ART	291	Introduction to B/W Photography	-		
	ART	292	Digital Art Photography	-	ART	292	Digital Art Photography	-		
					JMC	351	Web Publishing	-		
Change BS-4	Menu: Choose 1 Course from the following				3	JMC	261	Broadcast Production	-	
	JMC	351	Web Publishing	-	JMC	361	Advanced Video Production	-		
	JMC	261	Broadcast Production	-						
	JMC	361	Advanced Video Production	-	JMC	348	Principles of Advertising	3		
	JMC	348	Principles of Advertising	3	JMC	390	Advertising Creativity and Copywriting	3		
	JMC	390	Advertising Creativity and Copywriting	3	JMC	488	Communication Law	3		
	JMC	488	Communication Law	3	JMC	492	Ad/PR Campaigns	3		
	JMC	492	Ad/PR Campaigns	3						
	Change BS-5	Menu: choose 6 hours of two-and/or three-dimensional studio (ART 200-499)			6	Menu: choose 3 hours of two-and/or three-dimensional studio (ART 200-499)			3	
Total				75	Total				75	

Itemized Explanation of Changes to BS Graphic Design / Advertising

Change BS-1

This is a housekeeping item: We have been teaching a painting course on our study abroad trip for many years that we substitute for Painting 1. This involved a subform for each student. Last year we took that course through academic council. Now we need to change the degree plans to reflect this course.

Change BS-2

We are wanting to remove these two illustration classes as requirements in order to require the new courses that are much more central and critical for the development of graphic design skills. Of course these two courses may still be taken by students and would fulfill 6 of the 9 required studio electives. Please refer to the “Explanations and Summary of Changes” page for detailed rationale of new courses.

Change BS-3

This is a simple course name and number change. By adding Interactive Design II to our curriculum, the current Interactive Design course name and number need to change. We are requesting “ART 457: Interactive Design” be changed to “ART 358: Interactive Design I”.

Even though the course will move from a 400 level to a 300 level, the course content will not change. This sounds unusual but the content for interactive design is completely new within the graphic design curriculum even though it utilizes the design skills learned in prior courses. Expectations when grading design skills will be reduced slightly. For example, a junior graphic design student will be less sophisticated in working with color than a senior. That level of sophistication will be taken into account when assigning grades due to the course level change.

NOTE: *Because this is a course title and number change it will have a separate approval chart.*

Change BS-4

In order to make space for two new required courses we need to remove 6 credit hours from the current degree plan. This change removes 3 credit hours by combining two menus into one and requiring only one course. In essence this allows the students to choose what course is best to remove based on their career goals. A student who has greater interest in Video versus Photography may prefer to take ‘Advanced Video Production’ and drop the traditional photography requirement. This new degree plan does allow a student NOT to take a photography class in contrast to the current degree plan. We feel this is a reasonable loss when balanced with the gain.

Change BS-5

In order to make space for two new required courses we need to remove 6 credit hours from the current degree plan. 'Change BS-4' removes the first 3 hour course and this change removes the second. This change simply reduces the required 2D/3D studio electives from 6 hours to 3. Again, this is a reasonable loss when compared to the gains in core graphic design skills and knowledge.

About Scheduling

We have worked closely with both academic advisors on these changes and we currently have cohorts working through this sequence without a problem.
