

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond in Writing

Course Number _____ or Degree Plan(s) BS (ARTC)

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

Requesting degree plan changes that necessarily follow from the revision to ACU's newly approved General Education Program.

Indicate the requested change.

	Change to a Course	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	President
1.	Title (description unchanged)	A	A	A	I	–	I	I	I
2.	Description (not affecting content)	A	A	A	I	–	I	I	I
3.	Course term(s)	A	I	A	I	–	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	–	I	A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A	–	A	A	I
6.	Course number within the hundred	A	A	I	I	–	I	I	I
7.	Course number beyond the hundred	A	A	A	A	–	A	A	I
8.	Prerequisites	A	A	A	I	–	I	I	I
9.	Course fee(s)	A	–	A	–	–	–	A	I
10.	From U to G or G to U	A	A	A	A	–	A	A	I
11.	Cross-list course	A	A	A	A	–	A	A	I
12.	Department of record	A	A	A	A	–	A	A	I
13.	Close a course	A	A	A	A	–	A	A	I
14.	New course (includes combining or splitting courses)	A	A	A	A	–	A	A	I

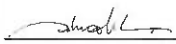
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	Change to the University Requirements (All Campuses)	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	Faculty	President	Trustees
1.	University Requirements — Change course outcomes of an included course ²	A	A	A	—	A	—	A	—	A	—
2.	University Requirements — Add or drop a required course from the University Requirements ²	A	A	A	—	A	—	A	A	A	—
3.	University Requirements — Add or drop a course from a menu within the University Requirements ²	A	—	—	—	A	—	A	—	A	—
4.	University Requirements — Change hours within a menu in the University Requirements ²	A	A	A	—	A	—	A	A	A	—
	Change to Catalog Information (for Campus)										
1.	General Requirements for Bachelor's Degrees and Associate's Degrees	—	—	—	—	—	A	A	A	A	—
2.	Policies governing academic probation and suspension	—	—	—	—	—	A	A	A	A	—
3.	Requirements for graduating with honors	—	—	—	—	—	A	A	A	A	—
	Change to a Degree Plan Proposed by Faculty or College										
5.	Educational Program — Revise ³	A	A	A	A	—	A	A	—	A	—
6.	Educational Program — Adopt/change admission requirements	A	A	A	A	—	A	A	—	A	—
7.	Educational Program — Add ³	A	A	A	A	—	A	A	A	A	I
8.	Educational Program — Discontinue	A	A	A	A	—	A	A	A	A	I
9.	GPA — Revise program-required GPAs	A	A	A	A	—	A	A	—	A	—
10.	Minor — Revise	A	A	A	I	—	I	I	—	I	—
11.	Minor — Add	A	A	A	A	—	A	A	—	A	—
12.	Minor — Discontinue	A	A	A	A	—	A	A	—	A	—
13.	Degree — Add	A	A	A	A	—	A	A	A	A	I
14.	Degree — Discontinue	A	A	A	A	—	A	A	A	A	I
	Change to a Degree Plan Proposed By Provost										
15.	Educational Program — Discontinue	R	—	R	A	—	A	A	A	A	I
16.	Minor — Discontinue	R	—	R	A	—	A	A	—	A	—
17.	Degree — Discontinue	R	—	R	A	—	A	A	A	A	I

¹ When an academic unit does not have a council, the UGEC and/or AUAC will serve as its academic council, depending on the nature of the issue.

² Courses that satisfy ACU's University Requirements 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.

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible.

Department/School Chair(s)	
	Jan 31, 2023
Signature	Approval date
Signature	Approval date

College Academic Council(s)	
	Feb 8, 2023
Signature	Approval date
Signature	Approval date

Dean(s)	
	Feb 15, 2023
Signature	Approval date
Signature	Approval date

Teacher Education Council	
Chair's signature	Approval date

University General Education Council	
Chair's signature	Approval date

Abilene 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

Graphic Design/Advertising, BS (ARTC)

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 the art and the journalism and mass communication departments.

University Requirements

Please see the [University Requirements](#) section of this catalog.

Major Requirements

Art

- [ART 105 - Two-Dimensional Design](#) Credit Hours: 3
- [ART 106 - Three-Dimensional Design](#) Credit Hours: 3
- [ART 111 - Basic Drawing](#) Credit Hours: 3
- [ART 112 - Figure Drawing I](#) Credit Hours: 3
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- [ART 341 - Painting I](#) Credit Hours: 3
- *or*
- [ART 347 - Plein Air Painting](#) Credit Hours: 3
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- [ART 351 - Typography I](#) Credit Hours: 3
- [ART 352 - Typography II](#) Credit Hours: 3
- [ART 353 - Identity and Brand Design I](#) Credit Hours: 3
- [ART 358 - Interactive Design I](#) Credit Hours: 3
- [ART 453 - Identity and Brand Design II](#) Credit Hours: 3
- [ART 454 - Information Graphics](#) Credit Hours: 3

- [ART 455 - Persuasive Graphics](#) Credit Hours: 3
- [ART 456 - Graphic Design Portfolio](#) Credit Hours: 3 (capstone course)
- [ART 458 - Interactive Design II](#) Credit Hours: 3
- 3 hours of two and/or three-dimensional studio (ART 200-499) Credit Hours: 3

Total: 45 Credit Hours

Communication

- [JMC 165 - Media Maker I](#) Credit Hours: 3
- [JMC 224 - Media Writing](#) Credit Hours: 3
- [JMC 348 - Principles of Advertising](#) Credit Hours: 3
- [JMC 390 - Advertising Creativity and Copy Writing](#) Credit Hours: 3
- [JMC 488 - Communication Law](#) Credit Hours: 3 (writing-intensive course)
- [JMC 492 - Ad/PR Campaigns](#) Credit Hours: 3

Choose 1 of the following courses:

- [ART 291 - Introduction to Black and White Photography](#) Credit Hours: 3
- [ART 292 - Digital Art Photography](#) Credit Hours: 3
- [JMC 261 - Television Production](#) Credit Hours: 3
- [JMC 351 - Web Publishing](#) Credit Hours: 3
- [JMC 361 - Advanced Media Production](#) Credit Hours: 3 (must have prior video production experience and permission of instructor)

Total: 21 Credit Hours

Supplement for Major

- [ART 221 - Art History: General Survey I](#) Credit Hours: 3
- [ART 222 - Art History: General Survey II](#) Credit Hours: 3 *
- [ART 423 - Art History: 20th Century](#) Credit Hours: 3 (capstone and writing-intensive course)
- ~~†~~
- ~~*Hours may also fulfill university requirements and are not included in total major hours†~~

Total: 6-9 Credit Hours

Electives

Covered by two-field requirements.

Total Major Hours: ~~72~~75

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.*