

ATTACHMENT A

PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee or Graduate Council (as appropriate)

From: Initiating Department ART

Date submitted: September 22, 2008

Request for: Course change _____ Course deletion _____ Course addition X
(Excluding course credit hour changes)

Submitted by: Edwin Cuenco

Approved by: Department Head: Dr. Cathy Caldwell *Cathy Caldwell*
Dean of School: Dr. Georgena Duncan *Georgena Duncan*

Reviewed by: Registrar: *Yammy Villalobos*
Vice President:

If this is a deletion or other minor change, describe and give rationale.

If this is an addition of a new course, fill in the following and attach a syllabus (syllabus should include course objectives, and outline of the course with sufficient details to illuminate course content, and a bibliography. The Curriculum Committee/Graduate Council does not need evaluation and testing procedural information nor does it need excessively long bibliographies).

I. Catalog description:

Number: ART 3243

Title for Catalog: Web Design

*Title for Course Inventory (24 characters): Web Design

Description: Prerequisite: ART 2213, 3203, and Sophomore Review. Introduce basic website planning, content editing and creation using graphic arts techniques. Screen-based color theory, web design aesthetics, use of graphic editors, and interface design are explored. Studio six hours. \$36 course fee.

Effective date or term: Fall Semester 2009

*Course fees: \$36

12-9-08
app CC 11/14/08
app FS 12/3/08

II. Justification and feasibility of course:

- a. What is the need for this course? Who will take it?
Required for graphic design majors; and other art students interested in this course provided they meet the course prerequisites. The growth of the Internet over the last decade has been phenomenal. The number of web pages is growing at an extremely rapid rate. The ability to create pages that can be published over the web is a required technical skill in the graphics job market today. This course will prepare the student upon graduation to function as an entry-level web designer.
- b. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department? No
- c. Is this course part of any general plan of development within your department? Explain.
Department is developing the graphics area to meet accreditation standards.
- d. How often will the course be offered? Once a year
- e. How will the course be staffed? Current Faculty
- f. When applicable, state with which departments you have specifically coordinated this change? (If unable to identify coordinating departments that change affects, Academic Affairs can offer assistance in identifying course use.) n/a

List Department Head/
Program Director Consulted:
(Add to list as needed)

Indicate Support
for Proposal
(yes/no)

Date:

1.

2.

3.

If no, please attach explanation from responding Department Head indicating why they do not support the proposal.

***Note: Each new course proposal must include a short explanation describing how the new course integrates with the assessment process of the department in which the course will be taught.**

*Updated 8/1/04

**Updated 9/1/05

Art Department Assessment Plan:

This course will help students meet department assessment objectives related to proficiency/currency in the use of technology and development of a professional portfolio in graphic design. The instructor was hired, in part, to develop curriculum in advanced digital techniques to meet market demands.

Web Design – Art 3243

E. Cuenco, Instructor

Office: Norman Hall 202

Phone: (479) 880-4042; ecuenco@atu.edu

Course Schedule: TBA

Office Hours: TBA

Course Description:

Prerequisite: ART 2213, 3203, and Sophomore Review. Introduce basic website planning, content editing and creation using graphic arts techniques. Screen-based color theory, web design aesthetics, use of graphic editors, and interface design are explored. Studio six hours. \$36 course fee.

Required Text:

New Media Design by Tricia Austin and Richard Doust (2007)

Course Objectives:

This course simultaneously examine both the basic theory, design, and practice of web design. A significant amount of time is devoted to practical aspects of webpage development, but we will also investigate sociological, political, economic, artistic dimensions of our changing media landscape. It is important for students to cultivate a critically informed stance towards the Internet, Wi-Fi, PDAs, and other technologies that are transforming our understanding of society.

Course Content:

A basic introduction to HTML and webpage design, including the social, ethical, and legal issues related to the growth of the Internet. Topics include basic principles and protocols of the Internet, configuration and use of graphical web browsers, and the use of multimedia. Assignments include designing and publishing a webpage.

Course Requirements:

Class rolls will be taken daily at the start of class. Please read the Art Department's attendance policy. Projects must be submitted on time (before class) for critique following required specifications and professional standards. Absolutely no late projects will be accepted beyond designated due dates. It is the student's responsibility to be aware of any sudden schedule changes.

Grading System:

Final grades are determined by specific criteria, each assigned with a value between 1-4, and calculated equally per project to arrive at a final course grade at the end of the semester.

Grade Criteria:

- | | |
|--------------|--|
| a) Concept | Quality and originality of ideas, problem-solving techniques, creativity |
| b) Execution | Craftsmanship, neatness, presentation, exactitude |

Grade Equivalent:

- | | |
|---------------------|--------------------------------|
| A (4.0) to A- (3.5) | Outstanding to Excellent Work |
| B (3.0) to B- (2.5) | Creative to Distinguished Work |
| C (2.0) to C- (1.5) | Satisfactory to Adequate Work |
| D (1.0) | Barely Acceptable Work |
| F (0) | Fail |

Recommended Supplies:

USB flash drive, pens/markers, sketchpad, CD/DVD's, rulers, binder, etc.

Art Department Attendance Policy

1. For more than four missed classes (for studio this constitutes 12 contact hours) regardless of excuse, the instructor has the discretion to drop the final grade one level.
2. For more than seven classes missed (for studio this constitutes 21 contact hours) the student will receive a failing grade, unless the student drops within university guidelines/deadlines.
3. Up to four classes can be missed without penalty, except for assigned due dates and exams. These absences can cover car trouble, incidental illness, or personal business. Students will not be penalized for officially sanctioned University activities. It is the responsibility of the student to present to instructors notice and verification of authorized participation. It should be understood that some course work cannot be made up and a student will be held accountable for missed class content.
4. Tardiness is unacceptable and unprofessional. More than three tardy occurrences or leaving the class before the official or instructor determined end of class time will result in a recorded absence. Be on time and have all necessary supplies with you. You are responsible for any information or assignments missed. Lectures and demonstrations will be given at the beginning of class.
5. A working sketchbook containing the visual process of your work will be evaluated on a continuing basis. It should also include sketches done for individual work and notations on method, media, and any problems encountered. This will become a valuable reference.
6. You are responsible for cleaning up your work area every day. All projects are to be turned in on time.