

Eastern Illinois University
New/Revised Course Proposal
Art 5521, Studies in Graphic Design I

Banner/Catalog Information

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** ART 5521
3. **Short title:** Studies in Graphic Design I
4. **Long title:** Studies in Graphic Design I
5. **Hours per week:** 0 Class 6 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☒ Fall ☐ Spring ☐ Summer Year: 2018
8. **Catalog course description:** Student to direct his/her study toward greater mastery of form, medium, and style. May be repeated once for credit.
9. **Course attributes:**
General education component: N/A
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. Course(s) to be deleted from the catalog once this course is approved. _____
11. **Equivalent course(s):** Art 4921
 - a. **Are students allowed to take equivalent course(s) for credit?** ☐ Yes ☒ No
12. **Prerequisite(s) Nine semester hours of undergraduate courses in graphic design.**
 - a. **Can prerequisite be taken concurrently?** ☐ Yes ☒ No
 - b. **Minimum grade required for the prerequisite course(s)?** C
 - c. **Use Banner coding to enforce prerequisite course(s)?** ☒ Yes ☐ No
 - d. **Who may waive prerequisite(s)?**
☐ No one ☒ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)
13. **Co-requisite(s):** None

14. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: Art, MA in Studio

b. Degrees, colleges, majors, levels, classes which may not take the course: __All others__

15. Repeat status: May not be repeated __X__ May be repeated once with credit

16. Enter the limit, if any, on hours which may be applied to a major or minor:

17. Grading methods: X Standard __ CR/NC __ Audit __ ABC/NC

18. Special grading provisions: N/A

__ Grade for course will not count in a student's grade point average.

__ Grade for course will not count in hours toward graduation.

__ Grade for course will be removed from GPA if student already has credit for or is registered in:

__ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

19. Instructional delivery:

__ Lecture Lab __ Lecture/lab combined __X__ Independent study/research

__ Internship __ Performance __ Practicum/clinical __ Study abroad

20. Additional costs to students:

Supplemental Materials or Software_____

Course Fee __X__ No Yes, Explain if yes:

21. Community college transfer:

__ A community college course may be judged equivalent.

X A community college course may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, Impact, Implementation

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of Master of Arts in Art
☒ Course is used as an elective
2. **Rationale for proposal** – Course fills need for graduate-level graphic design course offering in Master of Arts in Studio Art degree
3. **Justifications for (enter N/A if not applicable):**
Similar to Art 4921 and students will be held to a higher performance standard in all facets of the course. Work will demonstrate an advanced knowledge of the content. Students enrolled in the Studio Art MA program that are concentrating in Graphic Design need upper level courses. Currently, students are enrolling in the upper level of the 4000 courses and they are not meeting the requirement of 5000 level courses in order to graduate.
4. **General education assurances: N/A**
5. **Online delivery justification & assurances: N/A**

Syllabus Information

1. Course number and title: ART 5521
2. Catalog description: Student to direct his/her study toward greater mastery of form, medium, and style
3. Learning objectives.

Students will:

1. interrogate the use of contemporary and historical tools, software and theory while contributing innovative and critical formal responses to the field of graphic design (G 1 & 2)
2. produce visual form as proof of concept and demonstration of theory (G 1, 2 and 4)
3. contribute to, evaluate and critique visual communication work at an advanced strategic level (G 1 & 2)
4. initiate an individual and/or collaborative studio practice in advanced graphic design theory (G 2 & 4)
5. convey their expertise through a focused body of graphic design-related work (G 1, 2 & 4)
6. curate an exhibition of their work (G 4)
7. conduct original research and convey it through appropriate modes of writing, publishing, curating and/or exhibiting (G 4)

These learning objectives correspond to the following graduate learning goals at EIU:

GL 1 – Depth of Content Knowledge
GL 2 – Critical Thinking and Problem Solving
GL 3 – Effective Oral and Written Communication Skills
GL 4 – Evidence of advanced scholarship through research and creative activity

4. Course materials: None

5. Weekly outline of content.

Timeline of research, exploration, and creation of critical body of work developed by students with faculty approval. Sample outline will vary with each student.

- Week 1 — Meet with faculty member • Student begins original research, ideation on individual response to current graphic design culture
- Week 2 — Student's original research, ideation continues • Written and/or form-based response initiated
- Week 3 — Meet with faculty member • Presentation of first ideas, conceptual framework, directions; pertinent readings and review of historical and contemporary graphic design will be assigned according to thematic direction of student's exploration
- Week 4 — Student's original research; goals and objectives refined; ideation continues
- Week 5 — Meet with faculty member, review work; suggested refinements, further exploration discussed
- Week 6 — Student narrows and/or broadens research and exploration according to meeting with faculty member and their own ideation and process • Student producing/creating original graphic forms (in print, interactive media, video, motion-design, 3D, or other media)
- Week 7 — Student producing/creating original graphic forms • Advise faculty member on progress
- Week 8 — Meet with faculty member, present more refined work as it relates to cohesive body of work emerging • Written summary of student's conceptual framework and theoretical formal response to contemporary graphic design practice due for discussion • Salient readings and review of graphic design history and contemporary practitioners as assigned
- Week 9 — Student continues conceptual refinement and formal creation of body of work, including ideation on curating, exhibiting, publishing, and/or disseminating work
- Week 10 — Student continues conceptual and formal creation of body of work
- Week 11 — Meet with faculty member • Written summary of "designer's statement" revised for review

- Week 12 — Further refinement of student’s work • Methods of curating, exhibiting, publishing, disseminating established
- Week 13 — Further refinement of work
- Week 14 — Meet with faculty member • Continued refinement
- Week 15 — Final refinement of work for presentation and review
- Week 16 — Meet with faculty member • Final presentation and review of critical body of work

6. Assignments and evaluation, including weights for final course grade.

In consultation with faculty, students will conceptualize and execute appropriate critical explorations in the field of graphic design related to their focused body of work. Evaluation will be based on student’s stated goals and objectives, ability of student to conduct original research and convey it through appropriate modes, and quality and depth of work created at appropriate level of mastery.

- 5% Written summary of student’s conceptual framework and theoretical response. This may be a “designer’s statement” or a more extended written summary of research conducted, based on consultation with faculty. Evaluation based on quality of writing and demonstrated critical analysis and understanding of area of graphic design research and informed critical response.
- 35% Research and visual exploration. Evaluation of research will be based on scope appropriate for graduate level and demonstrated critical analysis of historical and contemporary issues related to graphic design/visual communication. Evaluation of visual exploration will be based on student’s demonstration of progressive creative investigation and creation of visual forms and refinement of messaging, including modes of writing, publishing, curating and/or exhibiting for final presentation.
- 60% Final focused body of work. Evaluation based on cohesiveness of visual design related to stated communication goals, quality and depth of work, and creative invention.

7. Grading scale.

Grade	Percentage
A	100 - 90
B	89.9 - 80
C	79.9 - 70
D	69.9 – 60
F	59.9 - 0

8. Correlation of learning objectives to assignments and evaluation.

	Written summary of student’s conceptual framework and theoretical response (5%)	Research and visual exploration (35%)	Final focused body of work (60%)
1. interrogate the use of contemporary and historical tools, software and			

theory while contributing innovative and critical formal responses to the field of graphic design (G 1 & 2)	X	X	
2. produce visual form as proof of concept and demonstration of theory (G 1, 2 & 4)		X	X
3. contribute to, evaluate and critique visual communication work at an advanced strategic level (G1 & 2)	X	X	
4. initiate an individual and/or collaborative studio practice in advanced graphic design theory (G 2 & 4)		X	
5. convey their expertise through a focused body of graphic design-related work (G 1, 2 & 4)			X
6. curate an exhibition of their work (G 4)			X
7. conduct original research and convey it through appropriate modes of writing, publishing, curating and/or exhibiting (G 4)			X

Date approved by the Department or school: Feb 14, 2018

Date approved by the college curriculum committee: February 21, 2018

Date approved by CAA: **CGS:**