



# Program Approval Form

For approval of new programs and deletions or modifications to an existing program.

### Action Requested:

- Create New (SCHEV approval required except for minors)  
 Inactivate Existing  
 Modify Existing (check ALL that apply)

- Title (SCHEV approval required except for minors)  
 Concentration (Choose one):  Add  Delete  Modify  
 Degree Requirements  
 Admission Standards/ Application Requirements  
 Other Changes: \_\_\_\_\_

### Type (Check one):

- B.A.  B.S.  Minor  
 Master's  
 Ph.D.  
 Undergraduate Certificate\*  
 Graduate Certificate\*  
 Bachelor's/Accelerated Master's  Other:

**College/School:** CVPA **Department:** School of Art  
**Submitted by:** Don Starr **Ext:** 3-8249 **Email:** dstarr@gmu.edu

**Effective Term:** Fall  **Please note:** For students to be admitted to a new degree, minor, certificate or concentration, the program must be fully approved, entered into Banner, and published in the University Catalog.

### Justification: (attach separate document if necessary)

Adjusting the credit levels for AVT 215 Typography, AVT 217 Introduction to Web Design and adding the Advanced Design Specialties Tracks.

**Program Title: (Required)**  
 Title must identify subject matter. Do not include name of college/school/dept.

**Concentration(s):**

**Admissions Standards / Application Requirements: (Required only if different from those listed in the University Catalog)**

**Degree Requirements:**  
 Consult University Catalog for models, attach separate document if necessary using track changes for modifications

| Existing  | New/Modified   |
|---|--|
| Graphic Design Undergraduate Certificate  |  |
|   |  |
| Total Credits: 24<br><br>Foundation Courses<br>AVT 215 Typography Credits: 4<br><br>AVT 217 Introduction to Web Design Credits: 4<br><br>AVT 253 Digital Photography I Credits: 4<br><br>AVT 311 Graphic Design Methods and Principles Credits: 3<br><br>Total Credits: 15<br><br>Design Specialties Courses<br>AVT 313 Editorial Design Credits: 3<br>AVT 414 Corporate Design and Branding Credits: 3<br><br>Total Credits: 6<br><br>Capstone<br>AVT 413 Professional Design Practices Credits: 3<br><br>Total Credits: 3 | Foundation Courses (12 credits)<br>AVT 215 - Typography Credits: 3<br>AVT 217 - Introduction to Web Design Credits: 3<br>AVT 311 - Graphic Design Methods & Principles Credits: 3<br>Select one:<br>AVT 318 - History of Graphic Design Credits: 3<br>AVT 410 - Experiential Design History Credits: 3<br><br>Advanced Design Specialties Tracks (9 credits)<br><br>Branding & Advertising Design<br>AVT 414 - Corporate Design and Branding Credits: 3<br>AVT 416 - Advertising Design<br>AVT 417 - Package Design Credits: 3<br><br>Digital Design (select three courses)<br>AVT 319 - Mobile App Design Credits: 3<br>AVT 411 - Motion Design Credits: 3<br>AVT 415 - Web Design and Usability Credits: 3<br>AVT 420 - Advanced Web Design Credits: 3<br><br>Publication Design (select three courses)<br>AVT 313 - Editorial Design Credits: 3<br>AVT 327 - Illustration Credits: 3<br>AVT 412 - Advanced Typography Credits: 3<br>AVT 414 - Corporate Design and Branding Credits: 3<br><br>Capstone (3 credits)<br>AVT 413 - Professional Design Practices Credits: 3<br><br>Total: 24 credits |
|   |  |

**Courses offered via distance:**  
 (if applicable)

TOTAL CREDITS REQUIRED:

\_\_\_\_\_

\*For Certificates Only: Indicate whether students are able to pursue on a  Full-time basis  Part-time basis

**Approval Signatures**

W. J. [Signature]    12/14/17    Trent M. Spruill    12/18/17  
Department                      Date                      College/School                      Date

If this program may impact another unit or is in collaboration with another unit at Mason, the originating department must circulate this proposal for review by those units and obtain the necessary signatures prior to submission. Failure to do so will delay action on this proposal.

| Unit Name | Unit Approval Name | Unit Approver's Signature | Date |
|-----------|--------------------|---------------------------|------|
|           |                    |                           |      |
|           |                    |                           |      |

**For Undergraduate Programs only**

\_\_\_\_\_  
Undergraduate Council Member

\_\_\_\_\_  
Provost Office

\_\_\_\_\_  
Undergraduate Council Approval Date

**For Graduate Programs Only**

\_\_\_\_\_  
Graduate Council Member

\_\_\_\_\_  
Provost Office

\_\_\_\_\_  
Graduate Council Approval Date

**For Registrar Office's Use Only:** Received \_\_\_\_\_ Banner \_\_\_\_\_ Catalog \_\_\_\_\_ revised 9/2/2016